



SHRI MATA VAISHNO DEVI UNIVERSITY

School of Business

Sub Post office-182320, Jammu & Kashmir
(Recognized under Section 12 (B) & 2 (f) of UGC Act, 1956)

No: SMVDU/SoB/23/246

Date: 27.07.2023

Minutes of 18th Meeting of Board of Studies of School of Business

A meeting of the Board of Studies (BoS) of School of Business (SoB), Faculty of Management, SMVD University (Katra, J&K) was held on 25-07-2023 (Tuesday) at 9:30 AM. onwards in the Conference Room of School of Business. The following members of BoS were present in the meeting.

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|---|----------------------------|
| 1. Dr. Jyoti Sharma, Associate Professor, SoB & Head - SoB | - Chairperson |
| 2. Dr. Supran Kumar Sharma, Associate Professor, Dean I/c FoM | - Member |
| 3. Dr. Ashutosh Vashishtha, Associate Professor - SoB | - Member |
| 4. Dr. Sushil Kumar Mehta, Associate Professor - SoB | - Member |
| 5. Dr. Arti Maini, Assistant Professor - SoB | - Member |
| 6. Dr. Rashi Taggar, Assistant Professor - SoB | - Member |
| 7. Dr. Syeda Shazia Bukhari, Assistant Professor - SoB | - Member |
| 8. Dr. Deepak Jain, Assistant Professor - SoB | - Member Secretary |
| 9. Professor Unnat P. Pandit, Professor, J.N.U., Delhi | - Member (External Expert) |
| 10. Mr. Sandeep G. Talgaonkar, SCE Lead India Business Unit, Mondelez International, Mumbai | - Member (External Expert) |

The External Experts joined the meeting in the online mode through google meet.

Dr. Rashi Taggar and Dr. Syeda Shazia Bukhari also joined the meeting in 'Online Mode' as they were on leave.

Dr. Sanjay Kumar Mishra (Assistant Professor - SoB) did not attend the meeting.

Dr. Deepak Jain (Member Secretary, BoS) welcomed the members and external experts of Board of Studies (BoS) of School of Business (SoB). Dean, FoM addressed the Board of Studies and introduced the Faculty Members of School to the external members of SoB.

Dr. Deepak Jain presented the agenda of Meeting and invited deliberations / suggestions / recommendations over the following agenda items are:

Agenda 1: Course Structure and Course Contents for 2nd Year of Integrated MBA (BBA (Honours) - MBA) with Exit Option as per NEP 2020 to be approved

The course structure along with course contents for the 2nd Year as per NEP 2020 was presented and deliberations were made on the same. Professor Unnat P. Pandit suggested to add topics such as 'Personal Financing' and 'NSE & BSE Provisions and Trading Practices'. Deliberation were made on it and it was decided to incorporate topics suggested in the course entitled 'Trading in Indian Stock Market' offered as Skill Enhancement Course to students of 3rd Semester.

Agenda 2: Discussion on Program Learning Outcomes of Integrated MBA - BBA (Honours) for first three years with Exit Option as per NEP 2020

Member-Secretary, BoS of the School proposed the Program Learning Outcomes broadly identified into 6 categories as: PLO1: Knowledge and understanding, PLO2: Procedural knowledge, PLO3: Application



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of Knowledge and Skills, PLO4: Skills Related to one's Specialization, PLO5: Communication Skills, and PLO6: Critical Thinking. All the members both internals as well as the external experts reviewed and found suitable as per the nature of program.

Agenda 3: Review of Evaluation Pattern of Dissertation offered in MBA Program.

Member Secretary presented the observation as received from central examination section of SMVDU regarding evaluation strategy for 'Dissertation' for MBA program and was discussed in the house. It was recommended that in order to facilitate the examination system of University and in the benefit of the students instead of having 2 separate courses as 'Dissertation-I' (Course Code: BUD7233) in Semester-III of 10% and 'Dissertation - II' (Course Code BUD7232) in Semester-IV of 90% only one course as 'Dissertation' in Semester - IV. (Course Code BUD7234) of MBA program should be there carrying 6 credits (weightage of composition 10 per cent mid-term evaluation, 60 per cent dissertation presentation in front of panel and 30 per cent dissertation supervisor evaluation). The focus is to have uniformity in evaluation pattern with other courses.

Agenda 4: Review of Online Course offered in MBA Program

Member Secretary presented an issue related to 'Online Course' - a course component in Semester-1 of MBA Program. The enrollment and result declaration of SWAYAM / NPTEL is not synchronized with semester system followed for MBA Program in SMVDU. Generally, the course enrollment with Swayam/NPTEL starts in the month of October and result declaration goes up to April / May of next year. This creates problem in timely result declaration of Semester 1 of MBA Program. Professor Unnat P. Pandit suggested to give flexibility to the students to either register in any of the semesters (1-4). Considering the situation, it is finalized to move the evaluation of the course 'Online Course' to Semester-2 under the course structure of Integrated MBA Program. However, the student must enroll with Swayam / NPTEL in the Semester-1 only. Board members agreed with the change to simplify the process and remove any anomalies with the examination section of SMVDU.

Agenda 5: Review of Revised Course Contents of 4 Courses available in Five-Year Integrated MBA (BBA (Honours) - MBA) with Exit Option and MBA program.

Member Secretary presented the feedback received from different stakeholders regarding the below mentioned four courses for review and revision offered for Five-Year Integrated MBA (BBA (Honours) - MBA) with Exit Option and MBA program:

- BUL2411 Software Packages - I (R Programming)
- BUL3411 Software Packages -II (Python)
- BUL6033 Marketing Decision Making
- BUL6051 Supply Chain Management

Board members reviewed the changes in course contents and agreed upon the changes suggested for implementation.

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Agenda 6: Ratification of Revised Course Codes of Five-Year Integrated MBA (BBA (Honours) - MBA) with Exit Option and MBA program.

Member Secretary presented the revised course codes of ongoing Five-Year Integrated MBA (BBA (Honours) - MBA) with Exit Option and MBA program in front of board members for ratification to synchronize the course codes with central examination section of SMVDU.

Board members recommended the changes in course codes to simplify the process and remove any anomalies with the examination section of SMVDU.

Agenda 7: Ratification of Revised Courses and Course Codes offered to students of Ph.D.

Member Secretary presented the revised list of courses with revised codes to be offered to Ph.D. students in front of board members for ratification and to synchronize the course codes with central examination section of SMVDU. The list of courses offered got revised under consideration of the fact that elective courses that are offered to MBA students in Semester 3rd and 4th may also be offered as elective courses to Ph.D. students so that they get the fundamental knowledge about the course besides some other courses which are offered exclusively to Ph.D students.

Board members recommended the changes in list of courses with changed codes offered to Ph.D. students to simplify the process and remove any anomalies with the examination section of SMVDU.

Agenda 8: Inclusion of Social Sciences Citation Index (SSCI) for publication Eligibility

Members of BoS resolved and recommended the inclusion of SSCI at par with SCI, SCI (E), and ABDC (A & B Category) in School of Business for fulfilling the requirements of 2 publications by Ph.D. Students for becoming eligible for the award of Ph.D. Degree in School of Business, Faculty of Management as the same is already notified for the School of Economics vide notification no.: SMVDU/R&D/2022/33rd EC-ATR/4082-4088 dated 07.09.2022.

Chairperson conveyed vote of thanks to external members on behalf of all faculty members of SoB. Mr. Sandeep G. Talgaonkar and Professor Unnat P. Pandit appreciated the initiatives taken by School of Business for student holistic development and upliftment.

Deepak Jain
27/7/23

Dr. Deepak Jain,
Member Secretary, BOS, SoB

Jyoti Sharma
27/7/23
Dr. Jyoti Sharma
Head, SOB

Copy to:

1. Dean I/c, FoM
2. Dean, Academic Affairs for information.
3. Registrar, SMVDU for information.
4. PS to VC, SMVDU for information to HVC.
5. Members of BoS of SoB.
6. Office File.

Five years Integrated Programs have Multiple Entry & Multiple Exit options as per New Education Policy 2020

Programme duration: First year (first two semesters) of the undergraduate programme, followed by an exit 10-credit bridge course(s) lasting two months, including at least 06-credit job-specific internship / apprenticeship that would help the graduates acquire job-ready competencies required to enter the workforce.

Course Structure for BBA 2022 Batch with Exit option after 1 Year

1st Year

Semester & Nature of Course	Name of Course	Credit (L-T-P)	Course Codes
Semester-I			
Major or Discipline Specific Core (DSC)	Fundamentals of Management	4 Credits (4-0-0)	BUL1331
Minor or Discipline Specific Elective (DSE)	Business Mathematics and Statistics	4 Credits (4-0-0)	BUE1371
Multi-disciplinary (MD) (Open Elective) (MD-1)	Fundamentals of Marketing	3 Credits (3-0-0)	BUE1351
Ability Enhancement Courses (AEC) (Any 1) (AEC-1)	Modern Indian Language English Language Hindi Language Professional Communication (LNL1241)	3 Credits (3-0-0) 3 Credits (3-0-0) 3 Credits (3-0-0) 3 Credits (2-1-0)	Code from Other Respective Schools
Skill Enhancement Courses (Any 1) (SEC-1)	Introduction to Computer Applications Presentation Skills Personality Building Modern Office Management Financial Literacy and Banking Critical Thinking	2 Credits (1-0-2) 2 Credits (0-0-4) 2 Credits (0-0-4) 2 Credits (0-0-4) 2 Credits (0-0-4) 2 Credits (0-0-4)	CSE1013 BUP1381 BUP1382 BUP1383 BUP1384 ---
Value Added Courses (Any 2) VAC-1 & VAC-2	Understanding India / Health and Wellness / Environmental Studies (EVS) / Sports and Fitness / Digital Technology / Yoga Education	2 Credits (2-0-0)	Code from Other Respective Schools

Semester & Nature of Course	Name of Course	Credit (L-T-P)	Course Code
Semester-II			
Major or Discipline Specific Core (DSC)	Introduction to Organizational Behavior	4 Credits (4-0-0)	BUL1332
Minor or Discipline Specific Elective (DSE)	Basics of Business Environment	4 Credits (4-0-0)	BUE1321
Multi-disciplinary (MD) (Open Elective) (MD-1)	Fundamentals of Business Economics	3 Credits (3-0-0)	BUE1063
Ability Enhancement Courses (AEC) (Any 1) (AEC-2)	Modern Indian Language English Language Hindi Language Professional Communication (LNL1241)	3 Credits (3-0-0) 3 Credits (3-0-0) 3 Credits (3-0-0) 3 Credits (2-1-0)	Code from Other Respective Schools
Skill Enhancement Courses (Any 1) (SEC-2)	Introduction to Computer Applications Presentation Skills Personality Building Modern Office Management Financial Literacy and Banking Critical Thinking	2 Credits (1-0-2) 2 Credits (0-0-4) 2 Credits (0-0-4) 2 Credits (0-0-4) 2 Credits (0-0-4) 2 Credits (0-0-4)	CSE1013 BUP1381 BUP1382 BUP1383 BUP1384 ---
Value Added Courses (Any 2) VAC-3 & VAC-4	Understanding India / Sports and Fitness / Yoga Education / Health and Wellness / Environmental Studies (EVS) / Digital Technology	2 Credits (2-0-0)	Code from Other Respective Schools
Vocational Courses & Internship - Vocational Course (Any 1 from the list-1) - Internship		10 Credits - 4 Credits - 6 Credits	

The AAC, SoB recommends below mentioned vocational courses as a part of 10-credit bridge course to be opted by the student if he/she opts for exit option after the 1st year.

List-1

Nature of Course	Name of Course	Credit (L-T-P)	Course Code
Vocational Course	Computerized Accounting – Tally	4 Credits (4-0-0)	BUE1431
Vocational Course	Financial Modeling with Excel	4 Credits (4-0-0)	BUE1432

*Vocational Courses: As per NEP 2020, Five years Integrated Programs have multiple entry & multiple exit options. A student, who exits the course after one year of study, shall be provided with an Undergraduate Certificate (Field of study/discipline).

2nd Year

✓ Following courses for Semester-3 and Semester-4 were finalized to be offered by School of Business to BBA 2022 Batch.

Semester & Nature of Course	Name of Course	Credit (L-T-P)	Course Codes
Semester-III			
Major or Discipline Specific Core (DSC)	Financial Accounting for Decision Making	4 Credits (4-0-0)	BUL2341
Minor or Discipline Specific Elective (DSE)	Introduction to Human Resource Management	4 Credits (4-0-0)	BUE2331
Multi-disciplinary (MD) (Open Elective) (MD-1)	Business Research Methods	3 Credits (3-0-0)	BUE2221
Ability Enhancement Courses (AEC) (Any 1) (AEC-1)	-----	3 Credits (3-0-0)	
Skill Enhancement Courses (Any 1) (SEC-1)	Principles of Sales Management Trading in Indian Stock Market Management Thinkers	2 Credits (2-0-0)	BUE2351 BUE2341 BUE2421

Semester & Nature of Course	Name of Course	Credit (L-T-P)	Course Code
Semester-IV			
Major or Discipline Specific Core (DSC)	Production and Operations Management	4 Credits (4-0-0)	BUL2321
Minor or Discipline Specific Elective (DSE)	Introduction to Financial Management	4 Credits (4-0-0)	BUE2342
Multi-disciplinary (MD) (Open Elective) (MD-1)	Entrepreneurship Management	3 Credits (3-0-0)	BUE2322
Ability Enhancement Courses (AEC) (Any 1) (AEC-2)	-----	3 Credits (3-0-0)	
Skill Enhancement Courses (Any 1) (SEC-2)	Tourism and Hospitality Marketing Industrial Psychology Creative Thinking	2 Credits (2-0-0)	BUE2352 BUE2452 BUE2422

for codes only


Final

**Five Year Integrated MBA (BBA (Honors) -MBA) with Exit Option and MBA Program
(2020-21 onwards)**

Duration	5 Years
Total Credits	148 + 102 = 250 Credits
	BBA (Honors)
	14 Core Discipline Courses of 6 credits each = 84 credits
	4 Discipline Special Elective (Specialization Courses) of 6 credit each = 24 credits
	4 Ability & Skill Enhancement of 4 credit each = 16 credits
	3 Elective Course-Generic / Interdisciplinary of 6 credit each = 18 credits
	1 Summer Training Report in lieu of 2 Generic / Interdisciplinary Elective Courses = 6 credits
Electives (E)	Specialization Streams = 3
Summer Training (T)	Total Number of Electives: 4 courses Summer Training for 6-7 weeks that carries 6 credits. 100% Evaluated through panel of faculty members.
Practical's (P)	Students are trained on usage of different software's as part or as compulsory module during complete program.
	MBA
	13 Core Discipline Courses of 3 credits each = 39 credits
	9 Ability Enhancement of 3 credit each = 27 credits
	1 Ability Enhancement (Online Course on Self Study Basis) of 2 credit = 2 credits
	4 Discipline Special Elective (Specialization Courses) of 3 credit each = 12 credits
	2 Choice Based Credit System Discipline Special Elective (Specialization Courses) of 3 credits each = 6 credits
	2 Viva Voce of 2 credits each = 4 credits
	3 Skills Enhancement
	2 Dissertation (I + II) of 2 credits and 4 credits each = 6 credits
	1 Summer Training of 6 credits = 6 credits
Electives (E)	Specialization Streams = 3
Dissertation (D)	Total Number of Electives: 6 courses 10% of marks evaluated by panel as Mid Term Evaluation 30% of marks evaluated by faculty supervisor 60% of marks evaluated by panel on Final Report submitted and Presentation
Summer Training (T)	Summer Training for 6-7 weeks that carries 6 credits. 100% Evaluated through panel of faculty members.
Practical's (P)	Students are trained on usage of different software's as part or as compulsory module during complete program.

Note: The Students of BBA (Honors) under Five Year Integrated MBA (BBA (Honors) - MBA) with Exit Option shall be undertaking the course structure of the MBA program of the School, subject to revision from time to time as per the updating and contemporary requirements of a MBA program.

[Signature] *[Signature]*

COURSE STRUCTURE

BBA (Honors)

Semester & Nature of Course	Name of Course	Credit (L-T-P)	Course Code
Semester-I			
Core Discipline	Business Mathematics and Statistics	6 Credits (4-2-0)	BUL1401
Core Discipline	Business Environment	6 Credits (4-2-0)	BUL1012
Core Discipline	Principles of Management	6 Credits (4-2-0)	BUL1261
Elective Course- Generic / Interdisciplinary (Any One from the List of Generic Elective / Interdisciplinary Courses)	- To be chosen from open elective of other schools offered during that time or from the list-	6 Credits (4-2-0)	
Semester-II			
Ability Enhancement - Compulsory	Computers and IT Skills	4 Credits (2-0-4)	BUL1411
Core Discipline	Business Economics	6 Credits (4-2-0)	BUL1062
Core Discipline	Financial Accounting for Decision Making	6 Credits (4-2-0)	BUL1271
Elective Course- Generic / Interdisciplinary (Any One from the List of Generic Elective / Interdisciplinary Courses)	- To be chosen from open elective of other schools offered during that time or from the list-	6 Credits (4-2-0)	
Semester-III			
Ability Enhancement - Compulsory	Environmental Studies	4 Credits (4-0-0)	BUL2131
Core Discipline	Fundamentals of Organizational Behavior	6 Credits (4-2-0)	BUL2261
Core Discipline	Cost and Management Accounting	6 Credits (4-2-0)	BUL2271
Core Discipline	Principles of Marketing	6 Credits (4-2-0)	BUL2251
Elective Course- Generic / Interdisciplinary (Any One from the List of Generic Elective / Interdisciplinary Courses)	- To be chosen from open elective of other schools offered during that time or from the list-	6 Credits (4-2-0)	
Semester-IV			
Ability Enhancement - Compulsory	Software Packages - I (R Programming)	4 Credits (3-0-2)	BUL2411
Core Discipline	Business Research Methods	6 Credits (4-2-0)	BUL2222
Core Discipline	Introduction to Human Resource Management	6 Credits (4-2-0)	BUL2262
Core Discipline	Introduction to Financial Management	6 Credits (4-2-0)	BUL2272
Core Discipline	Production and Operations Management	6 Credits (4-2-0)	BUL2281
Semester-V			
Core Discipline	Legal Aspects of Business	6 Credits (4-2-0)	BUL3281
Discipline Special Elective (Elective 1 st Paper)	----- To be chosen from list-----	6 Credits (4-2-0)	
Discipline Special Elective (Elective 2 nd Paper)	----- To be chosen from list-----	6 Credits (4-2-0)	
*Summer Training Report in lieu of 2 Generic/interdisciplinary elective courses	6 to 7 weeks of Summer Training completed by the students after IV semester followed by submission of Summer Training Report.	6 Credits	BUT3231
Semester-VI			
Ability Enhancement - Compulsory	Software Packages - II (Python)	4 Credits (3-0-2)	BUL3411
Core Discipline	Logistics Management	6 Credits (4-2-0)	BUL3291
Discipline Special Elective (Elective 3 rd Paper)	----- To be chosen from list-----	6 Credits (4-2-0)	
Discipline Special Elective (Elective 4 th Paper)	----- To be chosen from list-----	6 Credits (4-2-0)	

Completion of UG degree with exit option after BBA (Honors)

Discipline Special Elective

Marketing		HR	
Semester 5	Course Code	Semester 5	Course Code
Industrial Marketing	BUE3251	Compensation and Benefits	BUE3261
Principles of Sales Management	BUE3252	Employee Relations	BUE3262
Advertising and Public Relations	BUE3253	Labour Legislations	BUE3263
Tourism and Hospitality Marketing	BUE3254	Knowledge Management	BUE3264
Semester 6		Semester 6	
Principles of Retail Management	BUE3255	Employee Training and Development	BUE3265
International Marketing	BUE3256	HRD System and Strategies	BUE3266

e-Marketing	BUE3257	Employee Engagement	BUE3267
Customer Relationship Management	BUE3258	Employee Welfare and Social Security	BUE3268

Finance	
Semester 5	Course Code
Corporate Analysis and Valuation	BUE3271
Principles of Taxation	BUE3272
Financial Institutions and Markets	BUE3273
Investment Management	BUE3274
Semester 6	
Principles of Banking and Insurance	BUE3275
Financial Derivatives	BUE3276
Financial Statement Analysis	BUE3277
Fundamentals of International Finance	BUE3278

Note: Subject to minimum number of students opting the elective course and availability of faculty.

