



Bachelor of Business Administration (BBA)

Ordinances, Scheme & Syllabus

2025-2026



DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Faculty of Business Administration and Hospitality Management
Department of Business Management & Commerce
Program: Bachelor of Business Administration

Ordinance of the Program

1. Duration of Course

The duration of course shall be four academic years consisting of eight (8) semesters i.e. two semesters in each year. The duration of each semester will be 18-20 weeks with ninety (90) teaching days.

2. Maximum Period for Passing BBA

The candidate must pass all the subjects of the semesters of BBA in eight (8) years. If the candidate fails to pass all the subjects of the course within stipulated period, his/her registration will be cancelled.

3. Eligibility for Admission

10+2 examination in any stream from a recognized Board

4. Medium of Instructions

The medium of instruction during the course and examinations shall be English

5. Multiple Entry & Exit as per NEP:

Student who successfully complete One Year/2 semesters and leave the program will be Awarded Certificate in Business Administration, Student who complete Two Year/4 semesters and leave the program will be awarded Diploma in Business Administration and Student who successfully complete Three Years/6 semesters and leave the program will be awarded Bachelor Degree in Business Administration and Student who successfully complete Four Year/8 semester and leave the program will be awarded Bachelor (Honours) with Research Degree in Business Administration

6. Apprenticeship/Internship Embedded Degree for BBA as per NEP

45 days Industrial Training to be conducted at the end of 4th semester & six months training during the 6th semester for BBA. Summer Industrial Training of 4-6 weeks in relevant industry after, 4th semester, and Six Month Training during 6th Semester examination during summer break respectively. Training reports by the student to be submitted within one week of start 5th semester and 7th semester respectively. Viva-Voce examination to be held within 3 weeks of the start of 5th semester and 7th semester respectively.

7. Examination Schedule, Examination Fee and Examination Forms

The examination of Odd semesters shall ordinarily be held in the month of December and that of even semesters in the month of May, or such other dates as may be fixed by the competent authority.

The candidates will be required to pay examination fees as prescribed by the University from time to time.

The Examination Form must reach in the office of the Controller of Examinations as per the schedule notified, from time to time.

The Examination Forms must be countersigned by the Director/Head of the Department along with the following certificates:

- I. That he/she has been on the rolls of the University Teaching Department during the academic term preceding the end semester examination;

- II. That he/she has attended not less than 75% lectures delivered to that class in each paper; and

- III. That he/she has a good moral character

The shortage in the attendance of lectures of the candidate may be condoned by the Vice-Chancellor on the recommendations of the Head of the Department as per rules.

8. Re-admission

In case name of a student is struck off from the rolls due to non-payment of fee or continue absence from classes in any subject for one month and he/she will be re-admitted after payment of admission fee as prescribed by the university from time to time. However, the student will be allowed to appear in the end semester examination of that paper(s) only after attending the required lectures/practicals delivered to that paper(s). However, if a student falls short of attendance along with the next batch of students.

9. Scheme of Examinations

The examination in each semester shall be conducted according to the syllabus prescribed for the semester. The end semester examination for each paper shall be of three hours duration.

10. Minimum pass marks

The minimum number of marks required to pass in each semester shall be 40% marks in each

in Theory and Practical/Laboratory/Seminar/Viva-Voce paper and in Internal Assessment, separately.

11. Grading of performances

a. Letter grades and grade points allocations:-

Based on the performances, each student shall be awarded a final letter grade at the end of the semester for each course. The letter grades and their corresponding grade points are given hereunder:-

Percentage of marks obtained	Letter Grade	Performance	Grade Point
91 – 100	O	Outstanding	10
81 – 90	A ⁺	Excellent	9
75 – 80	A	Very Good	8
71 – 74	B ⁺	Good	7
61 – 70	B	Above average	6
51 – 60	C	Average	5
40 – 50	P	Pass	4
Less than 40	F	Fail	0
Absent	Ab	Fail	0

Grades O, A+, A, B, B+, C and P are pass grades

A student who fails in any end semester examination shall be assigned a letter grade 'F' and a corresponding grade point of zero. A student who remains absent for any end semester examination shall be assigned a letter grade of 'Ab' and a corresponding grade point of zero.

The student who have scored F & Ab grades should reappear in due course.

b. Computation of SGPA and CGPA

The Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) will be computed as follows:-

- The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e

$$\text{SGPA (Si)} = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

where C_i is the number of credits of the i th course and G_i is the grade point scored by the student in the i th course.

- b) The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$CGPA = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

Where S_i is the SGPA of the i th semester and C_i is the total number of credits in that semester.

- c) The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

c. Conversion Formula

Percentage of marks can be calculated as: $CGPA \times 9.5$

12. Award of Division

The division shall be awarded on the basis of Letter Grade as follows:

Letter Grade A, A+ and O, provided the candidate must have passed all the Semester Examinations in the first available attempt.	First Division with Distinction
Letter Grade B+, A, A+ and O	First Division
Letter Grade B	Second Division
Letter Grade C and P	Pass

13. Internal Assessment of failed candidate

The internal assessment award of a candidate who fails in the external examination shall be carried forward to the next Examination, if passed in Internal Assessment.

14. Grace Marks

The grace marks of 1% of total marks of the semester shall be given to a candidate to his best advantage so as to enable him to pass in one or more written papers, to make up aggregate to pass the examination/paper or for changing the result from FAIL to COMPARTMENT/PASS. If a fraction works out to be half or more, it shall be counted as one mark and fraction less than half shall be ignored

- a) If a candidate appears in an examination to clear re-appear/compartement paper, the grace marks of 1% will be given only on the total marks of that particular paper.

15. Re-evaluation

A candidate who is not satisfied with his result may apply to the Examination Branch for re-evaluation in a subject/paper within 15 days of declaration of result along with a fee as prescribed by the university from time to time.

16. Re-checking

A candidate who is not satisfied with his result may apply to the Examination Branch for re-evaluation in a subject/paper within 15 days of declaration of result along with a fee as prescribed by the university from time to time.

17. Special examination

A Special Examination will be conducted for those students who are passing out but having re-appear (s) in the last semester and/or in the lower semesters. The special examination will be conducted within one month of the declaration of final semester result. The student shall have to pay prescribed fee for Special Examination.

18. Re-appear/Supplementary examination

In case of re-appear examination, the University will adopt even/odd semester examination or open semester system. The student will be eligible to appear in the re-appear papers of odd semester along with the odd semester regular examinations of subsequent batches and re-appear of even semester's paper of the even semester regular examinations in the case of even/odd semester examination. The student will be eligible to appear in the re-appear papers of all semesters (even/odd) along with regular examinations of open semester examinations. Controller of Examination will implement any of the above examination system with the approval of the Vice-Chancellor.