MBA Program / Five Year Integrated MBA (BBA (Honors) -MBA) with Exit Option and MBA Program

*Semester- I / VII			Course Code
Ability Enhancement – Compulsory	Business Communication	3 Credits (3-0-0)	BUL6017
Ability Enhancement – Compulsory	Statistical Methods for Management Decisions	3 Credits (3-0-0)	BUL6091
Ability Enhancement – Compulsory	Corporate Financial Reporting and Decision Making	3 Credits (3-0-0)	BUL6271
Core Discipline	Managerial Economics	3 Credits (3-0-0)	BUL6062
Core Discipline	Marketing Management	3 Credits (3-0-0)	BUL6034
Core Discipline	Organization Behavior	3 Credits (3-0-0)	BUL6021
Core Discipline	Digital Innovation Strategies	3 Credits (3-0-0)	BUL6411
	Viva Voce	2 Credits	BUC6301
Semester-II / VIII			
Ability Enhancement – Compulsory	Research Methodology Applications with SPSS	3 Credits (1-0-4)	BUL6093
Ability Enhancement – Compulsory	Marketing Decision Making	3 Credits (3-0-0)	BUL6033
Ability Enhancement – Compulsory	Managerial Accounting and Decision Making	3 Credits (3-0-0)	BUL6047
Ability Enhancement – Compulsory	Decision Models and Optimization	3 Credits (3-0-0)	BUL6092
Core Discipline	Management of Organizations	3 Credits (3-0-0)	BUL6023
Core Discipline	Digital and Social Media Marketing	3 Credits (3-0-0)	BUL6037
Core Discipline	Corporate Finance	3 Credits (3-0-0)	BUL6042
Core Discipline	Supply Chain Management	3 Credits (3-0-0)	BUL6051
Ability Enhancement – Compulsory	Online Course	2 Credits	BUS6311
	Viva Voce	2 Credits	BUC6302
Semester III / IX			
Ability Enhancement – Compulsory	Management Control System	3 Credits (3-0-0)	BUL7271
Ability Enhancement – Compulsory	Project Appraisal and Planning	3 Credits (3-0-0)	BUL7018
Core Discipline	Strategic Management	3 Credits (3-0-0)	BUL7011
Core Discipline	Managing Teams	3 Credits (3-0-0)	BUL7021
Discipline Special Elective (Elective 1 st Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Discipline Special Elective (Elective 2 nd Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Choice Based Credit System Discipline Elective (Elective 1 st Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Skill Enhancement – Compulsory	Summer Training	6 Credits	BUT7232
Semester-IV / X			
Core Discipline	Entrepreneurship	3 Credits (3-0-0)	BUL7281
Core Discipline	Business Laws	3 Credits (3-0-0)	BUL7019
Core Discipline	Leadership Development	3 Credits (3-0-0)	BUL7261
Discipline Special Elective (Elective 3 rd Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Discipline Special Elective (Elective 4 th Paper)	----- To be chosen from list-----	3 Credits (3-0-0)	
Choice Based Credit System Discipline Elective	----- To be chosen from list-----	3 Credits (3-0-0)	

(Elective 2 nd Paper)			
Skill Enhancement – Compulsory	Dissertation	6 Credits	BUD7234

Note: Semester I means the semester I for MBA with lateral entry in MBA program as well as MBA program AY 2020-21 and Semester VII means semester VII for the students promoted in MBA program after successful completion of BBA (Hons.) under Five Year Integrated MBA (BBA (Honors) -MBA) with Exit Option

Discipline Special Elective & Choice Based Credit System Elective

Marketing		HR	
Semester 9	Course Code	Semester 9	Course Code
Consumer Behaviour	BUE7253	Understanding Workplaces and Industrial Psychology	BUE7264
Marketing Strategy	BUE7254	Power and Politics in Organizations	BUE7265
Choice Based Credit System		Choice Based Credit System	
Product and Brand Management	BUE7256	Negotiation Skills	BUE7266
Integrated Marketing Communication	BUE7257	Organization Change and Intervention Strategies	BUE7267
Semester 10		Semester 10	
Retail Marketing	BUE7251	Performance and Talent Management	BUE7263
Marketing of Services	BUE7038	Strategic Human Resource Management	BUE7026
Choice Based Credit		Choice Based Credit	
Rural Marketing	BUE7255	Competency Mapping and Assessment	BUE7261
Social Marketing	BUE7252	Cross-Cultural HRM	BUE7262

Finance	
Semester 9	Course Code
Corporate Tax Planning and Tax Management	BUE7274
Security Analysis and Portfolio Management	BUE7275
Choice Based Credit	
Global Macro Economy and Financial Crisis	BUE7276
Forensic Audit and Fraud Investigation	BUE7277
Semester 10	
Strategic Corporate Finance	BUE7271
Business Valuation, Mergers and Acquisitions	BUE7272
Choice Based Credit	
International Financial Management	BUE7071
Financial Derivatives and Risk Management	BUE7273

Note: Subject to minimum number of students opting the elective course and availability of faculty

Open Elective offered by School of Business

Courses	Credits (L-T-P)	Course Code
Financial Management for Engineers	3 Credits (3-0-0)	BUE2041
Basics of Marketing Management	3 Credits (3-0-0)	BUE2031
Leadership Development for Engineers	3 Credits (3-0-0)	BUE2021
Digital Marketing	3 Credits (3-0-0)	BUE2032
Entrepreneurship Development	3 Credits (3-0-0)	BUE2012

Note: Subject to minimum number of students opting the elective course and availability of faculty

Elective Course-Generic / Interdisciplinary offered by Other Schools in SMVDU

Year	Elective Course-Generic / Interdisciplinary
1	Semester 1
	Discourse on Human Virtues
	Introduction to English Sound System
	Professional Ethics
	Semester 2
	Morality in Indian Tradition
	Introduction to English Word Structure

2	Semester 3	Know your Constitution
		Meaning of Life
		Critical Thinking
		Analyzing Sentence Structure
	Semester 4	Language and Creativity
		Academic Writing & Composition

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Courses of Study

(Detailed Course Contents)

Under-graduate Programmes

(2023-2024)

Five years Integrated Programs have Multiple Entry & Multiple Exit options as per New Education Policy 2020



Shri Mata Vaishno Devi University

Kakryal, Katra 182320 Jammu & Kashmir

Brief History

School of Business, Shri Mata Vaishno Devi University is the first and only institution in the State of J&K that offers NBA accredited MBA programme. The School of Business adopts quality procedures and practices as per the international norms with high level of industrial exposure for developing best of the minds for the corporate and society. The School has established itself as one of India's leading centres of excellence in management education and research. The School of Business has a contemporary courseware supported with well-equipped computer laboratory containing the latest hardware, software and databases such as SPSS, Prowess & EIS which are used for statistical and trend analysis. The School follows case based pedagogy supported with Harvard and Ivey league case studies. With a state of art infrastructures facilities, and highly qualified faculty members, the School provides a enabling environment towards learning & development.

Vision Statement

School of Business aspires to be the most sought offer confluence of teaching, research and networking seat of management education, regionally anchored, nationally recognized and globally connected.

Mission Statement

The school strives to be catalyst for change management in Business and Governance through continuous pursuit of excellence in research and teaching, keeping abreast of recent development in national and international scenario.

Objectives

- Create intellectual capital in terms of scholarly and application-oriented teaching & research.
- To run state-of-the-art postgraduate and doctoral programs to develop human capital.
- To concentrate on areas of specialization as per industrial requirements at national and global level.
- Forge meaningful partnerships with industry, academia, government, and social sectors.
- To promote entrepreneurial activities in the region by imparting training and motivating prospective entrepreneurs.

Values

- Academic integrity and accountability.
- Respect and tolerance for the views of every individual.
- Recognizing issues of national and international relevance.
- Appreciation of intellectual excellence and creativity.

PROGRAM LEARNING OUTCOMES (P.L.O.)

At School of Business, Faculty of Management, S.M.V.D.U., students will be able to:

PLO1- Knowledge and understanding

Demonstrate a fundamental/coherent understanding of: business management concepts, principles and tools, and their application; distinctive management theories, interpretations and case studies and their competent use, and the differing methods of managing and leading that have been and are used by the managers, entrepreneurs and the leaders.

PLO2- Procedural knowledge

Undertake practical activities and projects which help prepare students effectively for professional employment relating to the area of business management.

PLO3- Application of Knowledge and Skills

Apply business management principles/theories/case studies to design, guide and interpret financial, human resource, marketing and logistical challenges and apply relevant analytical and management skills to mitigate the issues.

PLO4- Skills Related to one's Specialization

Demonstrate skills involving the constructive use of knowledge in the subfields of management (analytical, entrepreneurial, financial, human resource, marketing and logistics), and other related fields of study in a range of settings, including pursuing higher studies related to the chosen area of specialization within the field of business administration.

PLO5: Communication skills

Articulate, communicate and present business management arguments to both specialist and non-specialist audiences.

PLO6: Critical Thinking

Analyze / examine the effectiveness of organization's strategies and evaluate the profitability and sustainability of select business houses or start-ups.

University Campus Address	Shri Mata Vaishno Devi University Kakryal, Katra 182 320 J&K, INDIA Phone:01991- 285634, 285524 Fax: 01991-285694
Public Relations Officer Address	Public Relations Office, Shri Mata Vaishno Devi University Kalika Dham, Near railway Station, Jammu 180004J&K,INDIA Telefax: 0191-2470067

Website: www.smvdu.ac.in

**Details of
Programme of Study
&
Syllabus of Courses
Offered by
School of Business**

**Five years Integrated Programs have Multiple Entry &
Multiple Exit options as per New Education Policy 2020**

**Five-Year Integrated Programs have Multiple Entry & Multiple Exit options as per New Education
Policy 2020**

Programme duration: First year (first two semesters) of the undergraduate programme, followed by an exit 10-credit bridge course(s) lasting two months, including at least 06-credit job-specific internship / apprenticeship that would help the graduates acquire job-ready competencies required to enter the workforce.

2

Course Structure for BBA 2022 Batch with Exit option after 1 Year

1st Year

Semester & Nature of Course	Name of Course	New LTP	New Code
Semester-I			
Major or Discipline Specific Core (DSC)	Fundamentals of Management	4 Credits (4-0-0)	BUL MD101
Minor or Discipline Specific Elective (DSE)	Business Mathematics and Statistics	4 Credits (4-0-0)	BUL MI101
Multi-disciplinary (MD) (Open Elective) (MD-1)	Fundamentals of Marketing	3 Credits (3-0-0)	BUL MU101
Ability Enhancement Courses (AEC) (Any 1) (AEC-1)	Courses Offered from Other Schools	3 Credits (3-0-0)	Code from Other Respective Schools
Skill Enhancement Courses (Any 1) (SEC-1)	Presentation Skills Modern Office Management	2 Credits (2-0-0) 2 Credits (2-0-0)	BUL SE101 BUL SE103
Value Added Courses (Any 2) VAC-1 & VAC-2	Courses Offered from Other Schools	2 Credits (2-0-0) 2 Credits (2-0-0)	Code from Other Respective Schools

Semester & Nature of Course	Name of Course	New LTP	New Code
Semester-II			
Major or Discipline Specific Core (DSC)	Introduction to Organizational Behavior	4 Credits (4-0-0)	BUL MD102
Minor or Discipline Specific Elective (DSE)	Basics of Business Environment	4 Credits (4-0-0)	BUL MI102
Multi-disciplinary (MD) (Open Elective) (MD-1)	Fundamentals of Business Economics	3 Credits (3-0-0)	BUL MU102
Ability Enhancement Courses (AEC) (Any 1) (AEC-2)	Courses Offered from Other Schools	3 Credits (3-0-0)	Code from Other Respective Schools
Skill Enhancement Courses (Any 1) (SEC-2)	Personality Building Financial Literacy and Banking	2 Credits (2-0-0) 2 Credits (2-0-0)	BUL SE102 BUL SE104
Value Added Courses (Any 2) VAC-3 & VAC-4	Courses Offered from Other Schools	2 Credits (2-0-0) 2 Credits (2-0-0)	Code from Other Respective Schools
Vocational Courses & Internship		10 Credits	
- Vocational Course (Any 1 from the list-1)		- 4 Credits	
- Internship		- 6 Credits	BUI PR101

The AAC, SoB recommends below mentioned vocational courses as a part of 10-credit bridge course to be opted by the student if he/she opts for exit option after the 1st year.

List-1

Nature of Course	Name of Course	Credit (L-T-P)	New Code
Vocational Course	Computerized Accounting – Tally	4 Credits (4-0-0)	BUL VO101
Vocational Course	Financial Modeling with Excel	4 Credits (4-0-0)	BUL VO102

*Vocational Courses: As per NEP 2020, Five years Integrated Programs have multiple entry & multiple exit options. A student, who exits the course after one year of study, shall be provided with an Undergraduate Certificate (Field of study / discipline).

2nd Year

Following courses for Semester-3 and Semester-4 were finalized to be offered by School of Business to BBA 2022 Batch.

Semester & Nature of Course	Name of Course	Credit (L-T-P)	New Code
Semester-III			
Major or Discipline Specific Core (DSC)	Financial Accounting for Decision Making	4 Credits (4-0-0)	BUL MD201
Minor or Discipline Specific Elective (DSE)	Introduction to Human Resource Management	4 Credits (4-0-0)	BUL MI201
Multi-disciplinary (MD) (Open Elective) (MD-1)	Business Research Methods	3 Credits (3-0-0)	BUL MU201
Ability Enhancement Courses (AEC) (Any 1) (AEC-1)	Courses Offered from Other Schools	3 Credits (3-0-0)	Code from Other Respective Schools
Skill Enhancement Courses (Any 1) (SEC-1)	Principles of Sales Management Trading in Indian Stock Market Management Thinkers	2 Credits (2-0-0) 2 Credits (2-0-0) 2 Credits (2-0-0)	BUL SE201 BUL SE203 BUL SE205

Semester & Nature of Course	Name of Course	Credit (L-T-P)	New Code
Semester-IV			
Major or Discipline Specific Core (DSC)	Production and Operations Management	4 Credits (4-0-0)	BUL MD202
Minor or Discipline Specific Elective (DSE)	Introduction to Financial Management	4 Credits (4-0-0)	BUL MI202
Multi-disciplinary (MD) (Open Elective) (MD-1)	Entrepreneurship Management	3 Credits (3-0-0)	BUL MU202
Ability Enhancement Courses (AEC) (Any 1) (AEC-2)	Courses Offered from Other Schools	3 Credits (3-0-0)	Code from Other Respective Schools
Skill Enhancement Courses (Any 1) (SEC-2)	Tourism and Hospitality Marketing Industrial Psychology Creative Thinking	2 Credits (2-0-0) 2 Credits (2-0-0) 2 Credits (2-0-0)	BUL SE202 BUL SE204 BUL SE206

Course Contents for BBA with Exit Option after 1 Year

BUL MD101			Fundamentals of Management				Pre Requisites			
L-T-P			C				Co-requisites			
L	T	S/P		Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to:

CLO1: Know the fundamental management theories and concepts.

CLO2: Understand the challenges of management

CLO3: Apply the management principles to handle and successfully interact with his team members

CLO4: Employ analytical tools to assess management-related business problems and reach defensible conclusions.

COURSE CONTENTS

UNIT I

(08 Contact Hours)

Definition of Management – Science or Art – Manager Vs Entrepreneur – types of managers – managerial roles and skills – Evolution of Management – Scientific, human relations, system and contingency approaches –Current trends and issues in Management.

UNIT II

(10 Contact Hours)

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Planning Tools and Techniques – Decision-making steps and process.

UNIT III

(10 Contact Hours)

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization.

UNIT IV

(10 Contact Hours)

Foundations of individual and group behavior – motivation –motivational techniques; communication – the process of communication – barrier in communication – effective communication, Coordination.

UNIT V

(10 Contact Hours)

System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Productivity problems and management – control and performance.

NOTE:

Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment

10 Internal Assessment shall be awarded on students' work in the form of Case Studies / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

1. Vasishth, Neeru, Principles of Management, Taxman
2. Koontz & Weihrich, Essentials of Management, TMH
3. Mullins, Management and Organisational Behaviour, Pearson
4. Stephen P. Robbins, Mary K. Coulter, Management, Pearson
5. James A F Stoner, R Edward Freeman, Daniel R Gilbert, Management, Pearson.

BUL MI101			Business Mathematics and Statistics				Pre Requisites			
L-T-P			C	Co-requisites			Minor-I Assessm ent	Minor-II Assessmen t	Major Assessm ent	Total Assessm ent
L	T	S/P		Minor Duration	Major Duration	Internal Assessment				
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

2

After successful completion of this course, students shall be able to:
 CLO1: Explain fundamentals and philosophy of statistical & mathematical concepts.
 CLO2: Estimate and interpret with statistical & mathematical tools.
 CLO3: Apply different measuring and relevant tools/ methods for data in business world.
 CLO4: Formulate the solutions and implications of problems of business world with these tools.

COURSE CONTENTS

(10 Contact Hours)
 Unit I
 Theory of Sets: Meaning, Elements, Types, Presentation and Equality of Sets; Union, Intersection, Complement and Difference of Sets. Arithmetic and Geometric Progression Growth rate: Simple and Compound, Depreciation- Time Value of Money- Future and Present Value, Compounding and Discounting. Matrices-Types, Matrix manipulations and their rules, Order of Matrix, Transpose of Matrix, Inverse and Cramer's Rule.

(12 Contact Hours)
 Unit II
 Calculus: Meaning & applications in business, Constant and variables, Functions, Limit & Continuity; Differentiability & Differentiation, Differentiation by First principle, Partial and Total Differentiation; Derivatives – First order and Second order Derivatives; Maxima & Minima using Lagrange transform; Fundamentals of Integrals Applications in corporate world.

(12 Contact Hours)
 Unit III
 Definition, Scope and Limitations of Business Statistics-Frequency distribution- Representation of data by Frequency distribution, Measures of Central tendency- Mean, Median, Mode, Mean. Quartiles, Deciles and Percentiles. Measures of Dispersion: Absolute and Relative measures of Range, Standard Deviation, Coefficient of Variance & Variation, Skewness and Kurtosis.

(12 Contact Hours)
 Unit IV
 Correlation and Regression: Meaning & Significance in business, Scatter diagram, Karl Pearson's Coefficient of Correlation, Multiple & Partial Correlation, Rank Correlation, Regression lines, Regression coefficients & Applications of Regression and Correlation in Business. Index Numbers: Significance of Index Numbers in Business, Time Reversal & Factor Reversal tests - Base Shifting, Splicing and Deflating, Problems involved in construction of Index Numbers, applications in business

(12 Contact Hours)
 Unit V
 Time Series Analysis: An Application. Concept of Business Analytics Probability: Meaning & Significance in business. Independent and dependent events; mutually exclusive events; Mathematical Expectation.

NOTE:

Evaluation shall be carried out in three stages. 2 Minors of 20 Marks each + 1 Major of 50 Marks
 Internal Marks shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments, which shall be evaluated by the concerned faculty. Hands-on sessions on a statistical software

Reference Books

1. Allen R.G.D. 'Mathematical Analysis for Economics'. St.M.Press, Latest Edition
2. Andy Francis, Business Mathematics and Statistics, Cengage Learning, Latest Edition
3. Baumol, W.J. 'Economic Theory and Operations Analysis, Prentice Hall', Latest Edition
4. Budnick, F.S. 'Applied Mathematics for Business, Economics and Social Sciences', McGraw Hill, Latest Edition
5. Chiang, A.C. 'Fundamental Methods of Mathematical Economics', McGraw Hill, Latest Edition
6. Henderson, 'Microeconomic Theory' A Mathematical Approach, McGraw Hill, Latest Edition
7. Hooda, R. 'Statistics for Business and Economics', Macmillan, Latest Edition
8. Thukral, J K. Business Mathematics and Statistics, Scholar Tech Press, Latest Edition
9. Medhi, J. 'Statistical Methods: An Introductory Text, New Age International, Latest Edition
10. Nagar, A.L. and R.K. Das, 'Basic Statistics', OUP, Latest Edition
11. Bhardwaj, R. S. Mathematics and Statistics for Business, Excel Book, Latest Edition
12. Rao, C.R. 'Linear Statistical Inference and Applications', Wiley and Sons, Latest Edition
13. Gupta, S.P. Statistical Methods, S. Chand & Co Ltd, Latest Edition
14. Saha, Suranjan, Practical Business Mathematics & Statistics, Tata McGraw Hill, Latest Edition

BUL MU101			Fundamentals of Marketing				Pre Requisites			
L-T-P			C	Co-requisites			Minor-I Assessme nt	Minor-II Assessmen t	Major Assessm ent	Total Assessm ent
L	T	S/P		Minor Duration	Major Duration	Internal Assessme nt				
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

Q

After successful completion of this course, students shall be able to:

CLO1: Know the true value of products and services

CLO2: Understand the importance of marketing tools

CLO3: Learn the importance of market surveys

CLO4: Apply the principles of marketing in promoting products and services

COURSE CONTENTS

Unit 1 (08 Contact Hours)

Defining Marketing, Scope of Marketing, Ps of Marketing, Marketing Concepts, Marketing Orientation, Changing Marketing Practices, Value-Delivery Network, Customer Delight, Customer Relationship Management

Unit 2 (10 Contact Hours)

Market-oriented strategic planning, Steps in planning process, Contents of Marketing Plan, BCG Approach, GE Model, SWOT Analysis, Marketing Research Process, Scanning the Marketing Environment

Unit 3 (10 Contact Hours)

External Marketing Environment, Social factors, Demographic factors, Economic factors, Technological factors, Political & Legal factors, Competitive factors

Unit 4 (10 Contact Hours)

Market Segmentation, Criteria, Bases, Steps of Segmentation. Targeting Strategies. Positioning- Perceptual Maps, Positioning bases, Repositioning.

Unit 5 (10 Contact Hours)

Product Mix, Product-Line decisions, Brand Identity, Brand Equity, Service Mix, Service Quality, Integrated Marketing Communications, Ethical issues in Marketing

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments, which shall be evaluated by the concerned faculty. Hands-on sessions on a statistical software

Reference Books

1. Lamb, Hair, Sharma, & McDaniel, 'MKTG', Cengage.
2. Philip Kotler 'Marketing Management, Pearson Education.
3. B. Paul, W. Sophie, R. Sara, A. Paolo 'Fundamentals of Marketing' (Audiobook).

BUL MD102			Introduction to Organizational Behavior				Pre Requisites			
L-T-P			C	Minor Duration	Major Duration	Internal Assessment	Co-requisites		Major Assessment	Total Assessment
L	T	S/P					Minor-I Assessment	Minor-II Assessment		
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

2

After successful completion of this course, students shall be able to:

CLO1: Know the basic concepts of organization behavior and its applications in contemporary organization.

CLO2: Learn how individual, groups and structure have impacts on the individual motivation level and organization effectiveness and efficiencies.

CLO3: Learn how behavior in organizations including communication, leadership, power and politics, conflict, and negotiations cause impact on organizations.

CLO4: Accept and embrace in working with different people from different cultural and diverse background in the organization

COURSE CONTENTS

UNIT I	(08 Contact Hours)
Management & OB, Challenges and Opportunities for Organisation Behaviour, Organisation Behaviour Model; Foundations of Individual Behaviour: Learning.	
UNIT II	(10 Contact Hours)
Attitudes, Personality, Perception, Emotional Intelligence, Motivation Theories and Applications.	
UNIT III	(10 Contact Hours)
Foundations of Group Behaviour: Group Development; Group Behaviour; Sociometry.	
UNIT IV	(10 Contact Hours)
Conflict management. Transactional analysis; Johari Window; Organization as a system: Organizational Change.	
UNIT V	(10 Contact Hours)
Organizational Culture; Organizational Development; Stress management.	

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

- Koontz & Weihrich, 'Essentials of Management', TMH
- Mullins, 'Management & OB', Pearson
- Robbins, Judge, Sanghi, 'Organizational Behaviour', Pearson
- Greenberg et al. 'Managing Organizational Behavior'.
- Fred Luthans, 'Organizational Behavior', TMH.

BUL MI102			Basics of Business Environment				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

2

After successful completion of this course, students shall be able to:
 CLO1: Understand types of environments in which businesses operates.
 CLO2: Understand the Indian business environment and the policy framework.
 CLO3: Understand Indian culture and values and their implications for industrialization and economic growth.
 CLO4: Understand the various contemporary business developments and their futuristic implications.

COURSE CONTENTS

UNIT I

Concept of Business Environment: Meaning, significance and characteristics of business, the interaction matrix of different environment factors, the process of environmental scanning (PESTEL analysis) (08 Contact Hours)

UNIT II

Political Environment: Political systems (Authoritarian and Democratic) Functions of government (Legislative, executive, and judicial). Changing role of Government in context of business in India. (10 Contact Hours)

Legal Environment: Introduction to some important business laws (Competition Act etc.). Changing dimensions business laws and their impact on business.

UNIT III

Economic Environment: Economic systems (Centrally planned, mixed and free market economy); The flow of economic activity Macro and micro economic environment in India. Monetary policy, fiscal policy and their impact on business. Major economic reforms in India. (10 Contact Hours)

UNIT IV

Technological environment: Impact of technology on business organization, Growing importance of E-commerce and Unified Payments Interface (UPI). Technology as globalization tool Demographic, social and cultural environmental factors impacting business, Culture and values: Salient features of Indian culture and values and their implications for industrialization and economic growth; Development of business entrepreneurship in India; Social responsibility and Indian business. (10 Contact Hours)

UNIT V

Government initiatives for promoting entrepreneurship and Startups, Significance of GST for business. Natural Environment: Economic Development and Pollution, Environmentally friendly Technology, Ecological implications of technology and Sustainable Development. (10 Contact Hours)

NOTE:

Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
 10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

1. Paul, Justine, 'Business Environment: Text & Cases', Tata McGraw-Hill.
2. Cherunilam, Francis 'Business Environment: Text & Cases', Himalaya Publishing.
3. Shaikh Saleem 'Business Environment' Pearson.
4. Adhikari M 'Economic Environment of Business (Excel Books), 2000, 8th ed, Sultan Chand.
5. Ghosh, 'Economic Environment of Business', Vikas, 2004.
6. Morrison J, 'The International Business Environment' Palgrave, 2003.
7. Agarwal R, 'Business Environment', (Excel Books), 2002.
8. Bedi S K, 'Business Environment' (Excel Books), 2004.
9. George A and Steiner G A, 'Business, Government and Society', Macmillan.
10. Ashwathappa, 'Business Environment', Himalaya Publishing, 2006.
11. Kuppaswamy, B, 'Social Change in India', Vikas Publishing.
12. Kreps, 'Microeconomics for Managers', Norton, 2007.

BUL MU102			Fundamentals of Business Economics				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to:

CLO1: Think in the terms of a rational business economist

CLO2: Solve firm's related questions in the field of business economics.

CLO3: Appraise, understand and use information captured from different market indicators.

CLO4: Analyze the applications of business economics in the solution of problems of business world.

COURSE CONTENTS

(11 Contact Hours)

UNIT I

Micro Economics and its scope. Wants & scarcity, Functions of Economic system, Circular flow of economic activity – price determination and functions of prices-concept of margin, Economic Models, Methodology, Value judgment. Positive and normative analysis.

(11 Contact Hours)

UNIT II

Market analysis-market demand and market supply-market equilibrium-adjustment to changes in demand and supply / static and dynamic analysis- comparative static analysis, Types of elasticity-price, income & cross elasticity.

(12 Contact Hours)

UNIT III

Utility Analysis – Total and Marginal Utility – Cardinal & Ordinal Utility. Indifference Curves-Characteristics, MRS-Special Types of Indifference Curves, Consumer's Income. Budget Line-Changes in Income and Prices and Budget line. Consumer's choice, Utility Maximisation, The Changes in demand and Engel's Curve, Changes in Price Substitution Effect and Income Effect / Normal, Inferior and Giffen Goods, Revealed preference theory.

(12 Contact Hours)

UNIT IV

Fundamental Theorem of Consumption Theory, Derivation of Demand Curve under Cardinal, Ordinal and Revealed Preference Theory. Production function –AP and MP Production with one variable input, Production with two variable inputs, Cost of Production, Nature of Production, Costs, Short run and Long run Costs.

(12 Contact Hours)

UNIT V

Least cost input Combination, Expansion path, Introduction to Modern Cost Curves. Concepts of revenue. Price and output determination under different market structure. Price output decision under perfect competition, monopoly, discriminating monopoly, monopolistic competition, and oligopoly.

NOTE:

Evaluation shall be carried out in three stages. 2 Minors of 20 Marks each + 1 Major of 50 Marks

Internal Marks shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments, which shall be evaluated by the concerned faculty.

Reference Books

1. Stigler G., 'Theory of Price', Prentice Hall of India, New Delhi, Latest Edition
2. Sen A. 'Microeconomics: Theory and Application', Oxford University Press, New Delhi, Latest Edition
3. Kreps David M., 'A Course in Microeconomic Theory', Princeton University Press, Princeton, Latest Edition
4. Varian H., 'Microeconomic Analysis', W.W Norton New York, Latest Edition
5. Koutsoyiannis, A., 'Modern Microeconomics', Macmillan Press, London, Latest Edition
6. Layard, P.R.G. and A.W. Walters., 'Microeconomic Theory', McGraw Hill, New York, Latest Edition
7. Ahuja H.L., 'Advanced Economic theory: Microeconomic Analysis', S. Chand and Co. Ltd. New Delhi, Latest Edition
8. Sen, A "Microeconomics: theory and Applications". Oxford University Press, New Delhi, Latest Edition

Skilled Enhancement Courses (Elective)

BUL SE101			Presentation Skills				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
2	0	0	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

2

COURSE LEARNING OUTCOMES

After the successful completion of course, the students shall be able to:

CLO1: Prepare the presentations professionally.

CLO2: Present with confidence by learning and practicing the required skills.

CLO3: Develop better communication and presentation expression.

CLO4: Demonstrate effective public speaking

COURSE CONTENTS

Unit 1

(12 Contact Hours)

Why PPTs? Benefits of Successful Presentation. Ps of Presentation. Know your audience. Setting SMART Objectives. Script writing, Grammar, Style, Vocabulary, Creativity, Layout, templates. Presentation checklist.

Unit 2

(10 Contact Hours)

Proxemics- kinesics, vocalics and chronemics. Interactive presentations. Power of Pronunciation, Accent, Intonations, Pauses. Connecting with audience. Maintaining the flow of presentation. Impression Management- Charisma, Influence, Eyes & Smile. The art of story telling.

Unit 3

(10 Contact Hours)

What people remember. What people forget. Stages of memory. Associations & Differences, Numerical Information, Primacy & Recency effect. Handling Q/A, handling interruptions, handling disasters

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Marks each + 1 Major of 50 Marks
	Internal Marks shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments, which shall be evaluated by the concerned faculty.

Reference Books

1. William R Steele , 'Presentation Skills 201' Erie Publishing
2. C. Dale, 'The Art of Public Speaking', Prabhat Prakashan
3. <https://hbr.org/2013/06/how-to-give-a-killer-presentation>

BUL SE102			Personality Building				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
2	0	0	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

Q

After successful completion of this course, students shall be able to:

- CLO1: Know what determines personality
CLO2: Understand the techniques to manage self
CLO3: Apply the skills to influence and collaborate
CLO4: Demonstrate positive qualities

(12 Contact Hours)

COURSE CONTENTS

- Unit 1
What is Personality. Determinants of Personality. Genetic, Environmental, Learning, Parental, Developmental, Consciousness and Unconscious Factors. Big 5 Personality Traits. Discovering your Myers-Briggs Personality Type (10 Contact Hours)
- Unit 2
Etiquette Quotient. Emotional Quotient. Spiritual Quotient. Resilience Quotient. Communication Quotient. Social Quotient. Creativity Quotient. Leadership Quotient. Entrepreneurial Quotient. (10 Contact Hours)
- Unit 3
Goal-setting. Need Achievement. Habit Cycle. How to effectively utilize your time. How to cope-up with stress. Activities for holistic wellbeing. Power of positive psychology

NOTE:

Evaluation shall be carried out in three stages. 2 Minors of 20 Marks each + 1 Major of 50 Marks
Internal Marks shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments, which shall be evaluated by the concerned faculty.

Reference Books

1. G. Héctor & M. Francesc, 'Ikigai', Random House UK
2. C. James, 'Atomic Habits', Random House UK
3. Gaur Gopal Das, 'Energize Your Mind: Learn the Art of Mastering Your Thoughts, Feelings and Emotions', Penguin
4. S. Robin, 'The Everyday Hero Manifesto' Jaico Publishing House.

BUL SE103			Modern Office Management				Pre Requisites			
L-T-P			C				Co-requisites		Major Assessment	Total Assessment
L	T	S/P		Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment		
2	0	0	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

2

After successful completion of this course, students shall be able to:

- CLO1: Understand the concept of office management.
 CLO2: Acquire operational skills in office management.
 CLO3: Develop an interest in methods and procedures of office management.
 CLO4: Demonstrate effective office managing skills.

COURSE CONTENTS

Unit I

Business Enterprise, Office and Office Staff, the most Common Forms of Business Organizations, Advantages of Office Work, the Categories of Office Career and Job Classifications under Each Category, the Specific Skill Requirements for Office Jobs, Duties and Responsibilities of Office Staff. (10 Contact Hours)

Unit II

Objectives of Record Keeping; Meaning of Filing, Different Kinds of Filing System, Steps in Filing; Indexing; Selecting the Appropriate Filing System; handling Incoming & Outgoing Mails; Key points to write a document: The 5w-h plan for writing; Steps in writing workplace documents; Important things to remember when editing seven layout mistakes to avoid: Quick tips for report Writing; Basics of Meetings (10 Contact Hours)

Unit III

Skills of the Supervisor, Functions of Supervisor, Communication, meaning; Process; Communicating Tools; Types, Barriers; Meaning and Concept; Importance of Leadership; Qualities of a Leader; Relationship & Differences, Leadership and Motivation; Leadership Ethics - Traits of an Ethical Leader; Leadership Styles - Important Leadership Styles. (12 Contact Hours)

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Marks each + 1 Major of 50 Marks	
	Internal Marks shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments, which shall be evaluated by the concerned faculty.	

Reference Books

1. J.P.Mahajan, 'Fundamentals of office Management'.
2. S.P. Arora, 'Office Management'.
3. R.S.N.Pillai & Bagavathi, 'Office Management', S.Chand

BUL SE104			Financial Literacy and Banking				Pre Requisites			
L-T-P			C	Minor Duration	Major Duration	Internal Assessment	Co-requisites		Major Assessment	Total Assessment
L	T	S/P					Minor-I Assessment	Minor-II Assessment		
2	0	0	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

2

After successful completion of this course, students shall be able to:

CLO1: Have an understanding of basic concepts related to savings and investment.

CLO2: Appreciate banking activities and insurance products.

CLO3: Have basic knowledge about financial markets.

CLO4: Be aware of the current happenings in the financial markets

COURSE CONTENTS

Unit I

Basics of Savings and Investment: Why are investing and savings important? Savings Vs Investment, Power of Compounding, What should be the investment objectives? Risk and Return, Inflation effects on Investment, Investor's Age and Assets Allocation Government Schemes-National Saving Certificates, Public Provident Fund, Post Office Schemes, Equity Linked Savings Schemes, Retirement Benefits Schemes- NPS (New Pension System) (10 Contact Hours)

Unit II

Banking Activities: Deposits and Types of Deposits-Saving Bank Accounts, Fixed Deposit Accounts, Recurring Deposit Account, Special Term Deposit Schemes, Loans and Types of loan advanced by Banks and Other secondary functions of Bank. Banking structure in India and Role of Reserve Bank of India. (12 Contact Hours)

Protection Related products: Insurance Policies, Life Insurance, Term Life Insurance, Endowment Policies, Pension Policies, ULIP, Health Insurance and its Plans, Understanding of Ponzi Schemes (10 Contact Hours)

Unit III

Financial Markets: Capital Market Vs Money Market, Securities and its types, i.e., Equity, Debentures or Bonds, IPOs and FPOs, Mutual Funds, Types of Mutual Funds, Brokers, sub-brokers, Process for becoming a capital market investor.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Marks each + 1 Major of 50 Marks
	Internal Marks shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments, which shall be evaluated by the concerned faculty.

Reference Books

1. Investment Planning by SEBI
2. E. Narayanan Nadar, Money and Banking, PHI
3. T. R. Jain & R. L. Sharma, 'Indian Financial System', VK Global Publisher.
4. R.G. Saha, S. K. Panigrahi and D. K. Patel. Financial Literacy and Banking, Himalaya Publishing House
5. B. K. Das, Financial Literacy and Banking. Krupajala Books
6. T. R. Jain and R. K. Kaundal, 'Money and Banking', VK Global Publisher.

Course Contents for BBA with Exit Option after 2nd Year

BUL MD201				Financial Accounting for Decision Making			Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
4	0	0	4	2 Minors of 3 Hours (1 Hr 30)	3 Hours	10	20	20	50	100

2

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to:

CLO1: To enable student to design an organization's human resource management process that is compliant with law and supports organizational mission and strategy, best practices adopted globally in HRM.

CLO2: Assess how human resource planning can be done and Jobs designed in organizations.

CLO3: Understand different ways to recruit, select, train employees

CLO4: Do performance appraisal, wage and salary administration and maintain employee relations.

COURSE CONTENTS

UNIT I

(12 Contact Hours)

Introduction to Human Resource Management: Definition and Concept, Features, Objectives, Functions, Scope and Development of Human Resource Management, Importance of Human Resource Management, Human Resource Practices.

UNIT II

(12 Contact Hours)

Human Resource Planning: Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP, Job Analysis and Design: Job Analysis, Job Description, Writing a Job Description, Job Specification, Job Design.

UNIT III

(11 Contact Hours)

Recruitment: Introduction, Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment, Selection: Introduction, Concept of Selection, Process of Selection, Selection Tests, Barriers in Selection.

UNIT IV

(11 Contact Hours)

Training: Concept and Significance of Training, Training Needs, Training Methods, Types of Training, Performance Appraisal: Introduction, Concept of Performance Appraisal, Purpose of performance appraisal, Process, Methods of Performance Appraisal, Major Issues in Performance Appraisal.

UNIT V

(12 Contact Hours)

Wages and Salary: Introduction, Nature and Significance of Wage and Salary Administration, Theories of Wages, Methods of Wage Fixation, Incentives: Introduction, Concept of Incentives, Effective Incentive System, Types of Incentive Scheme, Employee Relations: Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance, Employee Counselling.

NOTE:

Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment

10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

- Dessler, Human Resource Management, PHI
- Mondy, Human Resource Management, PHI
- Gomez et al., Managing Human Resources, Pearson
- Aswathappa, Human Resource and Personnel Management, TMH
- Armstrong, Handbook of Human Resource Management Practices, Sage
- V.S.P. Rao, Human Resource Management, Excel Publisher
- Koontz & Weihrich, Essentials of Management, TMH

BUL MU201			Business Research Methods				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

2

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to;

- CLO1: formulate research problem and develop a sufficiently coherent research design
- CLO2: get the basic awareness of data analysis including descriptive and inferential measures
- CLO3: learn the application of research approaches, techniques and strategies in the appropriate manner for managerial decision making
- CLO4: learn how to write and develop independent thinking for critically analyzing research reports.

COURSE CONTENTS

- UNIT I** (11 Contact Hours)
Introduction to Research Methods, Definition and Objectives of Research, Various Steps in Scientific Research, Types of Research, Research Purposes - Research Design - Survey Research- Case Study Research.
- UNIT II** (12 Contact Hours)
Data Collection and Sampling Design, Sources of Data: Primary Data, Secondary Data; Questionnaire design- Survey and Experiments - Design of Survey and Experiments.
- UNIT III** (12 Contact Hours)
Sampling Merits and Demerits - Control Observations - Procedures - Sampling Errors. Statistical Modeling and Analysis.
- UNIT IV** (11 Contact Hours)
Probability Distributions, Fundamentals of Statistical Analysis and Inference, Spectral Analysis, Error Analysis.
- UNIT V** (12 Contact Hours)
Research Reports -Structure and Components of Research Report, Types of Report, Layout of Research Report, Mechanism of writing a research report.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments, which shall be evaluated by the concerned faculty.

Reference Books

- C R Kothari, 'Research Methodology: Methods and Techniques', New Age International.
- Prasant Sarangi, 'Research Methodology', Taxmann
- R. Panneerselvam, 'Research Methodology', PHI.
- Dahlia K. Remler & Gregg G. Van Ryzin, 'Research Methods in Practice- Strategies for Description and Causation', Sage Publication.

BUL MD202			Production and Operations Management				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

Q

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to:

- CLO1: Identify and map the key elements of any production systems.
- CLO2: Take decisions with respect to key aspects of the design of production conversion systems.
- CLO3: Plan, manage and control the key elements of operations systems on ongoing basis.
- CLO4: Understand the complexity in modern production system and how to respond to those complexities.

COURSE CONTENTS

UNIT I: Managing Operations (12 Contact Hours)
Operations Function in Organization, Management Variables and Operations Conversion System, Historical Evolution of Production and Operations Management, Strategic Role of Operations Management, Recent Trends in Operations Management. (12 Contact Hours)
UNIT II: Planning (Designing) the Conversion System
Forecasting, Designing Products, Services and Process, Capacity Planning, Location Planning, Layout Planning. (12 Contact Hours)
UNIT III: Organizing and Scheduling the Conversion System
Job Design, Production and Operations Standard, Work Measurement, Project Planning and Scheduling Models, Operations Planning and Scheduling Systems. (11 Contact Hours)
UNIT IV: Controlling the Conversion Systems
Inventory Control Systems and Models, Material Requirement Planning, Quality Control Systems. (11 Contact Hours)
UNIT V: Dynamics of Operations Management
Sources of Complexity in Production System, Modeling Production Complexity, Dealing with Supply Chain Partners, Building Resilience Production System, Exogenous Factors (STEEP Framework) and Firms Response and Approach. (11 Contact Hours)

NOTE:

Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment

10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

- Production and Operations Management: Concepts, Models, and Behavior, 5e, Everette E. Adam.Jr. and Ronald J. Ebert, Prentice Hall of India.
- Modern Production/Operations Management, 8e, Elwood S. Buffa and Rakesh K. Sarin, John Wiley and Sons, Canada.
- Production and Operations Management, 3e, S. N. Chary, McGraw Hill Co., India.
- Manufacturing Planning & Control for Supply Chain Management, Thomas E. Vollmann, William L. Berry, D. Clay Whybark, F. Robert Jacobs, Tata McGraw Hill Co., India.
- Projects: Planning, analysis, Selection, Financing, Implementation, and Review, 7e, Prasanna Chandra, McGraw Hill Co. India.

BUL MI202			Introduction to Financial Management				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

2

COURSE LEARNING OUTCOMES

- CLO1: Have a conceptual understanding of various aspects of Financial Management.
 CLO2: Apply the principles of Financial Management in investment decision making situations.
 CLO3: Apply the principles of Financial Management in financing decision making situations.
 CLO4: Apply the principles of Financial Management in dividend and working capital decision making situations.

COURSE CONTENTS

UNIT I

(10 Contact Hours)

Introduction: Nature, scope and objective of Financial Management, Time value of money, Risk and return (including Capital Asset Pricing Model), Valuation of securities – Bonds and Equities.

UNIT II

(14 Contact Hours)

Investment Decision: The Capital Budgeting Process, Cash flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk – Certainty Equivalent Approach and Risk- Adjusted Discount Rate.

UNIT III

(14 Contact Hours)

Financing Decision: Cost of Capital and Financing Decision: Sources of long-term financing Estimation of components of cost of capital. Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) and Marginal cost of capital. Capital structure –Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and financial leverage. Determinants of capital structure.

UNIT IV

(8 Contact Hours)

Dividend Decisions: Theories for Relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Dividend policies in practice.

UNIT V

(12 Contact Hours)

Working Capital Decisions: Concepts of working capital, the risk-return trade off, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management and payables management.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

- James C. Van Horne and Sanjay Dhamija, Financial Management and Policy, Pearson Education
- Levy H. and M. Sarnat . Principles of Financial Management. Pearson Education
- Joy, O.M. Introduction to Financial Management. Mc Graw Hill Education.
- Brigham and Houston, Fundamentals of Financial Management, Cengage Learning
- Khan and Jain. Basic Financial Management, McGraw Hill Education
- Chandra, P. Fundamentals of Financial Management. McGraw Hill Education
- Singh, J.K. Financial Management- text and Problems. 2nd Ed. Dhanpat Rai and Company, Delhi
- Rustagi, R.P. Fundamentals of Financial Management. Taxmann Publication Pvt. Ltd
- Singh, Surender and Kaur, Rajeev. Fundamentals of Financial Management. Mayur Paperback, New Delhi
- Pandey, I.M. Financial Management. Vikas Publications

BUL MU202				Entrepreneurship Management			Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

Q

After successful completion of this course, students shall be able to:

- CLO1: Expose to distinct entrepreneurial abilities, traits and capacity in an entrepreneurship portfolio.
 CLO2: Expose to the start up culture and environment prevailing in the world in general and India in particular.
 CLO3: Expose to the process to select and screen business ideas and transcribe viable business plans and frugal innovations.
 CLO4: Expose to the significance of innovation in the formation of sustainable business venture.

COURSE CONTENTS

(10 Contact Hours)

Unit I

Meaning, definition and concept of enterprise, entrepreneurship and entrepreneurship management; Evolution & theories of entrepreneurship; entrepreneurship development; resources and capabilities; socio-political & economic environment of entrepreneurship development; entrepreneurial strategies; entrepreneur v/s Intrapreneur, entrepreneur vs. manager. Role of Entrepreneurship in Economic Development.

(10 Contact Hours)

Unit II

Developing entrepreneurial competencies, entrepreneurial culture; entrepreneurial achievement motivation. Communications barriers and role of Government in promoting entrepreneurship. Financial support system, sources of financial support, MSME policies in India, agencies for policy formulation and implementation including SIDBI, Commercial Banks, SFCs. Forms of financial support, long-term and short-term financial support, development finance institutions, investment institutions. New Schemes for entrepreneurship development including Start-up India, Stand-up India, MUDRA Bank.

Unit III

(8 Contact Hours)

E-entrepreneurship; business models and strategies; venture capital financing, angel investors. Corporate ventures and franchising; etc., entrepreneurship and small business units, ancillary units, etc. Role and strategies of Government for the promotion of MSMEs. Contribution of training development programmes. Frugal Innovations.