19. Mercy Chance

The candidate will be given maximum two chances to appear in the supplementary examinations. After that, mercy chance may be given by the Vice-Chancellor on the recommendations of the Director of the concerned school on payment of a special fee.

20. Syllabus for re-appear candidates

A student who obtains re-appear(s) in a subject will be examined from the same syllabus which he/she studied as a regular student.

21. Promotion Criteria

22.1 A candidate who joins First Semester of BBA may on completing attendance requirements appear in 1st semester examination. He/she shall be allowed to continue his/her studies in the 2nd Semester even if he/she does not clear any paper of the 1st semester and on completing attendance requirements may appear in the 2nd Semester examination.

22.2 A candidate shall not be eligible to join 3rd Semester of BBA, if he/she has yet to clear more than 50% papers of First and Second Semesters taken together. A candidate who has cleared 50% or more papers of BBA 1st and 2nd Semesters taken together may join 3rd Semester and on completing attendance requirements may take 3rd Semester Examination. He/she shall be allowed to continue his/her studies in the 4th Semester even if he/she does not clear any paper of the 3rd Semester and on completing attendance requirements may appear in 4th semester examination.

22.3 A candidate shall not be eligible to join 5th Semester of BBA if he/she has yet to clear more than 50% papers of 3rd and 4th Semesters taken together. A candidate who has cleared 50% or more papers of BBA 3rd and 4th Semesters taken together may join 5th Semester and on completing attendance requirements may take 5th Semester Examination. He/she shall be allowed to continue his/her studies in the 6th Semester even if he/she does not clear any paper of the 5th Semester and on completing attendance requirements may appear in 6th Semester examination.

22. Division Improvement

A candidate who has passed BBA examination from this University may re-appear for improvement of division in one or more subjects in the succeeding semesters with regular candidates in order to increase the percentage for obtaining higher division. However, final year candidates who have passed an examination of the University may re-appear for improvement of performance under special examination as per rules of the university.

23. Migration to this University

24.1 Migration to this University will be allowed only after completion of the 1st year and is

applicable only to those students who are eligible to register for 3rd semester.

24.2 Migration shall be allowed after completion of the second semester but before start of the 3rd semester.

24.3 The candidates shall not be allowed to change his/ her discipline of study in the process of migration.

24.4 Migration to an affiliated College /Institute of the University from other recognized universities will be allowed 15 days prior to of the start of the 3rd semester. The following conditions shall be applied:-

24.4.1. The candidate should have passed all the courses of the first year of the University from where he/she wants to migrate.

24.4.2. The courses studied by the candidate in first year must be equivalent to the courses offered in this University. Deficiency, if any, should not be of more than two subjects. The candidate would be required to furnish an undertaking that he/she will attend classes and pass these courses (found deficient). The institute and the University where the student is studying and the Institute, to which migration is sought, have no objection to the migration.

24.4.3. There is a vacant seat available in the discipline in the college in which migration is sought.

24.5. Power of Relaxation: Notwithstanding the existing Migration Rules, the Vice-Chancellor, after obtaining an undertaking/affidavit from the candidate, to his satisfaction, to be recorded in writing, shall be authorized to consider the migration for the cases that are not otherwise covered under the above Migration Rules, with the approval of the Chancellor.

24. Migration to any other University

25.1. Migration to any other University will be allowed 15 days prior to of the start of the 3rd semester.

25.2. The candidate seeking migration from this University shall be apply for the approval of his migration to the University within 15 working days after passing the 2nd Semester/First Year Examination.

25.3. The Director/Head of the department concerned of the University will issue “No Objection Certificate” after the candidate has paid all the fees due for the remaining period of the full session as well as the annual dues as per rules. In addition to the above, Migration fee as prescribed by the University shall be charged from such candidates.

25.4. If a candidate, on completion of any course, applies for Migration Certificate, the same shall be issued on receipt of fee prescribed for Migration Certificate and on completion of

other formalities etc.

25. Award of Detail Marks Card

Each candidate of First Year BBA (i.e. Semester-I & Semester-II), Second Year (i.e. Semester-III & Semester-IV) and Third Year (i.e. Semester-V & Semester- VI) and Fourth Year (I.e. Semester- VII & Semester- VIII) on successfully completion of course and passing all the papers of each semester, shall be supplied Detail of Marks Cards indicating CGPA score and Division obtained by him/her in the examination.

26. Award of Degree

The degree of Bachelor of Computer Applications (BBA) stating the CGPA score and Division, will be awarded to the candidate who has successfully completed the course and passed all the papers of all the semesters. The degree will be awarded at the University Convocation. However, a degree in absentia can be issued before the convocation, on completion of required formalities and payment of prescribed fee.



(U/S 2(f) and 12B of the UGC Act1956, NAAC Accredited)

DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Faculty of Business Administration and Hospitality Management
Department of Business Management and Commerce
Program: Bachelor of Business Administration

Vision: To be globally recognized as a Centre of Excellence in the field of Business studies, Commerce, accountancy and economics through value-based education, Research & innovation. To provide best possible human resources to society in the field of Management and Commerce

Mission:

M1: To Inspire and empower the students to become innovative entrepreneurs and worthy management professionals.

M2: To turn individuals into cross functional leaders and strategists that can skilfully handle challenges affecting businesses transversely in a dynamic and an interconnected world

M3: Develop linkages with world class educational institutions and R&D organizations for excellence in teaching, research and consultancy services.

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Faculty of Business Administration and Hospitality Management
Department of Business Management and Commerce
Program: Bachelor of Business Administration

S.No	Program	Program Outcomes
1	Bachelor Of Business Administration	PO1.Domain knowledge: Domain Knowledge Gain domain knowledge for understanding business dilemma and make effective decisions.
		PO2.Problem analysis: Apply theories, appropriate techniques and strategic tools for planning, analysis and execution.
		PO3. Design/development of solutions: Demonstrate effective planning abilities including time management, resource management, delegation skills and organizational skills. Develop and implement plans and organize work to meet deadlines.
		PO4.Conduct investigations of complex problems: Use research-based knowledge including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
		PO5.Modern tool usage: Learn, select, and apply apposite methods and procedures, resources, and modern computing tools within rational limits to achieve optimum output.
		PO6. The Manager and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety and legal issues and the consequent responsibilities relevant to the professional management practices.
		PO7. Environment and sustainability: Understand the impact of the corporate activities in societal and environmental contexts, and apply knowledge to cope up with need for sustainable development.
		PO8. Business Ethics: Apply ethical principles and nurture commitment to personal and professional ethics in all aspects of business practice
		PO9.Individual and team work: Develop leadership skills by working effectively in teams
		PO10.Communication: Enhance verbal, written and presentation skills in students and make them able to comprehend and write effective reports, make effective

		presentations and documentation, and give and receive clear instructions.
		PO11. Project management and finance: Exhibit knowledge and understanding of management principles and apply these to one's own work, as a member and leader in a team. Manage projects in multidisciplinary environments.
		PO12. Life-long learning: Create an interest to engage in continuous learning independently to improve knowledge and develop competencies.