Unit IV

(10 Contact Hours)

Forms of business ownership, problems and opportunities. Steps involved in setting up a Business – identifying, selecting a good business opportunity, market survey and research. Techno-economic feasibility assessment; planning business process. Business plan formulation.

Unit V

(10 Contact Hours)

Project management -concept, features, classification of projects, Issues in project management, project identification and design and network analysis, project evaluation, planning & appraisal. Preparation of preliminary project reports, Emerging issues in the field of entrepreneurship management.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.
	Note: Each student will work individually or in groups (as per instruction of concerned faculty members) over the Semester towards applying the concepts being taught in the program to their business plans. The case studies and role plays over the semester would help the students to prepare a professional and readily implementable business plan. The last 4-5 sessions would be devoted towards presenting and discussing their business plans to improve upon and add the finishing touches to their plans.

Reference Books

- Charantimath P.M., 'Entrepreneurship Development in Small Business Enterprises', Pearson
- Singh B.N.P., 'Industrial Development under Structural adjustment Programme', D.D. Publication
- David H. Holt, 'Entrepreneurship: New Venture Creation', Prentice – Hall of India Private Ltd., New Delhi.
- Drucker, P.F., 'Innovation and Entrepreneurship', Heinemann, London.
- Geoffrey G. Meredith, Robert E. Nelson, and Philip A. Neck, 'The Practice of Entrepreneurship', Sultan Chand & Sons, New Delhi.
- Gupta, A. Arora, S. and Mittal, S. 'Handbook of Business Plans', Excel Books,
- Kenneth, R., 'Entrepreneurship and Small Business Management', Harvard University, Press, Boston.
- Marc J. Dollinger, 'Entrepreneurship: Strategies and Resources', Pearson Education, New Delhi.
- Norman M. Scarborough and Thomas W. Zimmerer, 'Essentials of Entrepreneurship and Small Business Management', Prentice - Hall of India Private Ltd., New Delhi.
- Renu Arora and Dr. Sood S.K., 'Entrepreneurial Development', Kalyani Publishers, New Delhi, 2004.
- Robert D. Hisrich, Michael P. Peters and Dean A. Shepherd, 'Entrepreneurship', Tata McGraw Hill Education Private Limited, New Delhi, 2007.
- Schumpeter, J., 'The Theory of Economic Development', Harvard University Press, Harvard,
- Economic and Political Weekly, New Delhi, Various Issues.

Skilled Enhancement Courses (Elective)

BUL SE201			Principles of Sales Management				Pre-Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
2	0	0	2	2 Minors of 3	3 Hours	10	20	20	50	100

2

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to:

CLO1: Have an understanding of basic concepts related to savings and investment.

CLO2: Appreciate banking activities and insurance products.

CLO3: Have basic knowledge about financial markets.

CLO4: Carry out technical analysis of stocks

COURSE CONTENTS

Unit 1

Identify the existence of the stock market, make money in the stock market, factors of losing money in the stock market, type of risk of investing in stocks, Bull and bearish trends in the stock market, and the difference between investing and trading, enter and exist in stock market-case studies (10 Contact Hours)

Unit 2

Basic rules of investing in the stock market, mapping them with sector performance, mapping company alignment with sector growth. Business tools- SWOT analysis and porter's five forces, fundamental analysis, reading financial statements, profit and loss statements, balance sheets, cash flow statements, and financial ratios. (10 Contact Hours)

Unit 3

Technical Analysis: Meaning, advantages, Fundamental Vs. Technical Chart Analysis: Charts, Formation, Different time frames, and various kinds of charts (8 Contact Hours)

Unit 4

Candle Sticks & Bars: Introduction, Various Patterns, Support & Resistance: Meaning, The psychology behind the Establishment, Trend Lines: Use & importance, Factors affecting trend lines (10 Contact Hours)

Unit 5

Pivot Point, Fibonacci Retracement & Projection, Chart Pattern, Indicators & Overlays: Moving Average, Simple Moving Average, Exponential Moving, Average, Weighted Moving Average, Average True Range Oscillators (10 Contact Hours)

NOTE:

Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments
Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books:

1. Richard Schabacker, 'Technical Analysis and Stock Market', Harriman House.
2. Clifford J Sherry, Jason W Sherry, John Sweeney, 'The Mathematics of Technical Analysis: Applying Statistics to Trading Stocks, Options and Futures', iUniverse.
3. Robert D. Edwards, John Magee, W.H.C. Bassetti, 'Technical Analysis of Stock Trends, CRC Press.

BUL SE202			Tourism and Hospitality Marketing				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
2	0	0	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

2

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to;

CLO1: Understand the key characteristics of tourism and hospitality marketing.

CLO2: Understand the role of relationship marketing in the tourism and hospitality arena.

CLO3: Develop a marketing plan for an organization operating in the tourism and hospitality industry

CLO4: Understand the key issues in the marketing of tourist destinations.

COURSE CONTENTS

UNIT I

(11 Contact Hours)

Concept of Tourism - Definition, evolution of Tourism; Tourist- Definition, Distinction between Traveler, Visitor, Tourist, Excursionist & Transit Visitor; Typology of Tourist; Travel Motivations; Tourism Systems-Elements, Kinds and Uses.

UNIT II

(10 Contact Hours)

Tourism Product- Features of Tourism Product; Types of Tourism Product; Tourism Typology; Tourism Industry- Components Tourism Paradigms and forms.

UNIT III

(12 Contact Hours)

Tourism Impacts: Socio-Cultural, Economic, Environmental and Political Impact Assessment; Positive and Negative Impacts of Tourism; Carrying capacity of destinations. Tourism Organizations-Role and Function; Stakeholders in Tourism Development. Hotel: types and characteristics; Hotels organizational structure and their functions; Linkages & integrations in hotel industry: International hotel regulation.

UNIT IV

(12 Contact Hours)

Front office operations: Introduction; Competencies of front office Personnel; Functions and procedures of Front office; Guest Relations Executive. House-keeping: Competencies of housekeeping professional; Duties of an Executive Housekeeper and Room Attendant- Rules on a guest floor; Public Area Management and Service.

UNIT V

(13 Contact Hours)

Tourism Resources: Concept, and classification; difference between tourism resources and products; Culture and Heritage; Travel Agency - concept, importance: functions, types. Tour planning process.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

- Swain, S.K. and Mishra, J.M. (2012). Tourism Principles and Practices. Oxford Publication.
- B Chand, M. (2004). Basics of tourism: theory, operation and practice. Kanishka Publishers.
- B Roday, S., Biwal, A., & Joshi, V. (2009). Tourism operations and management. Oxford University Press.
- B Goeldner, C.R and Ritchie, J.R (2012). Tourism - Principles, Practices and Philosophies, John Wiley & Sons, Inc.

BUL SE204			Industrial Psychology				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
2	0	0	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to:

CLO1: Make student understand the origins of I-O Psychology and what I-O Psychologists do, role of psychologists in industry, growth and development of Industrial Psychology in India, problems related to industry and human factors affecting industry.

CLO2: Understand the building blocks of a job and learn a methodology to study jobs, learn how the science of human behavior is used to select, develop, and manage employees, student should be able to grasp the practical situations and design the solutions for psychological problems.

CLO3: Develop an understanding of how theory and research are applied to work settings, begin to think and write critically about I-O psychology theory, research, and application, begin to apply what you've learned about I-O psychology to your own and others' work.

CLO4: Understand practical implications of motivation theories, job satisfaction and morale and new directions in leadership research globally.

COURSE CONTENTS

UNIT I (10 Contact Hours)
Introduction to Psychology in Industry, Organizational Psychology, Role of psychologist in Industry, human factors and Industry problems, psychological tests in Industries: their utility, reliability and validity.

UNIT II (08 Contact Hours)
Conceptual framework of attitudes: factors influencing development of attitudes, implications for organisations.

UNIT III (10 Contact Hours)
Psychographic factors involved in employee's job performance, psychological tests in Industries: their utility, reliability and validity, accidents at workplace.

UNIT IV (10 Contact Hours)
Employee morale, job satisfaction, practical implications of motivational theories, new directions in leadership research, emotional management.

UNIT V (10 Contact Hours)
Work environment: noise, illumination, colour, vibration etc., accidents at workplace, monotony, stress and fatigue and their impact on work psychology, stress management interventions.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment(10) for Assignment shall be awarded on students' work in the form of Case Study / Role Plays / Projects / Assignments/ Presentations / Seminars, which shall be evaluated by the concerned faculty

Reference Books:

- Schultz & Schultz, 'Psychology & Work Today', Pearson Ed.
- Muchinsky, 'Psychology Applied to Work', Thomson Wadsworth.
- Coon & Mitterer, 'Introduction to Psychology: Gateways to Mind & Behavior', Thomson Wadsworth.
- Kaplan & Saccuzzo, 'Psychological Testing- Principles, Applications & Issues', Thomson Wadsworth.

Value Added Courses (Elective)

BUL SE205			Management Thinkers				Pre Requisites			
L-T-P			C				Co-requisites		Major Assessment	Total Assessment
L	T	S/P		Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment		
2	0	0	2	2 Minors of 3	3 Hours	10	20	20	50	100

9

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to:

- CLO1: Look at a problem with a fresh and distinct perspective
- CLO2: Develop unorthodox solutions to increase productivity
- CLO3: Clear the unwanted doubts and old habits allowing non-linear thinking
- CLO4: Demonstrate divergent thinking to address the challenges

COURSE CONTENTS

Unit 1 (08 Contact Hours)

Introduction to Creative Thinking - Meaning, Scope and Objectives, Principles of Creativity, Benefits and Applications of Creative Thinking. Personal Creativity, Measuring the creativity.

Unit 2 (10 Contact Hours)

The Creative Tools - Brainstorming: The integrated problem solving, Reverse Brainstorming: Forming the problem, The Kipling Method (5W1H), Lateral Thinking: Looking beyond the picture, Picture Association.

Unit 3 (10 Contact Hours)

Morphological Analysis - Introduction to morphological analysis, How to use this tool, Principles of morphological analysis, Applying the technique.

Unit 4 (10 Contact Hours)

Harnessing the forces around you- Power of Networking, Self-marketing, Spreading your ideas, Taking feedbacks, Creating systems for accountability.

Unit 5 (10 Contact Hours)

Keeping the Creative Thinking Productive- Watching, Listening and Reading, Curiosity and Writing, Pause and analyze yourself, Sleep on the problem to start afresh, Creativity Canvas, Successful creative careers.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment (10) for Assignment shall be awarded on students' work in the form of Case Study / Role Plays / Projects / Assignments/ Presentations / Seminars, which shall be evaluated by the concerned faculty

Reference Books:

1. Scott Belsky, 'Making Ideas Happen: Overcoming the Obstacles between Vision and Reality', Penguin Publishing Group, 2010.
2. John Eric Adair, 'The Art of Creative Thinking: How to be Innovative and Develop Great Ideas', Kogan Page, 2009.
3. Michael Michalko, 'Creative Thinking: Putting your Imagination to Work', New World Library, 2011.
4. Alex Gore, Cayko Lance, 'The Creative Code: The Power of Visual Thinking', Alexander K Gore, 2016.
5. B. Jeffrey Madoff, 'Creative Careers: Making a Living with your Ideas', Hachette Books, 2020.
6. Chris Griffiths, Melina Costi, 'The Creative Thinking Handbook: Your Step-by-Step Guide to Problem Solving in Business', Kogan Page, 2019.

Vocational Courses (Elective)

BUL VO101			Computerized Accounting - Tally				Pre Requisites			
L-T-P			C				Co-requisites		Major Assessment	Total Assessment
L	T	S/P		Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment		
4	0	0	4	2 Minors of 3	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to;

CLO1: Have an understanding of basic concepts related to financial fundamentals.

CLO2: Incorporation of excel activities with financial instruments.

CLO3: Have basic knowledge about financial markets and data analysis.

CLO4: Building integrated financial models USING Excel

COURSE CONTENTS

Unit 1

(10 Contact Hours)

Fundamental of Financial statements; Financial management- the relationship of finance to economics and accounting; financial analysis and planning-financial performance, break-even analysis and leverage, planning, and forecasting; financial valuation-time value of money, risk and return.

Unit 2

(10 Contact Hours)

Capital budgeting decisions- cash flows; NPV, IRR, and Payback period; capital structure and firm value; dividend policy; working capital management; linear programming decision production scheduling; relevant excel functionality

Unit 3

(10 Contact Hours)

Time series forecasting decisions- the type of forecasting models; forecasting methods; relevant excel functionality; data visualization with excel dashboards-PIVOT tables, VLOOKUP, GETPIVOTDATA

Unit 4

(10 Contact Hours)

Calculated fields in Pivot tables; troubleshooting: Pivot tables displaying duplicate values; time series forecast, linear prediction and date segmentation with no-code excel machine learning key features; regressions predictions

Unit 5

(08 Contact Hours)

Building integrated financial models; building a financial model by projecting balance sheets and profit and loss; monte carlo simulations; creation of balanced scorecards and operational dashboards with excel

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments, which shall be evaluated by the concerned faculty. Hands-on sessions on a statistical software

Reference Books

1. Shmuel Oluwa. 'Hands-On Financial Modeling with Microsoft Excel 365 -: Build your own practical models for forecasting, valuation, trading, and growth analysis using Excel 365', Packt Publishing Ltd.
2. C J Benton, 'Excel Pivot Tables & Introduction To Dashboards The Step-By-Step Guide', CreateSpace Independent Publishing Platform
3. Ron Person, 'Balanced Scorecards and Operational Dashboards with Microsoft Excel', Wiley Publishing House.



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First Year

BUL1331			Fundamentals of Management				Pre Requisites			
L-T-P			C	Minor Duration	Major Duration	Internal Assessment	Co-requisites		Major Assessment	Total Assessment
L	T	S/P					Minor-I Assessment	Minor-II Assessment		
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to:

CLO1: Know the fundamental management theories and concepts.

CLO2: Understand the challenges of management

CLO3: Apply the management principles to handle and successfully interact with his team members

CLO4: Employ analytical tools to assess management-related business problems and reach defensible conclusions.

COURSE CONTENTS

UNIT I

Definition of Management – Science or Art – Manager Vs Entrepreneur – types of managers – managerial roles and skills – Evolution of Management – Scientific, human relations, system and contingency approaches –Current trends and issues in Management. (08 Contact Hours)

UNIT II

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Planning Tools and Techniques – Decision-making steps and process. (10 Contact Hours)

UNIT III

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization. (10 Contact Hours)

UNIT IV

Foundations of individual and group behavior – motivation –motivational techniques; communication – the process of communication – barrier in communication – effective communication, Coordination. (10 Contact Hours)

UNIT V

System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Productivity problems and management – control and performance. (10 Contact Hours)

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Studies / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

1. Vasisht, Neeru, Principles of Management, Taxman
2. Koontz & Weihrich, Essentials of Management, TMH
3. Mullins, Management and Organisational Behaviour, Pearson
4. Stephen P. Robbins, Mary K. Coulter, Management, Pearson
5. James A F Stoner, R Edward Freeman, Daniel R Gilbert, Management, Pearson.

for course codes only

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First Year

BUL1331			Fundamentals of Management				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to:

CLO1: Know the fundamental management theories and concepts.

CLO2: Understand the challenges of management

CLO3: Apply the management principles to handle and successfully interact with his team members

CLO4: Employ analytical tools to assess management-related business problems and reach defensible conclusions.

COURSE CONTENTS

UNIT I

(08 Contact Hours)

Definition of Management – Science or Art – Manager Vs Entrepreneur – types of managers – managerial roles and skills – Evolution of Management – Scientific, human relations, system and contingency approaches – Current trends and issues in Management.

UNIT II

(10 Contact Hours)

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Planning Tools and Techniques – Decision-making steps and process.

UNIT III

(10 Contact Hours)

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization.

UNIT IV

(10 Contact Hours)

Foundations of individual and group behavior – motivation – motivational techniques; communication – the process of communication – barrier in communication – effective communication, Coordination.

UNIT V

(10 Contact Hours)

System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Productivity problems and management – control and performance.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Studies / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

1. Vasishth, Neeru, Principles of Management, Taxman
2. Koontz & Weihrich, Essentials of Management, TMH
3. Mullins, Management and Organisational Behaviour, Pearson
4. Stephen P. Robbins, Mary K. Coulter, Management, Pearson
5. James A F Stoner, R Edward Freeman, Daniel R Gilbert, Management, Pearson.

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BUE1371			Business Mathematics and Statistics				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to;

CLO1: Explain fundamentals and philosophy of statistical & mathematical concepts.

CLO2: Estimate and interpret with statistical & mathematical tools.

CLO3: Apply different measuring and relevant tools/ methods for data in business world.

CLO4: Formulate the solutions and implications of problems of business world with these tools.

COURSE CONTENTS

Unit I (10 Contact Hours)
Theory of Sets: Meaning, Elements, Types, Presentation and Equality of Sets; Union, Intersection, Compliment and Difference of Sets. Arithmetic and Geometric Progression Growth rate: Simple and Compound, Depreciation- Time Value of Money- Future and Present Value, Compounding and Discounting. Matrices-Types, Matrix manipulations and their rules, Order of Matrix, Transpose of Matrix, Inverse and Cramer's Rule.

Unit II (12 Contact Hours)
Calculus: Meaning & applications in business, Constant and variables, Functions, Limit & Continuity; Differentiability & Differentiation, Differentiation by First principle, Partial and Total Differentiation; Derivatives – First order and Second order Derivatives; Maxima & Minima using Lagrange transform; Fundamentals of Integrals Applications in corporate world.

Unit III (12 Contact Hours)
Definition, Scope and Limitations of Business Statistics-Frequency distribution- Representation of data by Frequency distribution, Measures of Central tendency- Mean, Median, Mode, Mean. Quartiles, Deciles and Percentiles. Measures of Dispersion: Absolute and Relative measures of Range, Standard Deviation, Coefficient of Variance & Variation, Skewness and Kurtosis.

Unit IV (12 Contact Hours)
Correlation and Regression: Meaning & Significance in business, Scatter diagram, Karl Pearson's Coefficient of Correlation, Multiple & Partial Correlation, Rank Correlation, Regression lines, Regression coefficients & Applications of Regression and Correlation in Business. Index Numbers: Significance of Index Numbers in Business, Time Reversal & Factor Reversal tests -Base Shifting, Splicing and Deflating, Problems involved in construction of Index Numbers, applications in business

Unit V (12 Contact Hours)
Time Series Analysis: An Application. Concept of Business Analytics Probability: Meaning & Significance in business, Independent and dependent events; mutually exclusive events; Mathematical Expectation.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Marks each + 1 Major of 50 Marks
	Internal Marks shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments, which shall be evaluated by the concerned faculty. Hands-on sessions on a statistical software

Reference Books

1. Allen R.G.D. 'Mathematical Analysis for Economics', St.M.Press, Latest Edition
2. Andy Francis, Business Mathematics and Statistics, Cengage Learning, Latest Edition
3. Baumol, W.J. 'Economic Theory and Operations Analysis, Prentice Hall', Latest Edition
4. Budnick, F.S. 'Applied Mathematics for Business, Economics and Social Sciences', McGraw Hill, Latest Edition
5. Chiang, A.C. 'Fundamental Methods of Mathematical Economics', McGraw Hill, Latest Edition
6. Henderson, 'Microeconomic Theory' A Mathematical Approach, McGraw Hill, Latest Edition
7. Hooda, R. 'Statistics for Business and Economics', Macmillan, Latest Edition
8. Thukral, J.K. Business Mathematics and Statistics, Scholar Tech Press, Latest Edition
9. Medhi, J. 'Statistical Methods: An Introductory Text, New Age International, Latest Edition
10. Nagar, A.L. and R.K. Das, 'Basic Statistics', OUP, Latest Edition
11. Bhardwaj, R. S: Mathematics and Statistics for Business, Excel Book; Latest Edition
12. Rao, C.R. 'Linear Statistical Inference and Applications', Wiley and Sons, Latest Edition
13. Gupta, S.P. Statistical Methods, S. Chand & Co Ltd, Latest Edition
14. Saha, Suranjan, Practical Business Mathematics & Statistics, Tata McGraw Hill, Latest Edition

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De

BUE1351			Fundamentals of Marketing				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/T	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to:

CLO1: Know the true value of products and services

CLO2: Understand the importance of marketing tools

CLO3: Learn the importance of market surveys

CLO4: Apply the principles of marketing in promoting products and services

COURSE CONTENTS

Unit 1

Defining Marketing, Scope of Marketing, Ps of Marketing, Marketing Concepts, Marketing Orientation, Changing Marketing Practices, Value-Delivery Network, Customer Delight, Customer Relationship Management (08 Contact Hours)

Unit 2

Market-oriented strategic planning, Steps in planning process, Contents of Marketing Plan, BCG Approach, GE Model, SWOT Analysis, Marketing Research Process, Scanning the Marketing Environment (10 Contact Hours)

Unit 3

External Marketing Environment, Social factors, Demographic factors, Economic factors, Technological factors, Political & Legal factors, Competitive factors (10 Contact Hours)

Unit 4

Market Segmentation, Criteria, Bases, Steps of Segmentation. Targeting Strategies. Positioning- Perceptual Maps, Positioning bases, Repositioning. (10 Contact Hours)

Unit 5

Product Mix, Product-Line decisions, Brand Identity, Brand Equity, Service Mix, Service Quality, Integrated Marketing Communications, Ethical issues in Marketing (10 Contact Hours)

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments, which shall be evaluated by the concerned faculty. Hands-on sessions on a statistical software

Reference Books

1. Lamb, Hair, Sharma, & McDaniel, 'MKTG', Cengage.
2. Philip Kotler 'Marketing Management, Pearson Education.
3. B. Paul, W. Sophie, R. Sara, A. Paolo 'Fundamentals of Marketing' (Audiobook).

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Dr

BUL1332			Introduction to Organizational Behavior				Pre Requisites			
L-T-P			C	Minor Duration	Major Duration	Internal Assessment	Co-requisites		Major Assessment	Total Assessment
L	T	S/P					Minor-I Assessment	Minor-II Assessment		
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to;

CLO1: Know the basic concepts of organization behavior and its applications in contemporary organization.

CLO2: Learn how individual, groups and structure have impacts on the individual motivation level and organization effectiveness and efficiencies.