Mapping Of Mission & Program Outcomes

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak)

PO's	Mission		
	M1	M2	M3
PO1	S	S	S
PO2	S	M	M
PO3	S	S	M
PO4	M	M	M
PO5	S	S	S
PO6	M	M	S
PO7	W	M	S
PO8	W	W	S
PO9	W	W	M
PO10	S	S	S
PO11	M	S	S
PO12	S	M	S

DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Faculty of Business Administration and Hospitality Management
Department of Business Management and Commerce

Scheme For

Program: Bachelor of Business Administration, Session: 2025-2026,
BBA First Year – First Semester

S. No.	Course Code	Course Name	Course Type	Internal Marks	External Marks	Max Marks	L	T	P	C	Exam Hrs.
1	BBAP-25-101	Marketing Principles and Management	Core Subject (CS) – 1 (Theory)	40	60	100	4	0	0	4	3
2	BBAM-25-102	Principles and Practices of Management	Core Subject (CS) – 2 (Theory)	40	60	100	4	0	0	4	3
3	BBAL-25-103	Commercial Law	Additional Multidisciplinary/ Interdisciplinary (M. D./I.D.) – 1 (Theory)	40	60	100	4	0	0	4	3
4	BBAE-25-104	Micro Economics	Additional Multidisciplinary/ Interdisciplinary (M.D./I.D.) –2 (Theory)	40	60	100	4	0	0	4	3
5	DBCS-25-101	Communication Skills-I	Skill Enhancement Course (SEC – 1) (Theory)	40	60	100	3	0	0	3	3
6	DBCC-25-101	Basics of Computer	Value Addition Course (VAC – 1) (Theory)	40	60	100	4	0	0	4	3
Total Credit				240	360	600	23	0	0	23	
Optional Elective–(Any One)											

7	DNCC-25-101	NCC	Practical	40	60	100	1	0	2	2	N.A
	DNSS-25-101	NSS	Practical	40	60	100	0	0	2	1	N.A

Abbreviations: L: Lecture, T: Tutorial, P: Practical, C: Credits, N.A: Not Applicable

NCC: National Cadet Corps

NSS: *National Service Scheme*

For NCC/NSS: -These are Elective Subjects and Students will be Selected for these courses on the Basis of Availability of Seats.

Course Code : **BBAM-25-101**
Title of the Course : **MARKETING PRINCIPLES AND MANAGEMENT**

L	T	P	Credits
4	0	0	4

Course Outcomes:

The course is designed to familiarize the students with the fundamentals of marketing including marketers’ perspectives and their market orientations while sensitizing them about the dynamic and volatile marketing environment to enable them to take better marketing decisions.

After completion of this course, student would be able to:

CO1: Understand the marketing concepts and its evolution
CO2: Analyze the market based on segmentation, targeting and positioning
CO3: Know the consumer behavior and their decision making process
CO4: Make decisions on product, price, promotion mix and distribution

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Hour(s)
Unit-I	Introduction Marketing – Definition, Concepts Significance & functions of Marketing, Approaches to the study of Marketing, Relevance of Marketing in a developing economy. Role & functions of Marketing Manager	10
	Types of Marketing Tele Marketing, E-Marketing-Service Marketing, Rural Marketing-feature & importance suggestion for improvement of Rural Marketing, Marketing Planning & strategies. Digital Marketing	10
Unit-II	Marketing Mix Meaning – Product mix, Product concept, Product life Cycle – Product Simplifications – Decertification Elements Price mix – factors, Methods, Importance.	10
Unit-III	Types of Channels- Factors influencing channels, Elements of Promotion Mix – Sales Promotion System. Recent Trends in Promotion Sale. Advertising – Role of Advertising.	10
	Market Segmentation- Meaning, Definition, Different ways to Segmentation, Essential of effective Market Segmentation.	10
Unit-IV	Marketing Information System & Marketing Research Concept & components of a Marketing Information System.	10
	Total Hours	60

Reference Books:

- Marketing Management By Philip Kotler (2012) - www.philkotler.com
- Marketing Management Cravens By Hills-Woodruff (1987) - <https://trove.nla.gov.au/version/15604749>
- Marketing - A Managerial Introduction By Gandhi (1985) - DOI:10.1016/0167-8116(87)90016-4
- Management Information Systems By Davis-Olson (1984) - <https://trove.nla.gov.au/version/22866690>
- Consumer Behavior By Schiffman-Kanuk (1991) - <https://trove.nla.gov.au/work/6251305>
- Principles and practice of Marketing By John Frain (1986) - <https://trove.nla.gov.au/version/21853633>

Course Code : **BBAM-25-102**
Title of the Course : **PRINCIPLES AND PRACTICES OF MANAGEMENT**

L	T	P	Credits
4	0	0	4

Course Outcomes:

The course is designed to understand the scope and objectives of management and thoughts in the business world.

Course Outcomes: Student will be able to...

CO1: Understand the concept & functions and importance of management and its applications to achieve organizational goals.
CO2: Describe principles, functions and different management theories for smooth running of business.
CO3: Demonstrate knowledge of authority, delegation and Responsibility
CO4: Exhibit various styles of leadership.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	M
CO2	S	M	M	S	W	M	W	W	M	M	W	W
CO3	M	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	W	W	S	M

Unit	Course outlines	Lecture(s)
Unit-I	Management: Meaning, Definition, Nature & Scope of Management Process, Role & Importance of Manager, Levels of Management, Management- Art or Science, Management as a Profession.	10
	Evolution of Management Thought: Contribution of F.W. Taylor, Henry Fayol, Elton Mayo, Chesterd Bernard, Peter Drucker, Various Approaches to Management Thought	10
Unit-II	Functions of Management: Planning, Organizing, Staffing, Co- coordinating, Controlling- Need, Importance, Types, Process. (Principles & Theories if any)	10
Unit-III	Authority & Delegation: Decentralization, Concept of Centralization & decentralization, Difference between Authority & power, Uses of Authority, Responsibility, Line & Staff Relationship. McKinsey's 7-S Approach	10
Unit-IV	Recent Trends in Management: Social Responsibility of Management- Environment Friendly Management, Management of Change, Management Crisis, TQM, Stress Management, International Management.	10
	Leadership: Nature, types & styles of Leadership.	10
	Total lectures	60

Reference Books:

- Essentials of Business Environment by K. Aswathappa (Himalayan Publication House) – (2014) – www.himpub.com
- Principles & Practices of Management by Dr. L. M. Parsad (Sultan Chand Publications) – (2014) – books.rediff.com, ISBN: 9788180548918
- Essentials of Management: Horold Koontz and ItainzWeibrich (McGraw Hills International) – (1908) - <https://trove.nla.gov.au/work/11330741>
- Principles and Practices – Chabbra, T.N. Dhanpat Raj & Co., New Delhi (2014) – www.sapnaonline.com, ISBN: 9788177002157
- Management Theory and Practice – Gupta, C. B; Sultan Chand and Sons, New Delhi (2014) – koha.cbe.ac.tz, ISBN: 8122415067 (ISBN13: 9788122415063)
- Management Principles and Practices – Murgan, M.S.: New Age International Publishers (2008) – www.amazon.com, ISBN-10: 8122415067, ISBN-13: 978-8122415063

Course Code : **BBAL-25-103**
Title of the Course : **COMMERCIAL LAW**

L	T	P	Credits
4	0	0	4

Course Outcomes:

The course is designed to understand the provisions of various commercial laws to undertake lawful business

Course Outcomes: Student will be able to

CO1: Describe fundamentals of Company Law and provisions of the Companies Act of 2013.
CO2: Understand concepts involving in company law and provisions of Indian contract act.
CO3: Acquaint with Introduction, Objective Commencement & Application and redressal agencies of Consumer protection act.
CO4 : Understand rights prescribed under Right to Information act its definitions, Right to Information & Obligations and functions of Public Authorities

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	M	M	W	W	S	M
CO2	M	M	M	S	M	M	W	W	S	W	M	W
CO3	M	S	M	M	M	W	M	M	S	M	M	M
CO4	S	W	S	S	S	M	M	W	M	W	S	S

Unit	Course outlines	Hour(s)
Unit-I	Indian Contract Act, 1872: Definition & Nature of Contract, Classification	6
	Offer & Acceptance: Definition, essential elements	6
	Consideration; Definition, essential elements of consideration	6
	Capacity of Parties; Free Consent; Legality of Objectives; Void Agreements; Performance of Contracts	6
Unit-II	Partnership Act (1932): Nature and characteristics, Registration of Partnership firms, Types, Rights, Duties and Implied Authority	6
	Discharge of Contract; Contingent Contracts; Quasi Contracts	
Unit-III	Remedies for Breach of Contract Special Contracts: Indemnity & Guarantee; introduction, definition, difference between each other.	6
	Bailment & Pledge; introduction, right and duties of bailor and bailee, pawner and pawnee.	6
	Contract of Agency: introduction, creation, relationship between principle, agent and third party	6
	Right to Information Act, 2005: Definitions, Right to Information & Obligations of Public Authorities, The Central & State Information Commission, Power & Functions of the Information Commissions, Appeal & Penalties.	6
Unit-IV	The Consumer Protection Act, 1986: Introduction, Objectives Commencement & Application, Definitions, Salient Features, Grievance Redressal Machinery.	6
	Total Hours	60

Reference Books:

- Business Laws– Balchandani
- Business Laws - S.D. Geet and M.S. Patil
- Business Laws – Gulshan Kapoor (2018)
- Business and Commercial Laws - Sen and Mitra (2018)
- An Introduction to Mercantile Laws -N.D. Kapoor
- Business Laws -N.M. Vechalekar (1998)
- Business Laws -M.D. Mulla (2015)
- Company Law – Avtar Singh (1982)
- Bare Text of the relevant Act

Course Code : **BBAE-25-104**
Title of the Course : **MICRO ECONOMICS**

L	T	P	Credits
4	0	0	4

Course Outcomes:

The course is designed to understand the principles and concepts of micro economics and its various components

Course Outcomes: Student will be able to

CO1: Understand Micro Economic concepts and inculcate an analytical approach to the subject matter.
CO2: Describe various economic theories to understand the demand and supply forces.
CO3: Apply economic reasoning to solve business problems by understanding various micro variables in the economy.
CO4: Understand market forms and attain knowledge about normal & super profit and shut down point of the firms and industry.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture(s)
Unit- I	Micro Economics: Meaning, Nature & Scope, Difference between Micro & Macro Economics	6
	Theory of Demand: Meaning of demand and its types, law of demand, price elasticity of demand and its measurement.	6
	Consumer Behaviour: Utility Approach- Law of diminishing Marginal Utility and Law of Equi-Marginal Utility, Utility Analysis and Consumer's Equilibrium.	6
	Indifference Curve Approach: Concept, Properties, Income, Substitution and Price Effects, Indifference Curve Analysis and Consumer's Equilibrium.	6
Unit-II	Theory of Production: Production Function, Law of Variable Proportion and Law of Returns to Scale.	6
	Theory of Cost: Concept of total cost, average cost and marginal cost, short-run and long-run costs (traditional and modern theories)	6
	Concept of Revenue: Total revenue, average revenue and marginal revenue, Relationship between average revenue, marginal revenue and elasticity of demand.	6
Unit-III	Market Forms: Perfect Competition: Features and equilibrium of firm and industry under perfect competition, Price and Output determination (Short run and long run).	6
	Monopoly: Features, Price and Output determination under monopoly (short run and long run), Concept of Monopoly Power, Discriminating Monopoly.	6
	Monopolistic Competition: Features, Price and Output determination under monopolistic competition (short run and long run), Difference between selling costs and production costs, Concept of Excess Capacity.	6
Unit-IV	Distribution: Concept of Distribution, Rent- Ricardian Theory and Modern Theory, Profit- Dynamic Theory, Risk Theory and Uncertainty Theory, Wages- Marginal Productivity theory and Modern theory.	6
	Total	60

Reference Books:

- Ahuja H.L, Advanced Economic Theory, S. Chand, New Delhi (2007) – www.schandpublishing.com
- Koutsoyianni, Modern Micro Economics (1975) - 10.1007/978-1-349-15603-0
- Stonier and Hague, A Textbook of Economic Theory (1954)-DOI: <https://doi.org/10.1017/S1373971900103981>

Course Code : **DBCS-25-101**
Title of the Course : **COMMUNICATION SKILLS-I**

L	T	P	Credits
3	0	0	3

Total Hours: 36

Course Outcomes:

CO1: To groom students to be Resilient and to be better equipped to cope with the unfamiliar circumstances, to manage disappointments and deal with conflicts.
CO2: To enable the students to connect and work with others to achieve a set task.
CO3: The course will train the students to gain Leadership skills and be a Leader who can assess and identify the strengths within the team and utilize the diverse skills of the group to achieve the set objectives.
CO4: The course will skill the student to learn Effective Communication and Listening Skills

Unit 1- Introduction to Communication Skills in English

- A) The Importance of Communication and the Process of Communication-Source, Message, Encoding, Channel, Decoding, Receiver, Feedback, Context.
- B) Everyday Conversations.
- C) Barriers to Communication: Physiological Barriers, Physical Barriers, Cultural Barriers, Language Barriers, Gender Barriers, Interpersonal Barriers, Psychological Barriers, Emotional Barriers.