CLO3: Learn how behavior in organizations including communication, leadership, power and politics, conflict, and negotiations cause impact on organizations.

CLO4: Accept and embrace in working with different people from different cultural and diverse background in the organization

COURSE CONTENTS

UNIT I (08 Contact Hours)

Management & OB. Challenges and Opportunities for Organisation Behaviour, Organisation Behaviour Model; Foundations of Individual Behaviour: Learning.

UNIT II (10 Contact Hours)

Attitudes, Personality, Perception, Emotional Intelligence, Motivation Theories and Applications.

UNIT III (10 Contact Hours)

Foundations of Group Behaviour: Group Development; Group Behaviour; Sociometry.

UNIT IV (10 Contact Hours)

Conflict management. Transactional analysis; Johari Window; Organization as a system: Organizational Change.

UNIT V (10 Contact Hours)

Organizational Culture; Organizational Development; Stress management.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case-Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

1. Koontz & Wehrich, 'Essentials of Management', TMH
2. Mullins, 'Management & OB', Pearson
3. Robbins, Judge, Sanghi, 'Organizational Behaviour', Pearson
4. Greenberg et al. 'Managing Organizational Behavior'.
5. Fred Luthans, 'Organizational Behavior', TMH.

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2

BUE1321			Basics of Business Environment				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to;

CLO1: Understand types of environments in which businesses operates.

CLO2: Understand the Indian business environment and the policy framework.

CLO3: Understand Indian culture and values and their implications for industrialization and economic growth.

CLO4: Understand the various contemporary business developments and their futuristic implications.

COURSE CONTENTS

UNIT I

(08 Contact Hours)

Concept of Business Environment: Meaning, significance and characteristics of business, the interaction matrix of different environment factors, the process of environmental scanning (PESTEL analysis)

UNIT II

(10 Contact Hours)

Political Environment: Political systems (Authoritarian and Democratic) Functions of government (Legislative, executive, and judicial). Changing role of Government in context of business in India.

Legal Environment: Introduction to some important business laws (Competition Act etc.), Changing dimensions business laws and their impact on business.

UNIT III

(10 Contact Hours)

Economic Environment: Economic systems (Centrally planned, mixed and free market-economy); The flow of economic activity Macro and micro economic environment in India. Monetary policy, fiscal policy and their impact on business. Major economic reforms in India.

UNIT IV

(10 Contact Hours)

Technological environment: Impact of technology on business organization, Growing importance of E-commerce and Unified Payments Interface (UPI), Technology as globalization tool Demographic, social and cultural environmental factors impacting business, Culture and values: Salient features of Indian culture and values and their implications for industrialization and economic growth; Development of business entrepreneurship in India; Social responsibility and Indian business.

UNIT V

(10 Contact Hours)

Government initiatives for promoting entrepreneurship and Startups, Significance of GST for business. Natural Environment: Economic Development and Pollution, Environmentally friendly Technology, Ecological implications of technology and Sustainable Development.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

1. Paul, Justine, 'Business Environment: Text & Cases', Tata McGraw-Hill.
2. Cherunilam, Francis 'Business Environment: Text & Cases', Himalaya Publishing.
3. Shaikh Saleem 'Business Environment' Pearson.
4. Adhikari M 'Economic Environment of Business (Excel Books), 2000, 8th ed, Sultan Chand.
5. Ghosh, 'Economic Environment of Business', Vikas, 2004.
6. Morrison J, 'The International Business Environment' Palgrave, 2003.
7. Agarwal R, 'Business Environment', (Excel Books), 2002.
8. Bedi S K, 'Business Environment' (Excel Books), 2004.
9. George A and Steiner G A, 'Business, Government and Society', Macmillan.
10. Ashwathappa, 'Business Environment', Himalaya Publishing, 2006.
11. Kuppaswamy, B, 'Social Change in India', Vikas Publishing.
12. Kreps, 'Microeconomics for Managers', Norton, 2007.

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R

BUE1063			Fundamentals of Business Economics				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to;

CLO1: Think in the terms of a rational business economist.

CLO2: Solve firm's related questions in the field of business economics.

CLO3: Appraise, understand and use information captured from different market indicators.

CLO4: Analyze the applications of business economics in the solution of problems of business world.

COURSE CONTENTS

UNIT I

(11 Contact Hours)

Micro Economics and it's scope. Wants & scarcity, Functions of Economic system, Circular flow of economic activity – price determination and functions of prices-concept of margin, Economic Models, Methodology, Value judgment, Positive and normative analysis.

UNIT II

(11 Contact Hours)

Market analysis-market demand and market supply-market equilibrium-adjustment to changes in demand and supply / static and dynamic analysis- comparative static analysis, Types of elasticity-price, income & cross elasticity.

UNIT III

(12 Contact Hours)

Utility Analysis – Total and Marginal Utility – Cardinal & Ordinal Utility. Indifference Curves-Characteristics, MRS-Special Types of Indifference Curves, Consumer's Income. Budget Line-Changes in Income and Prices and Budget line, Consumer's choice, Utility Maximisation, The Changes in demand and Engel's Curve, Changes-in-Price Substitution Effect and Income Effect/ Normal, Inferior and Giffen Goods, Revealed preference theory.

UNIT IV

(12 Contact Hours)

Fundamental Theorem of Consumption Theory, Derivation of Demand Curve under Cardinal, Ordinal and Revealed Preference Theory. Production function –AP and MP Production with one variable input; Production with two variable inputs; Cost of Production, Nature of Production, Costs, Short run and Long run Costs.

UNIT V

(12 Contact Hours)

Least cost input Combination, Expansion path, Introduction to Modern Cost Curves. Concepts of revenue. Price and output determination under different market structure. Price output decision under perfect competition, monopoly, discriminating monopoly, monopolistic competition, and oligopoly.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Marks each + 1 Major of 50 Marks
	Internal Marks shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments, which shall be evaluated by the concerned faculty.

Reference Books

1. Stigler G., 'Theory of Price', Prentice Hall of India, New Delhi, Latest Edition
2. Sen A. 'Microeconomics: Theory and Application', Oxford University Press, New Delhi, Latest Edition
3. Kreps David M., 'A Course in Microeconomic Theory', Princeton University Press, Princeton, Latest Edition
4. Varian H., 'Microeconomic Analysis', W.W Norton New York, Latest Edition
5. Koutsoyiannis, A., 'Modern Microeconomics', Macmillan Press, London, Latest Edition
6. Layard, P.R.G. and A.W. Walters., 'Microeconomic Theory', McGraw Hill, New York, Latest Edition
7. Ahuja H.L., 'Advanced Economic theory: Microeconomic Analysis', S. Chand and Co. Ltd. New Delhi, Latest Edition
8. Sen, A "Microeconomics: theory and Applications", Oxford University Press, New Delhi, Latest Edition

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2

BUP1381			Presentation Skills			Pre Requisites	
L-T-P						Co-requisites	
L	T	S/T	C	Minor Duration	Major Duration	Assessment	Total Assessment
0	0	4	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	30 Marks shall be assigned to the Semester Performance Record 40 Marks shall be assigned to the Performance of the Practical Work in the Major Exam 30 Marks shall be assigned to the Vice Voce conducted in the Major exam.	100

COURSE LEARNING OUTCOMES

After the successful completion of course, the students shall be able to:

- CLO1: Prepare the presentations professionally.
 CLO2: Present with confidence by learning and practicing the required skills.
 CLO3: Develop better communication and presentation expression.
 CLO4: Demonstrate effective public speaking

COURSE CONTENTS

Unit 1

Why PPTs? Benefits of Successful Presentation. Ps of Presentation. Know your audience. Setting SMART Objectives. Script writing. Grammar, Style, Vocabulary, Creativity, Layout, templates. Presentation checklist. (12 Contact Hours)

Unit 2

Proxemics- kinesics, vocalics and chronemics. Interactive presentations. Power of Pronunciation, Accent, Intonations, Pauses. Connecting with audience. Maintaining the flow of presentation. Impression Management- Charisma, Influence, Eyes & Smile. The art of story telling. (10 Contact Hours)

Unit 3

What people remember. What people forget. Stages of memory. Associations & Differences, Numerical Information, Primacy & Recency effect. Handling Q/A, handling interruptions, handling disasters. (10 Contact Hours)

NOTE:	a) The Lab component shall be evaluated out of a total of 100 Marks by the concerned faculty. No external examiner shall be involved. b) 30 Marks shall be assigned to the Semester Performance Record c) 40 Marks shall be assigned to the Performance of the Practical Work in the Major Exam d) 30 Marks shall be assigned to the Vice Voce conducted in the Major exam.
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Reference Books

1. William R Steele, 'Presentation Skills 201' Erie Publishing
2. C. Dale, 'The Art of Public Speaking', Prabhat Prakashan
3. <https://hbr.org/2013/06/how-to-give-a-killer-presentation>

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 D

BUP1382			Personality Building				Pre Requisites			
L-T-P			C	Minor Duration	Major Duration	Internal Assessment	Co-requisites		Major Assessment	Total Assessment
L	T	S/P					Minor-I Assessment	Minor-II Assessment		
0	0	4	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to:

CLO1: Know what determines personality

CLO2: Understand the techniques to manage self

CLO3: Apply the skills to influence and collaborate

CLO4: Demonstrate positive qualities

COURSE CONTENTS

Unit 1

(12 Contact Hours)

What is Personality. Determinants of Personality. Genetic, Environmental, Learning, Parental, Developmental, Consciousness and Unconscious Factors. Big 5 Personality Traits. Discovering your Myers-Briggs Personality Type

Unit 2

(10 Contact Hours)

Etiquette Quotient. Emotional Quotient. Spiritual Quotient. Resilience Quotient. Communication Quotient. Social Quotient. Creativity Quotient. Leadership Quotient. Entrepreneurial Quotient.

Unit 3

(10 Contact Hours)

Goal-setting. Need Achievement. Habit Cycle. How to effectively utilize your time. How to cope-up with stress. Activities for holistic wellbeing. Power of positive psychology

NOTE:	a) The Lab component shall be evaluated out of a total of 100 Marks by the concerned faculty. No external examiner shall be involved.
	b) 30 Marks shall be assigned to the Semester Performance Record
	c) 40 Marks shall be assigned to the Performance of the Practical Work in the Major Exam
	d) 30 Marks shall be assigned to the Vice Voce conducted in the Major exam.

Reference Books

1. G. Héctor & M. Francese, 'Ikigai', Random House UK
2. C. James, 'Atomic Habits', Random House UK
3. Gaur Gopal Das, 'Energize Your Mind: Learn the Art of Mastering Your Thoughts, Feelings and Emotions', Penguin
4. S. Robin, 'The Everyday Hero Manifesto' Jaico Publishing House.

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D

BUP1383			Modern Office Management				Pre Requisites			
L-T-P			C	Minor Duration	Major Duration	Internal Assessment	Co-requisites		Major Assessment	Total Assessment
L	T	S/P					Minor-I Assessment	Minor-II Assessment		
0	0	4	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to:

- CLO1: Understand the concept of office management.
 CLO2: Acquire operational skills in office management.
 CLO3: Develop an interest in methods and procedures of office management.
 CLO4: Demonstrate effective office managing skills.

COURSE CONTENTS

Unit I

Business Enterprise, Office and Office Staff, the most Common Forms of Business Organizations, Advantages of Office Work, the Categories of Office Career and Job Classifications under Each Category, the Specific Skill Requirements for Office Jobs, Duties and Responsibilities of Office Staff. (10 Contact Hours)

Unit II

Objectives of Record Keeping; Meaning of Filing, Different Kinds of Filing System, Steps in Filing; Indexing; Selecting the Appropriate Filing System; handling Incoming & Outgoing Mails; Key points to write a document: The 5w-h plan for writing; Steps in writing workplace documents; Important things to remember when editing seven layout mistakes to avoid; Quick tips for report Writing; Basics of Meetings (10 Contact Hours)

Unit III

Skills of the Supervisor, Functions of Supervisor, Communication, Meaning; Process; Communicating Tools; Types, Barriers; Meaning and Concept; Importance of Leadership; Qualities of a Leader; Relationship & Differences, Leadership and Motivation; Leadership Ethics - Traits of an Ethical Leader; Leadership Styles - Important Leadership Styles. (12 Contact Hours)

NOTE:

- a) The Lab component shall be evaluated out of a total of 100 Marks by the concerned faculty. No external examiner shall be involved.
 b) 30 Marks shall be assigned to the Semester Performance Record
 c) 40 Marks shall be assigned to the Performance of the Practical Work in the Major Exam
 d) 30 Marks shall be assigned to the Vice Voce conducted in the Major exam.

Reference Books

1. J.P. Mahajan, 'Fundamentals of office Management'.
2. S.P. Arora, 'Office Management'.
3. R.S.N. Pillai & Bagavathi, 'Office Management', S.Chand

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BUP1384			Financial Literacy and Banking				Pre Requisites			
L-T-P			C	Minor Duration	Major Duration	Internal Assessment	Co-requisites		Major Assessment	Total Assessment
L	T	S/P					Minor-I Assessment	Minor-II Assessment		
0	0	4	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to:

CLO1: Have an understanding of basic concepts related to savings and investment.

CLO2: Appreciate banking activities and insurance products.

CLO3: Have basic knowledge about financial markets.

CLO4: Be aware of the current happenings in the financial markets

COURSE CONTENTS

Unit I

Basics of Savings and Investment: Why are investing and savings important? Savings Vs Investment, Power of Compounding, What should be the investment objectives? Risk and Return, Inflation effects on Investment, Investor's Age and Assets Allocation, Government Schemes-National Saving Certificates, Public Provident Fund, Post Office Schemes, Equity Linked Savings Schemes, Retirement Benefits Schemes- NPS (New Pension System) (10 Contact Hours)

Unit II

Banking Activities: Deposits and Types of Deposits-Saving Bank Accounts, Fixed Deposit Accounts, Recurring Deposit Account, Special Term Deposit Schemes, Loans and Types of loan advanced by Banks and Other secondary functions of Bank. Banking structure in India and Role of Reserve Bank of India. (12 Contact Hours)

Protection Related products: Insurance Policies, Life Insurance, Term Life Insurance, Endowment Policies, Pension Policies, ULIP, Health Insurance and its Plans, Understanding of Ponzi Schemes


Unit III

Financial Markets: Capital Market Vs Money Market, Securities and its types, i.e., Equity, Debentures or Bonds, IPOs and FPOs, Mutual Funds, Types of Mutual Funds, Brokers, sub-brokers, Process for becoming a capital market investor. (10 Contact Hours)

NOTE:	a) The Lab component shall be evaluated out of a total of 100 Marks by the concerned faculty. No external examiner shall be involved.
	b) 30 Marks shall be assigned to the Semester Performance Record
	c) 40 Marks shall be assigned to the Performance of the Practical Work in the Major Exam
	d) 30 Marks shall be assigned to the Vice-Voce conducted in the Major exam.

Reference Books

1. Investment Planning by SEBI
2. E. Narayanan Nadar, Money and Banking, PHI
3. T. R. Jain & R. L. Sharma, 'Indian Financial System', VK Global Publisher.
4. R.G. Saha, S. K. Panigrahi and D. K. Patel. Financial Literacy and Banking, Himalaya Publishing House
5. B. K. Das, Financial Literacy and Banking. Krupajala Books
6. T. R. Jain and R. K. Kaundal, 'Money and Banking', VK Global Publisher.

for course code only


BUE1431			Computerized Accounting - Tally				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to;

CLO1: The participants will acquire skills and knowledge about the most commonly used accounting software Tally.

CLO2: Aid in developing hands-on skills and experience in using the software.

CLO3: Generating accounting reports useful for management decision making.

CLO4: Increase employability of participants due to software knowledge.

COURSE CONTENTS

Unit I (10 Contact Hours)

Definition of Accounting, Principles of accounting, Types of accounts, Golden Rules of Accounting, Journals, Ledgers, Trial Balance, Balance Sheet, Profit and Loss Accounts.

Unit II (10 Contact Hours)

Setting up company information and configuration.

Unit III (10 Contact Hours)

Creating accounting masters in Tally - accounting groups, ledgers, maintaining charts of accounts, creating inventory masters in Tally- stock groups, stock items, units of measures.

Unit IV (08 Contact Hours)

Creating vouchers, voucher entries - accounting vouchers, inventory vouchers, order vouchers.

Unit V (10 Contact Hours)

Generating basic reports such as Trial balance, Trading and Profit & Loss Accounts, Balance Sheet, Cash books, Stock summary, scenario management.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments, which shall be evaluated by the concerned faculty. Hands-on sessions on a statistical software

Reference Books

1. 'Tally ERP9.0 in Simple Steps', Cogent Learning Solutions Inc.
2. Dr Namtra Agrawal, 'Comdex Tally ERP9.0 Course Kit'.
3. Ashok K Nadhani, 'Tally ERP9 Training Guide', 4th Revised Edition.

for course code only
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BUE1432			Financial Modeling with Excel				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to;

CLO1: Have an understanding of basic concepts related to financial fundamentals.

CLO2: Incorporation of excel activities with financial instruments.

CLO3: Have basic knowledge about financial markets and data analysis.

CLO4: Building integrated financial models USING Excel

COURSE CONTENTS

Unit 1 (10 Contact Hours)

Fundamental of Financial statements; Financial management- the relationship of finance to economics and accounting; financial analysis and planning-financial performance, break-even analysis and leverage, planning, and forecasting; financial valuation-time value of money, risk and return.

Unit 2 (10 Contact Hours)

Capital budgeting decisions- cash flows; NPV, IRR, and Payback period; capital structure and firm value; dividend policy; working capital management; linear programming decision production scheduling; relevant excel functionality

Unit 3 (10 Contact Hours)

Time series forecasting decisions- the type of forecasting models; forecasting methods; relevant excel functionality; data visualization with excel dashboards-PIVOT tables, VLOOKUP, GETPIVOTDATA

Unit 4 (10 Contact Hours)

Calculated fields in Pivot tables; troubleshooting: Pivot tables displaying duplicate values; time series forecast, linear prediction and date segmentation with no-code excel machine learning key features; regressions predictions

Unit 5 (08 Contact Hours)

Building integrated financial models; building a financial model by projecting balance sheets and profit and loss; monte carlo simulations; creation of balanced scorecards and operational dashboards with excel

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments; which shall be evaluated by the concerned faculty. Hands-on sessions on a statistical software

Reference Books

1. Shmuel Oluwa, 'Hands-On Financial Modeling with Microsoft Excel 365 -: Build your own practical models for forecasting, valuation, trading, and growth analysis using Excel 365', Packt Publishing Ltd.
2. C J Benton, 'Excel Pivot Tables & Introduction To Dashboards The Step-By-Step Guide', CreateSpace Independent Publishing Platform
3. Ron Person, 'Balanced Scorecards and Operational Dashboards with Microsoft Excel', Wiley Publishing House.

For course code only
2

2nd Year

BUL2341				Financial Accounting for Decision Making			Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to;

CLO1: Understand the relevance of financial statements for various stakeholders of business.

CLO2: Apply the concept of accounting cycle for preparation of financial statements.

CLO3: Analyze the key elements of the financial statements like revenue, inventories, long lived assets and accounts receivables.

CLO4: Analyze the financial statements to assess the financial health of the business. Also assess the impact of changes in the accounting policies on the financial health of business.

COURSE CONTENTS

UNIT 1: Introduction to Financial Accounting

(10 Contact Hours)

Elements of Financial Statements, Key Stakeholders of Financial Accounts of Business, Financial Accounting vs. Management Accounting, Accounting Regulation: ICAI, IASB, FASB, Accounting Standards: IFRS, Ind-AS.

UNIT 2: Accounting Principles & Accounting Cycle

(10 Contact Hours)

Accounting Principles, Accounting Cycle, Preparation of Financial Statements using Accounting Cycle.

UNIT 3: Analysis of Key Elements of Financial Statements

(14 Contact Hours)

Analysis of Revenue: Concepts and Applicable Methods, Managerial Discretion and Earning Management, Analysis of Inventory: Nature of Inventory, Inventory Valuation, Analysis of Receivables: Credit Losses, Allowance for Credit Losses, Ageing of Receivables, Analysis of Long-Lived Assets: Initial Recognition, Depreciation, Asset-Revaluation and Impairment, Intangible Assets and Amortization.

UNIT 4: Cash Flow Statements

(12 Contact Hours)

Cash Flow Statements: Elements of Cash Flow Statements, Preparation of Cash Flow Statements, Interpretation of Cash Flow Statements.

UNIT 5: Financial Statement Analysis

(12 Contact Hours)

Standalone and Consolidated Financial Statements, Methods of Financial Statement Analysis: Common Size Analysis, Trend Analysis, Ratio Analysis, Du Pont Analysis, Qualitative Financial Statement Analysis, Earning Analysis.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment									
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.									

Reference Books

- Accounting-Text and Cases, 13e, Robert Newton Anthony, David F Hawkins, Kenneth A Merchant, (AHM), McGraw Hill Education, 2011.
- Financial Accounting Management: An Analytical Perspective, Ambrish Gupta, Pearson Education, India.

for course code only
Dr

BUE2331			Introduction to Human Resource Management				Pre Requisites		Co-requisites	
L-T-P			C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
L	T	S/P								
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to;

CLO1: To enable student to design an organization's human resource management process that is compliant with law and supports organizational mission and strategy, best practices adopted globally in HRM.

CLO2: Assess how human resource planning can be done and Jobs designed in organizations.

CLO3: Understand different ways to recruit, select, train employees

CLO4: Do performance appraisal, wage and salary administration and maintain employee relations.

COURSE CONTENTS

UNIT I

(12 Contact Hours)

Introduction to Human Resource Management: Definition and Concept, Features, Objectives, Functions, Scope and Development of Human Resource Management, Importance of Human Resource Management, Human Resource Practices.

UNIT II

(12 Contact Hours)

Human Resource Planning: Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP, Job Analysis and Design: Job Analysis, Job Description, Writing a Job Description, Job Specification, Job Design.

UNIT III

(11 Contact Hours)

Recruitment: Introduction, Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment, Selection: Introduction, Concept of Selection, Process of Selection, Selection Tests, Barriers in Selection.

UNIT IV

(11 Contact Hours)

Training: Concept and Significance of Training, Training Needs, Training Methods, Types of Training, Performance Appraisal: Introduction, Concept of Performance Appraisal, Purpose of performance appraisal, Process, Methods of Performance Appraisal, Major Issues in Performance Appraisal.

UNIT V

(12 Contact Hours)

Wages and Salary: Introduction, Nature and Significance of Wage and Salary Administration, Theories of Wages, Methods of Wage Fixation, Incentives: Introduction, Concept of Incentives, Effective Incentive System, Types of Incentive Scheme, Employee Relations: Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance, Employee Counselling.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

- Dessler, Human Resource Management, PHI
- Mondy, Human Resource Management, PHI
- Gomez et al., Managing Human Resources, Pearson
- Aswathappa, Human Resource and Personnel Management, TMH
- Armstrong, Handbook of Human Resource Management Practices, Sage
- V.S.P. Rao, Human Resource Management, Excel Publisher
- Koontz & Weihrich, Essentials of Management, TMH

for course code only
Dr

BUE2221			Business Research Methods				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to;

CLO1: formulate research problem and develop a sufficiently coherent research design

CLO2: get the basic awareness of data analysis including descriptive and inferential measures

CLO3: learn the application of research approaches, techniques and strategies in the appropriate manner for managerial decision making

CLO4: learn how to write and develop independent thinking for critically analyzing research reports.

COURSE CONTENTS

UNIT I

(11 Contact Hours)

Introduction to Research Methods, Definition and Objectives of Research, Various Steps in Scientific Research, Types of Research; Research Purposes - Research Design - Survey Research- Case Study Research.

UNIT II

(12 Contact Hours)

Data Collection and Sampling Design, Sources of Data: Primary Data, Secondary Data; Questionnaire design- Survey and Experiments - Design of Survey and Experiments.

UNIT III

(12 Contact Hours)

Sampling Merits and Demerits - Control Observations - Procedures - Sampling Errors. Statistical Modeling and Analysis.

UNIT IV

(11 Contact Hours)

Probability Distributions, Fundamentals of Statistical Analysis and Inference, Spectral Analysis, Error Analysis.

UNIT V

(12 Contact Hours)

Research Reports -Structure and Components of Research Report, Types of Report, Layout of Research Report, Mechanism of writing a research report.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment.
	Internal Assessment shall be awarded on students' work in the form of Case Study analysis/ quizzes / Reports / Presentations / Seminars/Assignments, which shall be evaluated by the concerned faculty.

Reference Books

- C R Kothari, 'Research Methodology: Methods and Techniques', New Age International.
- Prasant Sarangi, 'Research Methodology', Taxmann
- R. Panneerselvam, 'Research Methodology', PHI.
- Dahlia K. Remler & Gregg G. Van Ryzin, 'Research Methods in Practice- Strategies for Description and Causation', Sage Publication.

for course code only
2

BUE2351			Principles of Sales Management				Pre-Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
2	0	0	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to;

CLO1: To understand importance of selling and its process in business development.

CLO2: Analyze sales force management practices and to evaluate the sales planning process.

CLO3: Demonstrate the selling skills and value ethical sales practices.

CLO4: To learn about motivation and compensation process of sales executives.

COURSE CONTENTS

UNIT I

(11 Contact Hour

Nature, Role and Importance of Sales Management; Personal Selling; Types/ Classification of personal selling, Difference between selling and marketing; Skill Sets required in selling. Evolution of personal selling Effective Sales Manager.

UNIT II

(11 Contact Hours)

Selling Skills: Communication skills and process; Managing Body Language; Listening Skills; Conflict Management; Negotiation, conflict management and Problem-Solving Skills.

UNIT III

Sales process: Pre-sales preparation; Methods of prospecting; Approaches to Sales Presentation. Methods of handling customer objections; Methods of closing sales and follow up action. Types of Sales Quotas Procedure of Quota setting Problems in setting sales quotas, Designing Sales Organization.

UNIT IV

(12 Contact Hours)

Sales Forecasting: Forecasting approaches- qualitative and quantitative for market Demand, sales forecasting methods, Designing and Allocation of Sales Territories. Route Planning,

UNIT V

(12 Contact Hours)

Sales Motivation Factors Influencing Motivation of Sales Person; Designing Motivational Program; Motivational Tools, Factors influencing the design of a Compensation Plan; Types of Compensation plan; Sales force Expense Analysis; Measurement of Sales Organization Effectiveness.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

- Panda, Tapan K, and Sahadev Sunil, (2013), 'Sales and Distribution Management, Oxford, 2nd ed.
- Still, Cundiff, and Govni, (2011), Sales Management: Decision, Strategy and cases, Pearson, 5th ed.
- Ingram & Lafarge, Sales management: Analysis & Decision making, Cengage

for course code only
De

BUE2341 L-T-P			Trading in the Indian Stock Market				Pre Requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
2	0	0	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to:

CLO1: Have an understanding of basic concepts related to savings and investment.

CLO2: Appreciate banking activities and insurance products.

CLO3: Have basic knowledge about financial markets.

CLO4: Carry out technical analysis of stocks

COURSE CONTENTS

Unit 1

(10 Contact Hours)

Identify the existence of the stock market, make money in the stock market, factors of losing money in the stock market, type of risk of investing in stocks, Bull and bearish trends in the stock market, and the difference between investing and trading, enter and exist in stock market-case studies

Unit 2

(10 Contact Hours)

Basic rules of investing in the stock market, mapping them with sector performance, mapping company alignment with sector growth. Business tools- SWOT analysis and porter's five forces, fundamental analysis, reading financial statements, profit and loss statements, balance sheets, cash flow statements, and financial ratios.

Unit 3

(8 Contact Hours)

Technical Analysis: Meaning, advantages, Fundamental Vs. Technical Chart Analysis: Charts, Formation, Different time frames, and various kinds of charts

Unit 4

(10 Contact Hours)

Candle Sticks & Bars: Introduction, Various Patterns, Support & Resistance: Meaning, The psychology behind the Establishment, Trend Lines: Use & importance, Factors affecting trend lines

Unit 5

(10 Contact Hours)

Pivot Point, Fibonacci Retracement & Projection, Chart Pattern, Indicators & Overlays: Moving Average, Simple Moving Average, Exponential Moving Average, Weighted Moving Average, Average True Range Oscillators

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books:

1. Richard Schabacker, 'Technical Analysis and Stock Market', Harriman House.
2. Clifford J Sherry, Jason W Sherry, John Sweeney, 'The Mathematics of Technical Analysis: Applying Statistics to Trading Stocks, Options and Futures', iUniverse.
3. Robert D. Edwards, John Magee, W.H.C. Bassetti, 'Technical Analysis of Stock Trends, CRC Press.

for course code only
22

BUE2421			Management Thinkers				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
2	0	0	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to:

CLO1: Understand origin of Management in Indian Philosophy.

CLO2: Learn the contribution of great thinkers of India in Management.

CLO3: Develop their potential to propose new theories related to Indian corporate scenario.

CLO4: Learn how to apply theories in workplace.

COURSE CONTENTS

Unit 1	(10 Contact Hours)
Management thinkers – concept. Contribution of management thinkers, Managers and Philosophy, Corporate philosophers, Creativity. Thinking in new boxes. Essence of change. Strategic Vision. Visual-thinking.	
Unit 2	(08 Contact Hours)
Management lessons from Indian philosophy. Greatest management thinkers in India.	
Unit 3	(10 Contact Hours)
Indian Ethos and Management. Quality of work life and work ethics. Human values- Indian insight. Value-oriented Holistic Management.	
Unit 4	(10 Contact Hours)
Philosophy and models. Models in Psychology. Optical illusions.	
Unit 5	(10 Contact Hours)
Management theories. Applying Indian management theories at workplace. Comparison of Indian management techniques with prominent management techniques used worldwide.	

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment(10) for Assignment shall be awarded on students' work in the form of Case Study / Role Plays / Projects / Assignments/ Presentations / Seminars, which shall be evaluated by the concerned faculty

Reference Books:

1. Seema S. Singha and Sudhadeep Mukherjee, 'Indian Ethos, Ethics & Management', Eureka Publications
2. RadhaKrishnan Pillai, 'Corporate Chankaya', 10th Edition.
3. Ashish Janakray Dave and Sumanta Dutta, 'Business and Management Cases Based on Indian Ethos and Scriptures', Bharti Publications.
4. S. K. Bhatia. 'Business Ethics And Global Values (For Management Courses Focus On Indian Ethos, Ethics In Profession, Corporate Governance, MNCs Values)', Deep & Deep Publications.

for course code only
2

BUL2321			Production and Operations Management				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to;

CLO1: Identify and map the key elements of any production systems.

CLO2: Take decisions with respect to key aspects of the design of production conversion systems.

CLO3: Plan, manage and control the key elements of operations systems on ongoing basis.

CLO4: Understand the complexity in modern production system and how to respond to those complexities.

COURSE CONTENTS

UNIT I: Managing Operations (12 Contact Hours)

Operations Function in Organization, Management Variables and Operations Conversion System, Historical Evolution of Production and Operations Management, Strategic Role of Operations Management, Recent Trends in Operations Management.

UNIT II: Planning (Designing) the Conversion System (12 Contact Hours)

Forecasting, Designing Products, Services and Process, Capacity Planning, Location Planning, Layout Planning.

UNIT III: Organizing and Scheduling the Conversion System (12 Contact Hours)

Job Design, Production and Operations Standard, Work Measurement, Project Planning and Scheduling Models, Operations Planning and Scheduling Systems.

UNIT IV: Controlling the Conversion Systems (11 Contact Hours)

Inventory Control Systems and Models, Material Requirement Planning, Quality Control Systems.

UNIT V: Dynamics of Operations Management (11 Contact Hours)

Sources of Complexity in Production System, Modeling Production Complexity, Dealing with Supply Chain Partners, Building Resilience Production System, Exogenous Factors (STEEP Framework) and Firms Response and Approach.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

- Production and Operations Management: Concepts, Models, and Behavior, 5e, Everette E. Adam Jr. and Ronald J. Ebert, Prentice-Hall of India.
- Modern Production/Operations Management, 8e, Elwood S. Buffa and Rakesh K. Sarin, John Wiley and Sons, Canada.
- Production and Operations Management, 3e, S. N. Chary, McGraw Hill Co., India.
- Manufacturing Planning & Control for Supply Chain Management, Thomas E. Vollmann, William L. Berry, D. Clay Whybark, F. Robert Jacobs, Tata McGraw Hill Co., India.
- Projects: Planning, analysis, Selection, Financing, Implementation, and Review, 7e, Prasanna Chandra, McGraw-Hill Co. India.

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BUE2342				Introduction to Financial Management			Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
4	0	0	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

CLO1: Have a conceptual understanding of various aspects of Financial Management.

CLO2: Apply the principles of Financial Management in investment decision making situations.

CLO3: Apply the principles of Financial Management in financing decision making situations.

CLO4: Apply the principles of Financial Management in dividend and working capital decision making situations.

COURSE CONTENTS

UNIT I

(10 Contact Hours)

Introduction: Nature, scope and objective of Financial Management, Time value of money, Risk and return (including Capital Asset Pricing Model), Valuation of securities – Bonds and Equities.

UNIT II

(14 Contact Hours)

Investment Decision: The Capital Budgeting Process, Cash flow Estimation, Payback Period Method, Accounting Rate of Return, Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk – Certainty Equivalent Approach and Risk- Adjusted Discount Rate.

UNIT III

(14 Contact Hours)

Financing Decision: Cost of Capital and Financing Decision: Sources of long-term financing Estimation of components of cost of capital. Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) and Marginal cost of capital. Capital structure – Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). Operating and financial leverage. Determinants of capital structure.

UNIT IV

(8 Contact Hours)

Dividend Decisions: Theories for Relevance and irrelevance of dividend decision for corporate valuation; Cash and stock dividends; Dividend policies in practice.

UNIT V

(12 Contact Hours)

Working Capital Decisions: Concepts of working capital, the risk-return trade off, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management and payables management.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

- James C. Van Horne and Sanjay Dhamija, Financial Management and Policy, Pearson Education
- Levy H. and M. Sarnat . Principles of Financial Management. Pearson Education
- Joy, O.M. Introduction to Financial Management. Mc Graw Hill Education.
- Brigham and Houston, Fundamentals of Financial Management, Cengage Learning
- Khan and Jain. Basic Financial Management, McGraw Hill Education
- Chandra, P. Fundamentals of Financial Management. McGraw Hill Education.
- Singh, J.K. Financial Management- text and Problems. 2nd Ed. Dhanpat Rai and Company, Delhi
- Rustagi, R.P. Fundamentals of Financial Management. Taxmann Publication Pvt. Ltd
- Singh, Surender and Kaur, Rajeev. Fundamentals of Financial Management. Mayur Paperback, New Delhi
- Pandey, I.M. Financial Management. Vikas Publications

for course code only
2

BUE2322			Entrepreneurship Management				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to;

CLO1: Expose to distinct entrepreneurial abilities, traits and capacity in an entrepreneurship portfolio.

CLO2: Expose to the start up culture and environment prevailing in the world in general and India in particular.

CLO3: Expose to the process to select and screen business ideas and transcribe viable business plans and frugal innovations.

CLO4: Expose to the significance of innovation in the formation of sustainable business venture.

Objective: The objective of the course is to develop conceptual & practical understanding of the course among the students and comprehend the environment of making of an Entrepreneur.

COURSE CONTENTS

Unit I

(10 Contact Hours)

Meaning, definition and concept of enterprise, entrepreneurship and entrepreneurship management; Evolution & theories of entrepreneurship; entrepreneurship development; resources and capabilities; socio-political & economic environment of entrepreneurship development; entrepreneurial strategies; entrepreneur v/s Intrapreneur, entrepreneur vs. manager. Role of Entrepreneurship in Economic Development.

Unit II

(10 Contact Hours)

Developing entrepreneurial competencies, entrepreneurial culture; entrepreneurial achievement motivation. Communications barriers and role of Government in promoting entrepreneurship. Financial support system, sources of financial support, MSME policies in India, agencies for policy formulation and implementation including SIDBI, Commercial Banks, SFCs. Forms of financial support, long-term and short-term financial support, development finance institutions, investment institutions. New Schemes for entrepreneurship development including Start-up India, Stand-up India, MUDRA Bank.

Unit III

(8 Contact Hours)

E-entrepreneurship: business models and strategies; venture capital financing, angel investors. Corporate ventures and franchising; etc., entrepreneurship and small business units, ancillary units, etc. Role and strategies of Government for the promotion of MSMEs. Contribution of training development programmes. Frugal Innovations.

Unit IV

(10 Contact Hours)

Forms of business ownership, problems and opportunities. Steps involved in setting up a Business – identifying, selecting a good business opportunity, market survey and research. Techno-economic feasibility assessment; planning business process. Business plan formulation.

Unit V

(10 Contact Hours)

Project management -concept, features, classification of projects, Issues in project management, project identification and design and network analysis, project evaluation, planning & appraisal. Preparation of preliminary project reports, Emerging issues in the field of entrepreneurship management.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.
	Note: Each student will work individually or in groups (as per instruction of concerned faculty members) over the Semester towards applying the concepts being taught in the program to their business plans. The case studies and role plays over the semester would help the students to prepare a professional and readily implementable business plan. The last 4-5 sessions would be devoted towards presenting and discussing their business plans to improve upon and add the finishing touches to their plans.

Reference Books

- Charantimath P.M., 'Entrepreneurship Development in Small Business Enterprises', Pearson
- Singh B.N.P., 'Industrial Development under Structural adjustment Programme', D.D. Publication
- David H. Holt, 'Entrepreneurship: New Venture Creation', Prentice – Hall of India Private Ltd., New Delhi.
- Drucker, P.F., 'Innovation and Entrepreneurship', Heinemann, London.
- Geoffrey G. Meredith, Robert E. Nelson, and Philip A. Neck, 'The Practice of Entrepreneurship', Sultan Chand & Sons, New Delhi.
- Gupta, A. Arora, S. and Mittal, S. 'Handbook of Business Plans', Excel Books,
- Kenneth, R., 'Entrepreneurship and Small Business Management', Harvard University, Press, Boston.
- Marc J. Dollinger, 'Entrepreneurship: Strategies and Resources', Pearson Education, New Delhi.

For course code only
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BUE2352			Tourism and Hospitality Marketing				Pre Requisites			
L-T-P			C				Co-requisites			
L	T	S/P		Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
2	0	0	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to;

CLO1: Understand the key characteristics of tourism and hospitality marketing.

CLO2: Understand the role of relationship marketing in the tourism and hospitality arena.

CLO3: Develop a marketing plan for an organization operating in the tourism and hospitality industry

CLO4: Understand the key issues in the marketing of tourist destinations.

COURSE CONTENTS

UNIT I

(11 Contact Hours)

Concept of Tourism - Definition, evolution of Tourism; Tourist- Definition, Distinction between Traveler, Visitor, Tourist, Excursionist & Transit Visitor; Typology of Tourist; Travel Motivations; Tourism Systems-Elements, Kinds and Uses.

UNIT II

(10 Contact Hours)

Tourism Product- Features of Tourism Product; Types of Tourism Product; Tourism Typology; Tourism Industry- Components Tourism Paradigms and forms.

UNIT III

(12 Contact Hours)

Tourism Impacts: Socio-Cultural, Economic, Environmental and Political Impact Assessment; Positive and Negative Impacts of Tourism; Carrying capacity of destinations. Tourism Organizations-Role and Function; Stakeholders in Tourism Development. Hotel: types and characteristics; Hotels organizational structure and their functions; Linkages & integrations in hotel industry; International hotel regulation.

UNIT IV

(12 Contact Hours)

Front office operations: Introduction; Competencies of front office Personnel; Functions and procedures of Front office; Guest Relations Executive. House-keeping: Competencies of a housekeeping professional; Duties of an Executive Housekeeper and Room Attendant- Rules on a guest floor; Public Area Management and Service.

UNIT V

(13 Contact Hours)

Tourism Resources: Concept, and classification; difference between tourism resources and products; Culture and Heritage; Travel Agency - concept, importance; functions, types. Tour planning process.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

- Swain, S.K. and Mishra, J.M. (2012). Tourism Principles and Practices. Oxford Publication.
- B Chand, M. (2004). Basics of tourism: theory, operation and practice. Kanishka Publishers.
- B Roday, S., Biwal, A., & Joshi, V. (2009). Tourism operations and management. Oxford University Press.
- B Goeldner, C.R and Ritchie, J.R (2012). Tourism - Principles, Practices and Philosophies, John Wiley & Sons, Inc.

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BUE2452			Industrial Psychology				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
2	0	0	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to:

CLO1: Make student understand the origins of I-O Psychology and what I-O Psychologists do, role of psychologists in industry, growth and development of Industrial Psychology in India, problems related to industry and human factors affecting industry.

CLO2: Understand the building blocks of a job and learn a methodology to study jobs, learn how the science of human behavior is used to select, develop, and manage employees, student should be able to grasp the practical situations and design the solutions for psychological problems.

CLO3: Develop an understanding of how theory and research are applied to work settings, begin to think and write critically about I-O psychology theory, research, and application, begin to apply what you've learned about I-O psychology to your own and others' work.

CLO4: Understand practical implications of motivation theories, job satisfaction and morale and new directions in leadership research globally.

COURSE CONTENTS

UNIT I

(10 Contact Hours)

Introduction to Psychology in Industry, Organizational Psychology, Role of psychologist in Industry, human factors and Industry problems; psychological tests in Industries: their utility, reliability and validity.

UNIT II

(08 Contact Hours)

Conceptual framework of attitudes: factors influencing development of attitudes, implications for organisations.

UNIT III

(10 Contact Hours)

Psychographic factors involved in employee's job performance, psychological tests in Industries: their utility, reliability and validity, accidents at workplace.

UNIT IV

(10 Contact Hours)

Employee morale, job satisfaction, practical implications of motivational theories, new directions in leadership research, emotional management,

UNIT V

(10 Contact Hours)

Work environment: noise, illumination, colour, vibration etc., accidents at workplace, monotony, stress and fatigue and their impact on work psychology, stress management interventions.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment(10) for Assignment shall be awarded on students' work in the form of Case Study / Role Plays / Projects / Assignments/ Presentations / Seminars, which shall be evaluated by the concerned faculty

Reference Books:

1. Schultz & Schultz, 'Psychology & Work Today', Pearson Ed.
2. Muchinsky, 'Psychology Applied to Work', Thomson Wadsworth.
3. Coon & Mitterer, 'Introduction to Psychology: Gateways to Mind & Behavior', Thomson Wadsworth.
4. Kaplan & Saccuzzo, 'Psychological Testing- Principles, Applications & Issues', Thomson Wadsworth.

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BUE2422			Creative Thinking				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
2	0	0	2	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to:

CLO1: Look at a problem with a fresh and distinct perspective

CLO2: Develop unorthodox solutions to increase productivity

CLO3: Clear the unwanted doubts and old habits allowing non-linear thinking

CLO4: Demonstrate divergent thinking to address the challenges

COURSE CONTENTS

Unit 1

Introduction to Creative Thinking - Meaning, Scope and Objectives, Principles of Creativity, Benefits and Applications of Creative Thinking. Personal Creativity, Measuring the creativity. (08 Contact Hours)

Unit 2

The Creative Tools - Brainstorming: The integrated problem solving, Reverse Brainstorming: Forming the problem, The Kipling Method (5W1H), Lateral Thinking: Looking beyond the picture, Picture Association. (10 Contact Hours)

Unit 3

Morphological Analysis - Introduction to morphological analysis, How to use this tool, Principles of morphological analysis, Applying the technique. (10 Contact Hours)

Unit 4

Harnessing the forces around you- Power of Networking, Self-marketing, Spreading your ideas, Taking feedbacks, Creating systems for accountability. (10 Contact Hours)

Unit 5

Keeping the Creative Thinking Productive- Watching, Listening and Reading, Curiosity and Writing, Pause and analyze yourself, Sleep on the problem to start afresh, Creativity Canvas, Successful creative careers. (10 Contact Hours)

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment (10) for Assignment shall be awarded on students' work in the form of Case Study / Role Plays / Projects / Assignments/ Presentations / Seminars, which shall be evaluated by the concerned faculty

Reference Books:

1. Scott Belsky, 'Making Ideas Happen: Overcoming the Obstacles between Vision and Reality', Penguin Publishing Group, 2010.
2. John Eric Adair, 'The Art of Creative Thinking: How to be Innovative and Develop Great Ideas', Kogan Page, 2009.
3. Michael Michalko, 'Creative Thinkering: Putting your Imagination to Work', New World Library, 2011.
4. Alex Gore, Cayko Lance, 'The Creative Code: The Power of Visual Thinking', Alexander K Gore, 2016.
5. B. Jeffrey Madoff, 'Creative Careers: Making a Living with your Ideas', Hachette Books, 2020.
6. Chris Griffiths, Melina Costi, 'The Creative Thinking Handbook: Your Step-by-Step Guide to Problem Solving in Business', Kogan Page, 2019.