Unit 2- Team Work & Leadership Skills

- A) Broader Meaning of a Leader, Traits of a Leader. A Leader's Commitment to Mission and Vision of an Organisation. Managers versus Leaders.
- B) Developing Leadership Skills. Addressing Ethics in Leadership Skills.

Unit 3- Written English Communication

- A) Progression of thoughts and ideas.
- B) Structure of Paragraph and Essay.
- C) Formal and Informal Letter Writing
- D) Corporate Communication

Unit 4- Etiquettes & Manners – Social & Business

- A) Communication Etiquettes
- B) Principles of Trust
- C) Disability Etiquettes
- D) Gadget Etiquettes

References

- Klaus, Peggy (2009). *The Hard Truth about Soft Skills*. Harper Collins Publishers.
- Fleming, Kerrie (2016). *The Leader's Guide to Emotional Agility*. Pearson Education Limited.
- Butterfield, Jeff (2010). *Problem Solving & Decision Making, Course Technology*. Cengage Learning.
- Pellerin, Charles. J. (2009). *How NASA Builds Teams: Mission Critical Soft Skills for Scientists, Engineers, and Project Teams*. John Wiley & Sons. Inc.
- Riggio & Sherylle J, Tan (2014). *Leader Interpersonal and Influence Skills*. Routledge.
- Rutherford, J. Andrea (2000). *Basic Communication Skills for Technology*. Pearson Education.
- Kumar, Sanjay (2011). *Communication Skills*. Oxford University Press.
- Robbins, Stephen.P (2013). *Organizational Behaviour*. Pearson.
- Gill, Hasson (2011). *Brilliant Communication Skills*. Pearson.
- Ramesh, GopalaSwamy (2013). *The Ace of Soft Skills: Attitude, Communication and Etiquette for Success*. Pearson.
- Konar, Nira (2011). *Communication Skills for Professionals*. Prentice Hall India Learning.
- Peters, Francis (2011). *Soft Skills and Professional Communication*. McGraw Hill Education.
- Adair, John (2009). *Effective Communication*. Pan Macmillan.
- Daniels, Aubrey (1999). *Bringing out the Best in People*. McGraw Hill.

Course Code : **DBCC-25-101**
Title of the Course : **BASICS OF COMPUTER**

L	T	P	Credits
4	0	0	4

Course Outcomes:

By completing this course, students can:

CO1: Know the basic components of the computer and working of each device.
CO2: Understand the representation of data in computer
CO3: Know the difference between Assembly and High level programming Languages
CO4: Basics of MS office tools and Fundamentals of Computer Networking

CO/PO Mapping (S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	W	M	S	M	W	S	M	S	W	M	W
CO2	S	W	M	M	M	W	S	M	M	W	M	W
CO3	S	W	M	S	M	S	M	M	M	S	M	S
CO4	S	S	S	M	M	S	S	M	S	W	S	S

Unit	Course Outlines	Hour(s)
I	Historical Evolution of Computer: Block Diagram of computer, characterisation of computers, types of computers, the computer generations. Basic Anatomy of Computers: Memory Unit, Input-Output Devices	7
II	Computer Software: Introduction, types of software, systems software, GUI, operating system, high level languages, assemblers, compilers and interpreters. Applications of Information Technology and Trends, E-Commerce: Meaning, its advantages & limitations	12
III	Applications of Information Technology in Railway, Airline, Banking, Insurance, Inventory Control, Hotel Management, Education, Mobile Phones, Weather Forecasting. Data Network and Communication: Network types, Transmission Modes, Network topologies. Internet: Evolution of Internet, E-mail WWW, FTP, Video Conferencing.	11
IV	Ms-Word: Elements of Word screen – menu bar, formatting tool bar,	15

	<p>rules, title bar, status bar and scroll bar, editing documents ,selecting the text, deleting, undo features, moving and copying, using cut, copy, paste, searching text and replacing, spell check , print formatting, using different fonts, bold, italic, underline, changing cases, Text formatting</p> <p>.</p> <p>Ms- Excel: Basics of Excel screen – menu bar, formatting tool bar, rules, title bar, status bar and scroll bar.</p> <p>Ms -Powerpoint: Creating a new slide, Slide editing, menu bar, title bar& formatting tools of MS Power point.</p>	
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Text Books:

1. P.K. Sinha and P. Sinha, Foundations of Computing, First Edition, 2002, BPB.
2. Chetan Srivastva, Fundamentals of Information Technology, Kalyani Publishers.
3. Turban Mclean and Wetbrete, Information Technology and Management, Second Edition, 2001, John Wiley & Sons.

Course Code : **DBNC-25-101**
Title of the Course : **NCC**

L	T	P	Credits
1	0	2	2

Course Outcomes:

CO1: Define thinking, reasoning, critical thinking and creative thinking
CO2: To think critically about different life related issues.
CO3: Think divergently and will try to break functional fixedness
CO4: Creatively in their real-life problems

SR. NO.	SUBJECT	HRS.
THEORY		
1.	NCC General	6
2.	National Integration and Awareness	4
3.	Personality Development	2
4.	Social Service and Community Development	3
PRACTICAL		
5.	Drill	12
6.	Field Craft and Battle Craft	3
7.	Map Reading	3
8.	Weapon Training	5
9.	Social Service and Community Development	7
TOTAL		45

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	M	S	M	M	S	S	M	M
CO2	S	S	M	S	M	S	M	M	S	S	M	M
CO3	S	S	M	S	M	S	M	M	S	S	M	M
CO4	S	S	M	S	M	S	M	M	S	S	M	M

Subject	Course Outline	Hours
NCC General	Introduction of NCC, History, Aims, Objective of NCC & NCC as Organization, Incentives of NCC, Duties of NCC Cadet. NCC Camps: Types & Conduct.	6
National Integration and Awareness	National Integration: Importance & Necessity, Factors Affecting National Integration, Unity in Diversity & Role of NCC in Nation Building, Threats to National Security.	4
Personality Development	Intra & Interpersonal skills - Self-Awareness & Analysis, Empathy, Critical & creative thinking, Decision making and problem solving.	2
Social Service and Community Development	Basics of social service and its need, Types of social service activities, Objectives of rural development programs and its importance, NGO's and their contribution in social welfare, contribution of youth and NCC in Social welfare.	3
Drill	Foot Drill- Drill ki Aam Hidayaten, Word ki Command, Savdhan, Vishram, Aram Se, Murdha, Kadvar Sizing, Teen Line Banana, Khuli Line, Nikat Line, Khade Khade Salute Karna Parade Par, Visarjan, Line Tod, Tej Chal, Thamaur Dhire Chal, Tham.	12
Field Craft and Battle Craft	Introduction of Field Craft & Battle craft, Judging Distance, Method of Judging Distance.	3
Map Reading	Definition of Map, Conventional signs, Scale and Grid System, Topographical forms and technical terms, Relief, Contours and gradients, Cardinal points and types of North, Magnetic Variation and Grid Convergence.	3
Weapon Training	Introduction & Characteristics of .22 rifles, Handling of .22 rifles.	5
Social Service and Community Development	Cadets will participate in various activities throughout the semester e.g., Blood donation Camp, Swachhata Abhiyan, Constitution Day, Jan Jeevan Hariyali Abhiyan, Beti Bachao Beti Padhao etc.	7

Reference Books:

- National Cadet Corps : Senior Division and Senior Wing: Cadets Hand Book (Army) : Common Subjects: 2019
- National Cadet Corps : Senior Division and Senior Wing: Cadets Hand Book (Army) : Specialized Subject: 2019
- National Cadet Corps : Senior Division and Senior Wing: Cadets Hand Book (Air Force) : Specialized Subject: 2019
- National Cadet Corps : Senior Division and Senior Wing: Cadets Hand Book (Navy) : Specialized Subject: 2019

Course Code : **DBNS-25-101**
Title of the Course : **NSS**

L	T	P
0	0	4

Course Outcomes:

CO1: Orientation: history, objectives, principles, symbol and badge.
CO2: NSS programs and activities
CO3: Community mobilization, Understanding youth
CO4: Volunteerism and Shramdan

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	M	S	M	M	S	S	M	M
CO2	S	S	M	S	M	S	M	M	S	S	M	M
CO3	S	S	M	S	M	S	M	M	S	S	M	M
CO4	S	S	M	S	M	S	M	M	S	S	M	M

Unit	Course outlines	Lecture(s)
Unit-I	Introduction and Basic Concepts of NSS : <ul style="list-style-type: none"> • Definition of NSS : Aims & Objectives of NSS, • Roles and responsibilities of various NSS functionaries, • Emblem ,flag, Motto, Song, Badge, NSS day etc, • Organizational structure (from national to regional level). 	10
	NSS Programmes and Activities : <ul style="list-style-type: none"> • Concept of regular activities(one day camp), special seven day conduction camping, day and night camps and relevance of celebration of important days recognized by united nations, Centre, State Govt. & University • Basis of adoption of village/slums, methodology of conduction survey • Coordination with different agencies • Maintenance of the diary 	8
Unit-II	Community Mobilization <ul style="list-style-type: none"> • Functioning of community stakeholders • Designing the message in the context of the problem and the culture of the community 	9

	<ul style="list-style-type: none"> • Identifying methods of mobilization • Youth-Adult partnership • Concept of Community development 	
	<p>Volunteerism and Shramdan</p> <ul style="list-style-type: none"> • Indian tradition of volunteerism • Value system of volunteerism • Motivation and constraints of volunteerism • Shramdanasa part of volunteerism, Role of NSS volunteers in Swatch Bharat Abhiyan • Role of NSS volunteers in Digital India 	8
Unit-III	<p>Project Work/Practical:</p> <p>Conducting surveys/activities on special themes as follows</p> <ul style="list-style-type: none"> • Social Harmony and National Integration • Indian Constitution and Social Justice • Concept of Society and Social Issues in India • Health, Hygiene and Sanitation Programmes • Citizens duties, Human Rights consumer Rights 	10
	Total lectures	45

DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Faculty of Business Administration and Hospitality Management
Department of Business Management and Commerce
Scheme For

Program: Bachelor of Business Administration, Session: 2025-2026

BBA First Year – Second Semester

S. No.	Course Code	Course Name	Course Type	Internal Marks	External Marks	Max. Marks	L	T	P	C	Exam Hrs
1	BBAB-25-201	Basic Accounting	Core Subject (CS) – 3 (Theory)	40	60	100	4	1	0	5	3
2	BBAS-25-202	Business Statistics	Core Subject (CS) – 4 (Theory)	40	60	100	4	1	0	5	3
3	BBAE- 25-203	Macro Economics	Additional Multidisciplinary/ Interdisciplinary (M.D./I.D.) –3 (Theory)	40	60	100	4	0	0	4	3
4	BBAX-25-204	Export Management and Procedure	Value Addition Course (VAC – 2) (Theory)	40	60	100	2	0	0	2	3
5	DBES-25-201	Environmental Sciences	Additional Multidisciplinary/ Interdisciplinary (M.D./I.D.) –4 (Theory)	40	60	100	3	0	0	3	3
Total Credit				200	300	500	17	2	0	19	

Optional Elective–(Any One)

6	DNCC-25-101	NCC	Practical	40	60	100	1	0	2	2	N.A
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	DNSS-25-101	NSS	Practical	40	60	100	0	0	2	1	N.A
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Abbreviations: L: Lecture, T: Tutorial, P: Practical, C: Credits, N.A: Not Applicable

NCC:National Cadet Corps,

NSS: *National Service Scheme*

For NCC/NSS: -These are Elective Subjects and Students will be selected for these courses

On the Basis of Availability of Seats.

The students who successfully complete ONE year/ 2 Semesters and leave the program, will be awarded Certificate in Business Administration.

Course Code : **BBAB-25-201**
Title of the Course : **BASIC ACCOUNTING**

L	T	P	Credit
4	1	0	5

Course Outcomes:

This course aims to give an insight into the basics of Accounting Concepts and Principles to Prepare to Students to have the foot hold in Accounts and to enable the students to prepare different kinds of Financial Statements.