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3RD Year Open Electives

BUE3451			Integrated Logistics Marketing				Pre Requisites			
L-T-P			C	Minor Duration	Major Duration	Internal Assessment	Co-requisites		Major Assessment	Total Assessment
L	T	S/P					Minor-I Assessment	Minor-II Assessment		
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After the successful completion of course the students shall be able to:

- CLO1: Know logistics processes to manage global and local marketing issues.
 CLO2: Understand what increases customer service levels and decreases distribution cost.
 CLO3: Discuss best marketing cases to critically evaluate the impact of logistics costs.
 CLO4: Evaluate the facilitators and inhibitors of organization's performance.

COURSE CONTENTS

- Unit 1 (08 Contact Hours)
 Introduction- Changing Marketing Environment, Customer Experience, Marketing Advantage, Marketing Channels.
 Unit 2 (10 Contact Hours)
 Value Services - Customer Centricity, Value Delivery, Serving Costs, Order Promising, Product Variants and Visualization.
 Unit 3 (10 Contact Hours)
 Competitive Logistics Strategies - Cycle Management, Lead Time Reduction, Defect Rate Reduction, Identifying Value/Non-value Added Processes.
 Unit 4 (10 Contact Hours)
 Managing Marketing Logistics- Demand-driven Supply Chains, Mass Individualization, Postponement, Real time Insights, Product Compliance.
 Unit 5 (10 Contact Hours)
 Intelligent Marketing Logistics- Intelligent Technologies, Prescriptive Analysis, Internet of Things, Cloud Platform.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment(10) for Assignment shall be awarded on students' work in the form of Case Study / Role Plays / Projects / Assignments/ Presentations / Seminars, which shall be evaluated by the concerned faculty

Reference Books:

1. Martin Christopher and Helen Peck, 'Marketing', Routledge.
2. Robert Mason, Barry Evans, 'Marketing and Logistics led Organizations', Kogan Page.
3. Julian Dent and Michael White, 'Sales and Marketing Channels: How to Build and Manage Distribution Strategy', Kogan Page.

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BUE3453			Design Thinking				Pre Requisites			
L-T-P			C	Minor Duration	Major Duration	Internal Assessment	Co-requisites		Major Assessment	Total Assessment
L	T	S/P					Minor-I Assessment	Minor-II Assessment		
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE LEARNING OUTCOMES

After successful completion of this course, students shall be able to:

CLO1: Understand the importance of design thinking as a tool for innovation.

CLO2: Observe and obtain the information to understand the challenges.

CLO3: Apply the principles of empathy, ethics, prototyping and social connections.

CLO4: Demonstrate actionable approach to solve the problems.

COURSE CONTENTS

Unit 1

Introduction to Design Thinking: What is design thinking, When to use it. Fundamental attitudes, How to prepare yourself for innovative thinking (exercises and activities), Clarity of Objectives, Embracing Human-centred designs, Overcoming Cognitive fixedness, Breaking assumptions, Adopting the Mindset, Empathy, Ambiguity, Understanding the process, Inspiring stories/case studies (8 Contact Hours)

Unit 2

Design Process: Understanding Cognitive, Strategic and Practical aspects. Stages of Design Thinking, Design Challenge, Team dynamics, Target customer/audience, Probing tools, Systematic Inventive Thinking tool, Creating Empathy Maps. (10 Contact Hours)

Unit 3

Ideation: Exercises and Activities for Ideation – Brainstorming, Brain walking, Mind-mapping, Sketchstroming, Bodystorming, SCAMPER tool, Six Thinking Hats, Creating persona Grid. (10 Contact Hours)

Unit 4

Implementation: Preparing Business Model Canvas, Creating Solutions, Prototyping, Risk reduction, Testing, Intellectual property/patent filing, Collaboration dynamics, Funding strategy, Sustainable revenue generation. (10 Contact Hours)

Unit 5

Skills required along with Design Thinking, Application of Design Thinking in various sectors and in resolving personal, business, social and environmental issues. Success stories of organizations using Design Thinking. (10 Contact Hours)

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books:

1. Pavan Soni, 'Design Your Thinking', Penguin, 2020
2. Tim Brown, Clayton M. Christensen, Indra Nooyi, Vijay Govindarajan, 'HBR's 10 Must Reads on Design Thinking', Harvard Business Review Press, 2020
3. Jeanne Liedtka, Andrew King, Kevin Bennett 'Solving Problems with Design Thinking: Ten Stories of What Works' by (Audible Audiobook)

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**Five Year Integrated MBA (BBA (Honors) -MBA) with Exit Option and MBA Program
(2020-21 onwards)**

Duration	5 Years
Total Credits	148 + 102 = 250 Credits
BBA (Honors)	
	14 Core Discipline Courses of 6 credits each = 84 credits
	4 Discipline Special Elective (Specialization Courses) of 6 credit each = 24 credits
	4 Ability & Skill Enhancement of 4 credit each = 16 credits
	3 Elective Course-Generic / Interdisciplinary of 6 credit each = 18 credits
	1 Summer Training Report in lieu of 2 Generic / Interdisciplinary Elective Courses = 6 credits
Electives (E)	Specialization Streams = 3
	Total Number of Electives: 4 courses
Summer Training (T)	Summer Training for 6-7 weeks that carries 6 credits. 100% Evaluated through panel of faculty members.
Practical's (P)	Students are trained on usage of different software's as part or as compulsory module during complete program.
MBA	
	13 Core Discipline Courses of 3 credits each = 39 credits
	9 Ability Enhancement of 3 credit each = 27 credits
	1 Ability Enhancement (Online Course on Self Study Basis) of 2 credit = 2 credits
	4 Discipline Special Elective (Specialization Courses) of 3 credit each = 12 credits
	2 Choice Based Credit System Discipline Special Elective (Specialization Courses) of 3 credits each = 6 credits
	2 Viva Voce of 2 credits each = 4 credits
	3 Skills Enhancement
	2 Dissertation (I + II) of 2 credits and 4 credits each = 6 credits
	1 Summer Training of 6 credits = 6 credits
Electives (E)	Specialization Streams = 3
	Total Number of Electives: 6 courses
Dissertation (D)	
Dissertation (D)-I	10% of marks evaluated by panel of faculty experts of SoB and evaluated on Synopsis
Dissertation (D)-II	30% of marks evaluated by faculty supervisor and 60% of marks evaluated by external expert (academic / industry) from related area on Final Report submitted and Presentation. <for keeping in 4 th semester as per examination>
Summer Training (T)	Summer Training for 6-7 weeks that carries 6 credits. 100% Evaluated through panel of faculty members. <to declare as presentation?>
Practical's (P)	Students are trained on usage of different software's as part or as compulsory module during complete program.

Note: The Students of BBA (Honors) under Five Year Integrated MBA (BBA (Honors) - MBA) with Exit Option shall be undertaking the course structure of the MBA program of the School, subject to revision from time to time as per the updating and contemporary requirements of a MBA program.

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COURSE STRUCTURE

BBA (Honors)				
Semester & Nature of Course	Name of Course	Credit (L-T-P)	Old Code	New Code
Semester-I				
Core Discipline	Business Mathematics and Statistics	6 Credits (4-2-0)	BUL1401	
Core Discipline	Business Environment	6 Credits (4-2-0)	BUL1011	BUL1011
Core Discipline	Principles of Management	6 Credits (4-2-0)	BUL1261	
Elective Course- Generic / Interdisciplinary (Any One from the List of Generic Elective / Interdisciplinary Courses)	-To be chosen from open elective of other schools offered during that time or from the list-	6 Credits (4-2-0)		
Semester-II				
Ability Enhancement - Compulsory	Computers and IT Skills	4 Credits (2-0-4)	BUL1411	
Core Discipline	Business Economics	6 Credits (4-2-0)	BUL1061	BUL1062
Core Discipline	Financial Accounting for Decision Making	6 Credits (4-2-0)	BUL1271	
Elective Course- Generic / Interdisciplinary (Any One from the List of Generic Elective / Interdisciplinary Courses)	-To be chosen from open elective of other schools offered during that time or from the list-	6 Credits (4-2-0)		
Semester-III				
Ability Enhancement - Compulsory	Environmental Studies	4 Credits (4-0-0)	BUL2131	
Core Discipline	Fundamentals of Organizational Behavior	6 Credits (4-2-0)	BUL2261	
Core Discipline	Cost and Management Accounting	6 Credits (4-2-0)	BUL2271	
Core Discipline	Principles of Marketing	6 Credits (4-2-0)	BUL2251	
Elective Course- Generic / Interdisciplinary (Any One from the List of Generic Elective / Interdisciplinary Courses)	-To be chosen from open elective of other schools offered during that time or from the list-	6 Credits (4-2-0)		
Semester-IV				
Ability Enhancement - Compulsory	Software Packages - I (R Programming)	4 Credits (2-0-2)	BUL2221	BUL2411
Core Discipline	Business Research Methods	6 Credits (4-2-0)	BUL2222	
Core Discipline	Introduction to Human Resource Management	6 Credits (4-2-0)	BUL2262	
Core Discipline	Introduction to Financial Management	6 Credits (4-2-0)	BUL2272	
Core Discipline	Production and Operations Management	6 Credits (4-2-0)	BUL2281	
Semester-V				
Core Discipline	Legal Aspects of Business	6 Credits (4-2-0)	BUL3011	BUL3281
Discipline Special Elective (Elective 1 st Paper)	----- To be chosen from list -----	6 Credits (4-2-0)		
Discipline Special Elective (Elective 2 nd Paper)	----- To be chosen from list -----	6 Credits (4-2-0)		
*Summer Training Report in lieu of 2 Generic/interdisciplinary elective courses	6 to 7 weeks of Summer Training completed by the students after IV semester followed by submission of Summer Training Report	6 Credits	BUT3011	BUT3231
Semester-VI				
Ability Enhancement - Compulsory	Software Packages - II (Python)	4 Credits (2-0-2)	BUL3221	BUL3411
Core Discipline	Logistics Management	6 Credits (4-2-0)	BUL3281	BUL3291
Discipline Special Elective (Elective 3 rd Paper)	----- To be chosen from list -----	6 Credits (4-2-0)		
Discipline Special Elective (Elective 4 th Paper)	----- To be chosen from list -----	6 Credits (4-2-0)		

Completion of UG degree with exit option after BBA (Honors)

Discipline Special Elective

Marketing		HR	
Semester 5	Course Code	Semester 5	Course Code
Industrial Marketing	BUE3251	Compensation and Benefits	BUE3261
Principles of Sales Management	BUE3252	Employee Relations	BUE3262
Advertising and Public Relations	BUE3253	Labour Legislations	BUE3263
Tourism and Hospitality Marketing	BUE3254	Knowledge Management	BUE3264
Semester 6		Semester 6	
Principles of Retail Management	BUE3255	Employee Training and Development	BUE3265
International Marketing	BUE3256	HRD System and Strategies	BUE3266
e-Marketing	BUE3257	Employee Engagement	BUE3267
Customer Relationship Management	BUE3258	Employee Welfare and Social Security	BUE3268

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Finance	
Semester 5	Course Code
Corporate Analysis and Valuation	BUE3271
Principles of Taxation	BUE3272
Financial Institutions and Markets	BUE3273
Investment Management	BUE3274
Semester 6	
Principles of Banking and Insurance	BUE3275
Financial Derivatives	BUE3276
Financial Statement Analysis	BUE3277
Fundamentals of International Finance	BUE3278

Note: Subject to minimum number of students opting the elective course and availability of faculty.

MBA Program / Five Year Integrated MBA (BBA (Honors) -MBA) with Exit Option and MBA Program				
*Semester- I / VII			Old Code	New Code
Ability Enhancement – Compulsory	Business Communication	3 Credits (3-0-0)	BUL6017	
Ability Enhancement – Compulsory	Statistical Methods for Management Decisions	3 Credits (3-0-0)	BUL6091	
Ability Enhancement – Compulsory	Corporate Financial Reporting and Decision Making	3 Credits (3-0-0)	BUL6271	
Core Discipline	Managerial Economics	3 Credits (3-0-0)	BUL6062	
Core Discipline	Marketing Management	3 Credits (3-0-0)	BUL6034	
Core Discipline	Organization Behavior	3 Credits (3-0-0)	BUL6021	
Core Discipline	Digital Innovation Strategies	3 Credits (3-0-0)	BUL6241	BUL6411
Ability Enhancement – Compulsory	Online Course (moving to second semester)	2 Credits	BUT6011	BUS6311
	Viva Voce	2 Credits	BUC6011	BUC6301
Semester-II / VIII				
Ability Enhancement – Compulsory	Research Methodology Applications with SPSS	3 Credits (1-0-4)	BUP6093	BUL6093
Ability Enhancement – Compulsory	Marketing Decision Making	3 Credits (3-0-0)	BUL6033	
Ability Enhancement – Compulsory	Managerial Accounting and Decision Making	3 Credits (3-0-0)	BUL6046	BUL6047
Ability Enhancement – Compulsory	Decision Models and Optimization	3 Credits (3-0-0)	BUL6092	
Core Discipline	Management of Organizations	3 Credits (3-0-0)	BUL6023	
Core Discipline	Digital and Social Media Marketing	3 Credits (3-0-0)	BUL6036	BUL6037
Core Discipline	Corporate Finance	3 Credits (3-0-0)	BUL6042	
Core Discipline	Supply Chain Management	3 Credits (3-0-0)	BUL6051	
	Viva Voce	2 Credits	BUC6012	BUC6302
Semester III / IX				
Ability Enhancement – Compulsory	Management Control System	3 Credits (3-0-0)	BUL7271	
Ability Enhancement – Compulsory	Project Appraisal and Planning	3 Credits (3-0-0)	BUL7018	
Core Discipline	Strategic Management	3 Credits (3-0-0)	BUL7011	
Core Discipline	Managing Teams	3 Credits (3-0-0)	BUL7021	
Discipline Special Elective (Elective 1 st Paper)	----- To be chosen from list-----	3 Credits (3-0-0)		
Discipline Special Elective (Elective 2 nd Paper)	----- To be chosen from list-----	3 Credits (3-0-0)		
Choice Based Credit System Discipline Elective (Elective 1 st Paper)	----- To be chosen from list-----	3 Credits (3-0-0)		
Skill Enhancement – Compulsory	Summer Training	6 Credits	BUT7011	BUT7232
Skill Enhancement – Compulsory	Dissertation – I	2 Credits	BUD7011	BUD7233
Semester-IV / X				
Core Discipline	Entrepreneurship	3 Credits (3-0-0)	BUL7016	BUL7281
Core Discipline	Business Laws	3 Credits (3-0-0)	BUL7017	BUL7019
Core Discipline	Leadership Development	3 Credits (3-0-0)	BUL7261	
Discipline Special Elective (Elective 3 rd Paper)	----- To be chosen from list-----	3 Credits (3-0-0)		
Discipline Special Elective (Elective 4 th Paper)	----- To be chosen from list-----	3 Credits (3-0-0)		
Choice Based Credit System Discipline Elective (Elective 2 nd Paper)	----- To be chosen from list-----	3 Credits (3-0-0)		
Skill Enhancement – Compulsory	Dissertation – II	4 Credits	BUD7012	BUD7232

Note: Semester I means the semester I for MBA with lateral entry in MBA program as well as MBA program AY 2020-21 and Semester VII means semester VII for the students promoted in MBA program after successful completion of BBA (Hons.) under Five Year Integrated MBA (BBA (Honors) -MBA) with Exit Option

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Discipline Special Elective & Choice Based Credit System Elective

Marketing			HR		
Semester 9	Old Code	New Code	Semester 9	Old Code	New Code
Consumer Behaviour	BUE6251	BUE7253	Understanding Workplaces and Industrial Psychology	BUE6261	BUE7264
Marketing Strategy	BUE6252	BUE7254	Power and Politics in Organizations	BUE6262	BUE7265
Choice Based Credit System			Choice Based Credit System		
Product and Brand Management	BUE6253	BUE7256	Negotiation Skills	BUE6263	BUE7266
Integrated Marketing Communication	BUE6254	BUE7257	Organization Change and Intervention Strategies	BUE6264	BUE7267
Semester 10			Semester 10		
Retail Marketing	BUE7251		Performance and Talent Management	BUE7029	BUE7263
Marketing of Services	BUE7038		Strategic Human Resource Management	BUE7026	
Choice Based Credit			Choice Based Credit		
Rural Marketing	BUE7033	BUE7255	Competency Mapping and Assessment	BUE7261	
Social Marketing	BUE7252		Cross-Cultural HRM	BUE7262	

Finance		
Semester 9	Old Code	New Code
Corporate Tax Planning and Tax Management	BUE6271	BUE7274
Security Analysis and Portfolio Management	BUE6272	BUE7275
Choice Based Credit		
Global Macro Economy and Financial Crisis	BUE6273	BUE7276
Forensic Audit and Fraud Investigation	BUE6274	BUE7277
Semester 10		
Strategic Corporate Finance	BUE7271	
Business Valuation, Mergers and Acquisitions	BUE7046	BUE7272
Choice Based Credit		
International Financial Management	BUE7071	
Financial Derivatives and Risk Management	BUE7044	BUE7273

Note: Subject to minimum number of students opting the elective course and availability of faculty

Open Elective offered by School of Business

Courses	Credits (L-T-P)	Old Code	New Code
Financial Management for Engineers	3 Credits (3-0-0)	BUE3041	BUE2041
Basics of Marketing Management	3 Credits (3-0-0)	BUE2031	
Leadership Development for Engineers	3 Credits (3-0-0)	BUE2021	
Digital Marketing	3 Credits (3-0-0)	BUE2032	
Entrepreneurship Development	3 Credits (3-0-0)	BUE2012	

Note: Subject to minimum number of students opting the elective course and availability of faculty

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BUL2411				Software Packages – I (R Programming)			Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
2	0	4	4	NIL	3 Hours	0	0	0	100	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to;

CO1: To use and program in the programming language R.

CO2: To use R to solve statistical problems.

CO3: To implement and describe Monte Carlo the technology.

CO4: To minimize and maximize functions using R.

COURSE CONTENTS

UNIT I

Introduction to R & Predicting Algae Blooms Starting with R, R Objects, Vectors, Factors, Generating Sequences, Sub-Setting, use of R as a calculator, functions, assignments and matrix operations, missing data and logical operators. (11 Contact Hours)

UNIT II

Conditional executions and loops, data management with sequences; Data management with repeats, sorting, ordering, lists; Vector indexing, factors, Data management with strings, display and formatting; Data frames, statistical functions, compilation of data. (12 Contact Hours)

UNIT III

Arrays and matrices, the use and definitions of procedures, functions, package, control structures (if, while, left), linear optimization, non-linear optimization, convergence properties and generation of random numbers. (12 Contact Hours)

UNIT IV

Graphics and plots, statistical functions for central tendency, variation, skewness and kurtosis, handling of bivariate data through graphics, correlations, programming and illustration with examples. (12 Contact Hours)

UNIT V

Simulation; Monte Carlo Simulation; Statistical Forecasting - Neural Networks; Predictive Analytics. Preparing and writing of a short term paper. (11 Contact Hours)

NOTE:	Research article and case studies will be used as per the course content.
	Evaluation shall be carried out in three stages, 2 minors of 20 Assessment each +1 major of 50 Assessment.
	Internal assessment will be based on practical lab-based assessment carrying 10 Assessment in total.

Reference Books

- Christian Heumann, Michael Schomaker and Shalabh, 'Introduction to Statistics and Data Analysis - With Exercises, Solutions and Applications in R', Springer.
- Pierre Lafaye de Micheaux, my Drouilhet, Benoit Lique, 'The R Software-Fundamentals of Programming and Statistical Analysis', Springer.
- Alain F. Zuur, Elena N. Ieno, Erik H.W.G. Meesters, 'A Beginners Guide to R (Use R)', Springer.

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NEW

BUL 2411			Software Packages – I (R Programming)				Pre Requisites								
L-T-P			Total Credits: 4				CO-requisites								
L	T	P	Minor Duration	Major Duration	Internal Assessment	Lab Exam Duration	Minor-I	Minor-II	Major Assessment	Assignment	Theory Assessment	Lab Assessment (File, Viva, Practical)	Theory Total	Lab Total	Total Assessment
3	0	2	2 Minors of 3 Hours (1 Hr 30 Minutes each)	3 Hours	10	2 Hours	20	20	50	10	100	100	75	25	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to;

CO1: To use and program in the programming language R.

CO2: To use R to solve statistical problems.

CO3: To implement and describe Monte Carlo the technology.

CO4: To minimize and maximize functions using R.

COURSE CONTENTS

UNIT I

Introduction to R & Predicting Algae Blooms Starting with R, R Objects, Vectors, Factors, Generating Sequences, Sub-Setting, use of R as a calculator, functions, assignments and matrix operations, missing data and logical operators. (11 Contact Hours)

UNIT II

Conditional executions and loops, data management with sequences; Data management with repeats, sorting, ordering, lists; Vector indexing, factors, Data management with strings, display and formatting; Data frames, statistical functions, compilation of data. (12 Contact Hours)

UNIT III

Arrays and matrices, the use and definitions of procedures, functions, package, control structures (if, while, left), linear optimization, non-linear optimization, convergence properties and generation of random numbers. (12 Contact Hours)

UNIT IV

Graphics and plots, statistical functions for central tendency, variation, skewness and kurtosis, handling of bivariate data through graphics, correlations, programming and illustration with examples. (12 Contact Hours)

UNIT V

Statistical Forecasting: Linear Regression, Logistic Regression, Multivariate Regression using R. (11 Contact Hours)

NOTE:	Research article and case studies will be used as per the course content.
	Evaluation shall be carried out in three stages, 2 minors of 20 Assessment each +1 major of 50 Assessment.
	Internal assessment will be based on practical lab-based assessment carrying 10 Assessment in total.