Upon completion of this course, the student will be able to:

CO1: Understand different accounting concepts and conventions.
CO2: Prepare financial statements in accordance with generally accepted accounting principles (GAAP).
CO3: Be familiar with the rules governing accounting transactions.
CO4: Analyze financial statements with the help of various tools and techniques of accountancy

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	M	S	M	S	M	S	M
CO2	S	S	S	M	S	M	S	M	S	M	S	M
CO3	S	S	S	M	S	M	S	M	S	M	S	M
CO4	S	S	S	M	S	M	S	M	S	M	S	M

Unit	Course outlines	Hour(s)
Unit-I	Basics of Accounting: Accounting, Accountancy and Book-Keeping, need, development and definition of accounting, Persons interested in accounting, Objectives of accounting, Meaning and nature, Accounting Concepts. Bases of Accounting, Nature of Accounts.	12
	Branches of accounting, Accounting Principles, Classification of Income; Classification of expenditure, accounting equations.	12
Unit-II	Accounting Cycle: Journal book, Rules of debit and credit, Compound journal entry, Opening entry, Relationship between journal and ledger, Rules regarding posting, Trial balance, cash book, Subsidiary books.	12
Unit-III	Depreciation: Concept of depreciation: Causes of depreciation; Depreciation, Depreciation accounting; Methods of recording depreciation Fixed Installment Method and Diminishing Balance Method Provisions and Reserves	12
Unit-IV	Final Accounts: Trading account; Profit and loss account; Balance sheet; Adjustment entries Final Accounts adjustments (Closing Stock ,Outstanding Expenses Outstanding Incomes, Prepaid Expenses Income, Received in Advance, Depreciation, Interest on Capital ,Interest on Drawings, Bad Debts, Provision for Bad Debts, Provision for Discount on Debtors, Provision for Discount on Creditors)	12
	Total Hours	60

Reference Books:

- R L Gupta and Radhaswamy, Advanced Accountancy, Volume II S. Chand, 2015, www.sultanchandandsons.com
- Maheshwari and Maheshwari, Advanced Accountancy, Volume II, 2018, www.vikaspublishing.com, ISBN: 978935271857
- Shukla, Grewal and Gupta, Advanced Accounts, Volume II, S. Chand, 2017, books.google.com, ISBN: 9352533135, 9789352533138
- Hanif and Mukherjee, Corporate Accounting, 2015, www.sapnaonline.com, ISBN:9780070604292
- TMH Tulsian, P C, Advanced Accounting, Volume 1, 2000, www.gettextbooks.com, ISBN-13: 978-0-07-462483-8, ISBN: 0-07-462483-0

Course Code : **BBAS-25-202**
Title of the Course : **BUSINESS STATISTICS**

L	T	P	Credits
4	0	0	4

Course Outcomes:

The course is designed to understand the principles and concepts of statistics in the business. The objective of this course is to familiarize the students with fundamental statistical tools which can help them in analyzing the business data. This course will provide students with hands-on experience to use statistical tools in order to make scientific decisions even in uncertain business environment

Course Outcomes: Student will be able to:

CO1: Understand principles and concepts of business statistics to analyze and interpret statistical data.
CO2: Describe index numbers, regression analysis, correlation and other tools to compare numeric variables.
CO3 : Learn the basic concepts of statistical tools which enable them to understand basic business policies
CO4: Use applications of various statistical tools.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	M	S	M	W	W	W	M	W	W	S	M
CO2	M	S	M	S	M	M	W	W	M	M	M	M
CO3	M	S	S	S	M	M	W	M	S	M	M	S
CO4	S	M	S	M	S	M	W	W	M	W	S	W

Unit	Course outlines	Lecture(s)
Unit-I	Statistics: Introduction, importance and scope of statistics.	10
	Measures of Central Tendency: Mean, Median, Mode	10
	Measures of Dispersion: Range, Quartile deviation, Mean deviation and Standard deviation.	10
Unit-II	Correlation Analysis: Introduction, types of correlation, measurement of Correlation: Karl Pearson's coefficient of correlation, Spearman's rank correlation.	10
Unit-III	Regression Analysis: Introduction, Utility, Difference between correlation & regression, Method of least Squares, Regression Equations, Regression lines, regression coefficients.	10
Unit-IV	Index Numbers: Introduction, Types of Index Numbers, Price index numbers, Quantity index numbers, Problems, Cost of living Index, Test on Index Numbers	10
	Total Hours	60

Reference Books:

- C.B. Gupta : An Introduction to Statistical Methods (Vikas) – (2004) – www.vikaspublishing.com, ISBN: 9788125916543
- R.S. Bhardwaj : Business Statistics (Excel Books) – (1999), www.sapnaonline.com, ISBN: 8174466797, 9788174466792
- Ajay Goel and AlkaGoel : Mathematics and Statistics (Taxmann's) – (2014), www.taxmann.com, ISBN : 978818478227
- J.K. Sharma – Business Statistics – Pearson Publications (2006), www.oreilly.com, ISBN: 9788177586541
- P. Navaneetham – Business Statistics & Mathematics (2007) – wepdf.com
- P.R. Vittal – Business Statistics & Mathematics (2012), routemybook.com, ISBN: 9789381430552
- Gupta, S.P. & Gupta, M.P. Business Statistics (2010) – URI: <http://hdl.handle.net/123456789/346>

Course Code : **BBAE-25-203**
Title of the Course : **MACRO ECONOMICS**

L	T	P	Credit
4	0	0	4

Course Outcomes:

The course is designed to understand the scope and objectives of concepts of macro economics and its implications in the economy.

Course Outcomes: Student will be able to.

CO1: Describe basic concept of Macro Economics and its application.
CO2: Understand Gross National Product (GNP), Net National Product (NNP) ,Income at Factor cost or National Income at Factor Prices ,Per Capita Income , Personal Income (PI) ,Disposable Income etc.
CO3: Explain the concept, importance and determination of consumption and investment in the economy
CO4: Understand definition, types, consequences, causes and measures to control inflation in the economy

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	S	S	M	S	M	W	W	W	S	W	M	M
CO3	S	S	M	S	M	W	W	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture(s)
Unit-I	Macro Economics: Meaning, Scope & Importance	10
	National Income: Meaning, Related Aggregates, Methods of Measurement of National Income, Problems of Measurement particularly in Underdeveloped countries	12
Unit-II	Determination of Income and Employment: Classical Theory of Employment, Says Law of Market, Keynesian Theory of Income, Output & Employment, Effective Demand.	12
Unit-III	Consumption Function: Concept, Importance and Determinants of Consumption	10
	Investment Function: Meaning, Types, Marginal Efficiency of Capital, Multiplier: Meaning & Working of Multiplier, Interaction between Multiplier & Accelerator,	9
Unit-IV	Multiplier: Meaning & Working of Multiplier, Interaction between Multiplier & Accelerator Inflation: Meaning, types, causes, consequences & measures to control inflation	12
	Total lectures	60