Reference Books

- Christian Heumann, Michael Schomaker and Shalabh, 'Introduction to Statistics and Data Analysis - With Exercises, Solutions and Applications in R', Springer.
- Pierre Lafaye de Micheaux, my Drouilhet, Benoit Lique, 'The R Software-Fundamentals of Programming and Statistical Analysis', Springer.
- Alain F. Zuur, Elena N. Ieno, Erik H.W.G. Meesters, 'A Beginners Guide to R (Use R)', Springer.

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OLD

BUL3411				Software Packages –II (Python)			Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
2	0	4	4	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to;

CO1: Describe the Numbers, Math functions, Strings, List, Tuples and Dictionaries in Python.

CO2: Express different Decision Making statements and Functions.

CO3: Interpret Object oriented programming in Python.

CO4: Understand and summarize different File handling operations.

COURSE CONTENTS

UNIT I

(11 Contact Hours)

Introduction to Python and Computer Programming Python - a tool, not a reptile; There is more than one Python; Let's start our Python adventure.

UNIT II

(11 Contact Hours)

Data Types, Variables, Basic Input-Output Operations, Basic Operators; Your first program; Python literals; Operators - data manipulation tools; Variables - data-shaped boxes; How to talk to computer?

UNIT III

(12 Contact Hours)

Boolean Values, Conditional Execution, Loops, Lists and List Processing, Logical and Bitwise Operations; Making decisions in Python; Python's loops; Logic and bit operations in Python; Lists - collections of data; Sorting simple lists - the bubble sort algorithm; Lists - some more details; Lists in advanced applications.

UNIT IV

(12 Contact Hours)

Functions, Tuples, Dictionaries, and Data Processing; Writing functions in Python; How functions communicate with their environment? Returning a result from a function; Scopes in Python; Let's make some fun... sorry, functions; Tuples and dictionaries; Modules, Packages, String and List Methods, and Exceptions Using modules; Some useful modules; What is package?; Errors - the programmer's daily bread; The anatomy of exception; Some of the most useful exceptions; Characters and strings vs. computers; Python's nature of strings; String methods; Strings in action; Four simple programs.

UNIT V

(12 Contact Hours)

The Object-Oriented Approach: Classes, Methods, Objects, and the Standard Objective Features; Exception Handling, and Working with Files.

NOTE:	Research article and case studies will be used as per the course content.
	Evaluation shall be carried out in three stages, 2 minors of 20 Assessment each +1 major of 50 Assessment.
	Internal assessment will be based on practical lab-based assessment carrying 10 Assessment in total.

Reference Books

- Paul Gries, Jennifer Campbell, Jason Montojo, 'Practical Programming: An introduction to Computer Science Using Python', The Pragmatic Bookshelf.
- Allen Downey, Jeffrey Elkner, 'Learning with Python: How to Think Like a Computer Scientist Paperback'.
- Hans Fangohr, 'Introduction to Python for Computational Science and Engineering (A beginner's guide)'.
- Timothy A. Budd, 'Exploring Python', Mc Graw Hill Education.
- Charles Severance, 'Python for Informatics: Exploring Information'.
- Mark Lutz, 'Learning Python', O'Reilly publication.

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NEW

BUL 3411 Software Packages-II (Python)

BUL 3411		Software Packages – II (Python)					Pre Requisites								
L-T-P			Total Credits: 4				CO-requisites								
L	T	P	Minor Duration	Major Duration	Internal Assessment	Lab Exam Duration	Minor -I	Minor -II	Major Assessment	Assignment	Theory Assessment	Lab Assessment (File, Viva, Practical)	Theory Total	Lab Total	Total Assessment
3	0	2	2 Minors of 3 Hours (1 Hr 30 Minutes each)	3 Hours	10	2 Hours	20	20	50	10	100	100	75	25	100

Course Outcomes:

- To Build basic programs using fundamental programming constructs like variables, operators, if condition constructs , looping, and functions
- To Work with user input to create fun and interactive programs
- To Solve statistical problems and visualize data using graphical plotting
- To Work with files – excel, csv

COURSE CONTENTS

Unit 1:

Introduction to Python, feature of Python, installing Python, working with python Interpreter, basic syntax, Python literals, variable and data types, Basic Input-Output Operations

Unit 2:

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Operators: Basic operators: Arithmetic, Relational, Logical, Assignment, Membership, Identity operators, Operator precedence, Data manipulation using basic operators, Your First Program, Boolean values

Unit 3:

Conditional statements-If, If-Else, nested if-else, Examples: Making decisions in Python, Looping-For, While, Nested loops, Examples: Repeating statements in Python, Control Statements-Break, Continue, Pass.

Unit 4: Data structures in Python

String Manipulation-Accessing String, Basic Operations, String Slices, and Examples.

Lists-Introduction, Input values in List from user, accessing list, operations, working with lists.

Tuple-Introduction, Accessing tuples, operations, examples.

Sets-Introduction, Accessing set, operations, examples.

Dictionaries-Introduction, Accessing values in dictionaries, working with dictionaries, properties, Examples.

Unit 5:

Functions, Modules and Packages Built in Modules, Function and Methods for strings, Lists, Tuples, Sets, Dictionaries. Importing modules in python program, working with Built-in Modules.

Unit 6:

Python Libraries, Statistical Analysis- NumPy, SciPy, Pandas, StatsModels, Data Visualization- Matplotlib, Seaborn, Plotly, working with files

Reference Books:

1. Mark Lutz, Programming Python, O'Reilly, 4th Edition, 2010
2. Timothy A Budd. Exploring Python. Mc Graw Hill Education
3. Hans Fangohr. Introduction to Python for Computational Science and Engineering (A beginner's guide)

OLD

BUL6033				Marketing Decision Making			Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to;

CO1: Understand the dimension of marketing problems and issues and how decision is taken.

CO2: Able to grasp the practical situations and design the solutions for marketing problems.

CO3: Understand the ethical marketing practices and deal with the dilemmas thereafter.

CO4: Learn to design channel, take pricing decisions and media related decisions at national as well as international level.

COURSE CONTENTS

UNIT I

Introduction to Marketing Decision Making shall involve describing the approach to develop marketing strategies, eleven P's as elements of marketing decision making. Building customer relationship; with respect to Indian and Global culture, and customer equity along with the estimation of customer life time Value for decision making. (9 Contact Hours)

UNIT II

Conducting marketing research and using specific metrics in defining managing marketing information; Decision variables and discussions on Value Delivery network; Marketing Logistics, Supply Chain Management. (10 Contact Hours)

UNIT III

Industrial Marketing process; Marketing Channel Design, Sales Management: Selling Process, Sales budget & Sales Quota, defining Sales Territory, Sales meetings and Contests. (10 Contact Hours)

UNIT IV

Understanding Industrial Marketing Process, Pricing and pricing decisions in two-sided markets, Branding decisions; International marketing; Decisions in global marketing environment. (9 Contact Hours)

UNIT V

Decisions variables and specific models in Web Marketing; Social Network Management; Sustainable marketing decisions shall discuss: Consumer impact, Consumerism and Marketing Ethics: Responsible consumption and disposal with respect to India ethical systems. (10 Contact Hours)

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment (10) for Assignment shall be awarded on students' work in the form of Case Study / Role Plays / Projects / Assignments/ Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

- Malhotra Naresh k, Marketing Research: An Applied orientation, 2007, 7th Edtn. Pearson Education, New Delhi
- Reeder Robert R, Brietry Edward G, Reeder Betty G; Industrial Marketing: Analysis, Planning and Control, 1997, 2nd Edn PHI Learning Private Limited-New Delhi
- Tybout M Alice & Calder J. Bobby, Kellogs on Marketing, John Wily & Sons, NY
- S Shajahan, Applied Case Studies in Marketing, Primus Books, New Delhi
- Deshpandey Sameer and Lee Nancy R, Social Marketing: Influencing Behaviors for Good 2012, 4th Edition Sage South Asia
- Saxena Rajan, Marketing Management, Tata McGraw Hill, New Delhi
- Kumar V, Profitable Customer Engagement: Concept, Metrics and Strategies, Sage Publications Pvt. Lts, New Delhi, India

2

NEW

BUL6033				Marketing Decision Making			Pre-Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to;

CO1: Understand the dimension of marketing problems and issues and how decision is taken at national and global level.

CO2: Able to grasp the practical situations and design the solutions for marketing problems.

CO3: Learn about retailing and its contribution in economic development.

CO4: Learn about sales management and decision making.

COURSE CONTENTS

UNIT I

(9 Contact Hours)

Strategic Planning and its characteristics; Marketing Process and Marketing Plan; Organizational Marketing and its components; Conducting marketing research – Process and Barriers; Competitive Intelligence System; MKIS, DSS, MIS; Demand Forecasting and Measurement.

UNIT II

(10 Contact Hours)

Global Marketing Strategies – Selecting a Potential Market, Impact of Global Environment, Methods of entering in new markets; types of marketing organization; developing global marketing strategies; Ethical and Social dimensions in marketing.

UNIT III

(10 Contact Hours)

Marketing of services – types and strategies; market budget and costs – steps in marketing cost analysis, customer profitability analysis, production and efficiency; New Product Development – challenges, stages, managing brands: brand value, types, branding strategic decisions, brand equity, packaging and labelling.

UNIT IV

(9 Contact Hours)

Retailing – types of retailers, different types of formats; Franchising – process and types; Decisions and issues in retailing; global trends; Promotion Mix – Integrated Marketing Communication – Advertising, Budgeting, Benefits and issues, developing communication programs.

UNIT V

(10 Contact Hours)

Personal Selling and Sales Management: Sales force management, Selling Process, Sales budget and Sales quota, defining Sales Territory, Sales meetings and contests.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	Internal Assessment (10) for Assignment shall be awarded on students' work in the form of Case Study / Role Plays / Projects / Assignments/ Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

- Malhotra Naresh K., Marketing Research: An Applied orientation, 2007, 7th Edn. Pearson Education, New Delhi
- Tybout M Alice & Calder J. Bobby, Kellogs on Marketing, John Wily & Sons, NY
- Saxena Rajan, Marketing Management, Tata McGraw Hill, New Delhi
- Kumar V, Profitable Customer Engagement: Concept, Metrics and Strategies, Sage Publications Pvt. Lts, New Delhi, India

2

OLD

BUL6051			Supply Chain Management				Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to;

- CO1: Recognize the three primary flows (i.e. physical, financial and information) inherent in the supply chain of any firm.
- CO2: Design and manage three primary flows (i.e. physical, information and financial) within the supply chain environment.
- CO3: Understand how different firms and supply chain interact with each other.
- CO4: Understand how supply chain organizations are typically organized with in the larger organizational setting.
- CO5: Design suitable performance metrics for supply chain performance evaluation.

COURSE CONTENTS

UNIT I: Building Strategic Framework to Analyze Supply Chain (8 Contact Hours)
Supply Chain Management Key Concepts, Logistic vs Supply Chain Management, Supply Chain Perspective, and Supply Chain as a System.

UNIT II: Designing Supply Chain Network (12 Contact Hours)
Introduction to Network Model, Facility Location Model, Supply Chain Network Design, Practical Considerations.

UNIT III: Planning Demand and Supply in Supply Chain (10 Contact Hours)
Production Planning: Fixed Planning Horizon, Master Production Schedule, Material and Distribution Requirement Planning: Available to Promise (ATP), Bills of Material (BOM), MRP Coordination.

UNIT IV: Connecting Sales to Operations (10 Contact Hours)
Aggregate Planning Models: Aggregate Planning Model Levers, Monthly Sales & Operation Planning Process, Distribution and Channel Strategies, Omni Channel Distribution, Reverse Supply Chains.

UNIT V: Managing Cross Functional Drivers in Supply Chain (8 Contact Hours)
Sourcing Decisions in a Supply Chain, Pricing and Revenue Management in Supply Chain, Supply Chain Finance, Information Technology in a Supply Chain, Supply Chain Coordination, Supply Chain Organizational, Process, and Performance Metric Design.

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

- Supply Chain Management: Strategy, Planning & Operation, 3e, Sunil Chopra and Peter Meindl, Pearson education, 2007.
- Business Logistics/Supply Chain Management, 5e, Ronald H Ballou, Pearson Education, 2006.
- Supply Chain Architecture: A Blueprint for Networking the Flow of Material, Information and Cash, William T. Walker, CRC Press, 2015.

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NEW

BUL6051				Supply Chain Management			Pre Requisites			
L-T-P							Co-requisites			
L	T	S/P	C	Minor Duration	Major Duration	Internal Assessment	Minor-I Assessment	Minor-II Assessment	Major Assessment	Total Assessment
3	0	0	3	2 Minors of 3 Hours (1 Hr 30 minutes each)	3 Hours	10	20	20	50	100

COURSE OUTCOMES

After successful completion of this course, students shall be able to;

CO1: Gain knowledge of supply chain processes to manage global and local operations

CO2: Apply knowledge and skills to enhance efficiency and responsiveness of supply chains

CO3: Design suitable performance metrics for supply chain performance evaluation.

COURSE CONTENTS

Unit-I: Introduction to Supply Chain

Introduction to Supply Chain Management, Importance of Supply Chain Management, Logistics Vs Supply Chain, Lean and

Agile Supply Chain, Efficient Vs Responsive Supply Chain, Triple-A Supply Chain

Unit-II: Inventory & Transportation Management

Inventory Management: Techniques, Control, Forecasting, Vendor Managed Inventory, CPFR. Transportation Management

System, Multi-modal transportation, GPS and Intelligent Transport System

Unit-III: Facility Decisions

Supply Chain Networking: Models and Channels, Risk Analysis, Reverse Supply Chains, Supply Chain Coordination, Supply

Chain Visibility

Unit-IV: Suppliers and SC Performance

Purchasing Vs Procurement, Make Vs Buy Decisions, Supplier Management, Kraljic Matrix., Supply Chain Performance

Management: SCOR Model, Smart Supply Chains

Unit-V: Role of ICT in Supply Chains

Information Management in Supply Chains, Technology and Smart Supply Chains, Global Supply Chains, Industry 4.0/5.0,

Application of AI and Automation in modern Supply Chains

NOTE:	Evaluation shall be carried out in three stages. 2 Minors of 20 Assessment each + 1 Major of 50 Assessment
	10 Internal Assessment shall be awarded on students' work in the form of Case Study / Assignments / Presentations / Seminars, which shall be evaluated by the concerned faculty.

Reference Books

- Supply Chain Management: Strategy, Planning & Operation, 3e, Sunil Chopra and Peter Meindl, Pearson education, 2007.
- Business Logistics/Supply Chain Management, 5e, Ronald H Ballou, Pearson Education, 2006.
- Supply Chain Architecture: A Blueprint for Networking the Flow of Material, Information and Cash, William T. Walker, CRC Press, 2015.

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List of Approved Pre-Ph.

S. No.	Compulsory Subjects	New Course Code	Remarks (if Any)
1	Research Methodology	BUL9221	LTP 4-0-0, Credit 4
2	Minor Project	BUD9231	Credit 2
3	Research and Publication Ethics	PCL9136	Code is from School of Philosophy and Culture, LTP 2-0-0, 2 Credits
S. No.	Elective Subjects	New Course Code	Remarks
4	Statistical Methods for Mgmt. Decision	BUE9091	LTP 3-0-0, Credit 3
5	Strategic Management	BUE9013	LTP 3-0-0, Credit 3
6	Entrepreneurship	BUE9015	LTP 3-0-0, Credit 3
7	Strategy & Sustainability	BUE9011	LTP 3-0-0, Credit 3
8	Business Turnaround and Organizational Transformation	BUE9026	LTP 3-0-0, Credit 3
9	Strategic HRM	BUE9261	LTP 3-0-0, Credit 3
10	Understanding Workplaces and Industrial Psychology	BUE9027	LTP 3-0-0, Credit 3
11	Performance and Talent Management	BUE9029	LTP 3-0-0, Credit 3
12	Managing Teams	BUE9265	LTP 3-0-0, Credit 3
13	Behavioral Perspective of Managing Human Resources	BUE9262	LTP 3-0-0, Credit 3
14	Advanced Human Resource Management	BUE9263	LTP 3-0-0, Credit 3
15	Advertising and Branding	BUE9031	LTP 3-0-0, Credit 3
16	Consumer Behavior	BUE9036	LTP 3-0-0, Credit 3
17	Marketing Strategy	BUE9037	LTP 3-0-0, Credit 3
18	Marketing Decision Making	BUE9039	LTP 3-0-0, Credit 3
19	Marketing Models	BUE9251	LTP 3-0-0, Credit 3
20	Advanced Retail Marketing	BUE9252	LTP 3-0-0, Credit 3
21	Destination Marketing	BUE9033	LTP 3-0-0, Credit 3
22	Content Marketing	BUE9032	LTP 3-0-0, Credit 3
23	Disruptive Marketing	BUE9034	LTP 3-0-0, Credit 3
24	Management of Healthcare Services	BUE9035	LTP 3-0-0, Credit 3
25	Business Valuation Mergers & Acquisitions	BUE9046	LTP 3-0-0, Credit 3
26	Security Analysis and Portfolio Management	BUE9043	LTP 3-0-0, Credit 3
27	Financial Derivatives and Risk Management	BUE9044	LTP 3-0-0, Credit 3
28	Financial Engineering	BUE9272	LTP 3-0-0, Credit 3
29	Behavioral Finance	BUE9048	LTP 3-0-0, Credit 3
30	Micro Finance	BUE9049	LTP 3-0-0, Credit 3
31	Forensic Audit and Fraud Investigations	BUE9273	LTP 3-0-0, Credit 3
32	Supply Chain Management	BUE9052	LTP 3-0-0, Credit 3
33	Integrated Logistics Marketing	BUE9051	LTP 3-0-0, Credit 3
34	Relationship and Supplier Management	BUE9053	LTP 3-0-0, Credit 3
35	Econometrics Method for Research	BUE9191	LTP 3-0-0, Credit 3
36	HR Analytics	BUE9241	LTP 3-0-0, Credit 3

Note: The courses and codes are crosschecked and vented from the course details received from examination wing on 25.02.2022.

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List of Approved Pre-Ph.D. Courses w.e.f. June 2023

S. No.	Compulsory Subjects	New Course Code	Remarks (if Any)
1	Research Methodology	BUL9221	LTP 4-0-0, Credit 4
2	Minor Project	BUD9231	Credit 2
3	Research and Publication Ethics	PCL9136	Code is from School of Philosophy and Culture, LTP 2-0-0, 2 Credits
S. No.	Elective Subjects	New Course Code	Remarks
4	Statistical Methods for Mgmt. Decision	BUE9091	LTP 3-0-0, Credit 3
5	Strategic Management	BUE9013	LTP 3-0-0, Credit 3
6	Entrepreneurship	BUE9015	LTP 3-0-0, Credit 3
7	Strategy & Sustainability	BUE9011	LTP 3-0-0, Credit 3
8	Business Turnaround and Organizational Transformation	BUE9026	LTP 3-0-0, Credit 3
9	Strategic HRM	BUE9261	LTP 3-0-0, Credit 3
10	Understanding Workplaces and Industrial Psychology	BUE9027	LTP 3-0-0, Credit 3
11	Performance and Talent Management	BUE9029	LTP 3-0-0, Credit 3
12	Managing Teams	BUE9265	LTP 3-0-0, Credit 3
13	Behavioral Perspective of Managing Human Resources	BUE9262	LTP 3-0-0, Credit 3
14	Advanced Human Resource Management	BUE9263	LTP 3-0-0, Credit 3
15	Advertising and Branding	BUE9031	LTP 3-0-0, Credit 3
16	Consumer Behavior	BUE9036	LTP 3-0-0, Credit 3
17	Marketing Strategy	BUE9037	LTP 3-0-0, Credit 3
18	Marketing Decision Making	BUE9039	LTP 3-0-0, Credit 3
19	Marketing Models	BUE9251	LTP 3-0-0, Credit 3
20	Advanced Retail Marketing	BUE9252	LTP 3-0-0, Credit 3
21	Destination Marketing	BUE9033	LTP 3-0-0, Credit 3
22	Content Marketing	BUE9032	LTP 3-0-0, Credit 3
23	Disruptive Marketing	BUE9034	LTP 3-0-0, Credit 3
24	Management of Healthcare Services	BUE9035	LTP 3-0-0, Credit 3
25	Business Valuation Mergers & Acquisitions	BUE9046	LTP 3-0-0, Credit 3
26	Security Analysis and Portfolio Management	BUE9043	LTP 3-0-0, Credit 3
27	Financial Derivatives and Risk Management	BUE9044	LTP 3-0-0, Credit 3
28	Financial Engineering	BUE9272	LTP 3-0-0, Credit 3
29	Behavioral Finance	BUE9048	LTP 3-0-0, Credit 3
30	Micro Finance	BUE9049	LTP 3-0-0, Credit 3
31	Forensic Audit and Fraud Investigations	BUE9273	LTP 3-0-0, Credit 3
32	Supply Chain Management	BUE9052	LTP 3-0-0, Credit 3
33	Integrated Logistics Marketing	BUE9051	LTP 3-0-0, Credit 3
34	Relationship and Supplier Management	BUE9053	LTP 3-0-0, Credit 3
35	Econometrics Method for Research	BUE9191	LTP 3-0-0, Credit 3
36	HR Analytics	BUE9241	LTP 3-0-0, Credit 3

Note: The courses and codes are crosschecked and vented from the course details received from examination wing on 25.02.2022.

[Signature]
12/02/2022



श्री माता वैष्णो देवी विश्वविद्यालय
SHRI MATA VAISHNO DEVI UNIVERSITY

School of Business, Faculty of Management

Sub Post office-182320, Jammu & Kashmir

(Recognized under Section 12 (B) & 2 (f) of UGC Act, 1956)

No: SMVDU/ SoB/ 23/477

Dt: 14.12.2023

Addendum

In continuation to Minutes of Meeting of Board of Studies issued vide No: SMVDU/SoB/23/246 dt: 27-07-2023 w.r.t Agenda item No:3 regarding Review of Evaluation Pattern of Dissertation offered in MBA Program the following amendments are hereby made:

"One Course as Dissertation in Semester –IV shall be implemented / applicable w.e.f. MBA Program Batch 2022 onwards."

Rest of the contents of the aforementioned Minutes of Meeting shall remain the same.

Deepak Jain

Dr. Deepak Jain
Member Secretary, BoS

Jyoti Sharma
14/12/23

Prof. Jyoti Sharma
(Head, School of Business)

Copy to:

1. Dean, Faculty of Management, for kind information
2. Coordinator MBA for information
3. Faculty members of School of Business
4. Office Copy