Reference Books:

- Ahuja H.L, Macro Economics: Theory and Policy, S. Chand, New Delhi (2015), www.schandpublishing.com, ISBN: 9789385401350
- Koutsoyiannis, Modern Macroeconomics (1975), www.palgrave.com, ISBN:978134915603
- Stonier and Hague, A Textbook of Economic Theory (2016),
- DOI: <https://doi.org/10.1017/S1373971900103981>

Course Code : **BBAX-25-204**
Title of the Course : **EXPORT MANAGEMENT AND PROCEDURE**

L	T	P	Credit
2	0	0	2

Course Outcomes:

This course focuses on various key topics in international marketing planning, including: standardization vs. adaptation: marketing communications, looking at global branding and advertising, exporting, managing and logistics: pricing; ethical, financial and organizational issues.

Upon completion of this course, the student will be able to:

CO1: Explain the concepts in custom clearance in international business with respect to foreign trade
CO2: Apply the current custom clearance phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects
CO3: Analyze the principle of international business and strategies adopted by firms to for exporting products globally
CO4: Integrate concept in custom clearance concepts with functioning of global trade

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	M	M	S	M	S	W	S	M
CO2	S	S	M	S	M	M	S	M	S	W	S	M
CO3	S	S	M	S	M	M	S	M	S	W	S	M
CO4	S	S	M	S	M	M	S	M	S	W	S	M

Unit	Course outlines	Lecture (s)
Unit-I	Theoretical framework of International Business: Nature of export marketing, export marketing differentiating from domestic marketing,	8
	Difficulties faced by Indian exporters, conceptual framework of international trade and its significance, tariff and non-tariff barriers.	8
Unit-II	Processing of an Export Order, Quality Control and pre-shipment inspection, Methods of entry in foreign markets, Direct exporting, Indirect exporting, Distinguish between direct exporting and indirect exporting.	8
Unit-III	Market Research: Identifying foreign market, Factor influencing selection of foreign market, Product planning strategies for exports, Steps in new product development process. Marketing mix through product strategy, international trade product life cycle	9
	Export pricing: meaning, factors influencing selection of pricing policies, international pricing strategies	8
Unit-IV	Channels of distribution: Introduction of channels of distribution in export markets, Types of channels of distribution in export markets ,Need and importance of warehousing ,Necessity of warehousing in export marketing,	8
	Product promotion: Tools/elements of product promotion in export markets, Importance of product promotion in export market	8
	Total lectures	60

Reference Books:

- Condiff, Still & Govani, Sales Management, Prentice-Hall of India, New Delhi, 1996, <https://trove.nla.gov.au/work/15338627>
- Chunawalla and Sethia, Foundations of Advertising – Theory & Practice, Himalaya Publishing House, Mumbai, 7th Edition, 2008, www.worldcat.org, ISBN: 9789350245996.
- Wright, Winter and Zeigler, Advertising, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 5th Edition, 1982, <https://trove.nla.gov.au/work/10619816>
- Cherunilam F - International Trade and Export Management (Himalaya, 2007), www.himpub.com, ISBN Number : 978-93-5367-477-9

Course Code : **DBES-25-201**
Title of the Course : **Environmental Sciences**

L	T	P	Credit
3	0	0	3

Course Outcomes:

After undergoing this course student will be able to:

CO1: Articulate the interdisciplinary context of environmental issues.
CO2: Identify and justify key stakeholders in humanities and social sciences that need to be a part of sustainable solutions.
CO3: Formulate an action plan for sustainable alternatives that integrate science, humanist, and social perspectives.
CO4: Students will be able to explain why chemistry is an integral activity for addressing social, economic, and environmental problems.

CO/PO Mapping (S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
CO's	Program Outcome (PO's)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	S	S	W	W	S	M	S	M
CO2	S	S	M	M	S	M	M	W	W	S	M	S
CO3	S	M	S	M	S	W	S	M	S	W	S	S
CO4	S	S	M	W	S	S	W	W	S	M	S	M

Unit	Course Outline	Hour(s)
I	<p>The Multidisciplinary Nature of Environmental Studies Definition, scope and importance Need for public awareness. Natural Resources Renewable and Non-renewable Resources:</p> <ul style="list-style-type: none"> • Natural resources and associated problems. <ul style="list-style-type: none"> (a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. (c) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies. (d) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. • Role of an individual in conservation of natural resources. • Equitable use of resources for sustainable lifestyles. 	10
II	<p>Ecosystems</p> <ul style="list-style-type: none"> • Concept of an ecosystem. • Structure and function of an ecosystem. 	10

	<ul style="list-style-type: none"> • Producers, consumers and decomposers. • Energy flow in the ecosystem. • Ecological succession. • Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the ecosystem <p>Biodiversity and Its Conservation</p> <ul style="list-style-type: none"> • Introduction, definition: genetic, species and ecosystem diversity. • Biodiversity at global, National and local levels. 	
III	<p>Environmental Pollution</p> <ul style="list-style-type: none"> • Definition • Causes, effects and control measures of <p>(a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards</p> <ul style="list-style-type: none"> • Solid waste management: Causes, effects and control measures of urban and industrial wastes. • Role of an individual in prevention of pollution. <p>Social Issues and the Environment</p> <ul style="list-style-type: none"> • From unsustainable to sustainable development. • Water conservation, rain water harvesting, watershed management. • Environmental ethics: Issues and possible solutions. • Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. • Consumerism and waste products. • Environment Protection Act. • Air (Prevention and Control of Pollution) Act. • Water (Prevention and Control of Pollution) Act. • Wildlife Protection Act. • Forest Conservation Act. 	10
IV	<p>Human Population and the Environment</p> <ul style="list-style-type: none"> • Population growth, variation among nations. • Population explosion—Family Welfare Programme. • Environment and human health. • Human rights. • Value education. • HIV/AIDS. • Women and Child Welfare. • Role of Information Technology in environment and human health. • Case Studies. <p>Assignment Work</p> <ul style="list-style-type: none"> • Visit to a local area to document environmental assets—river/forest/grassland/hill/mountain. • Visit to a local polluted site—Urban/Rural/Industrial/Agricultural. • Study of common plants, insects, birds. • Study of simple ecosystems—pond, river, hill slopes, etc. 	15

Reference Books –

1. “Environmental Science” by Miller T G.
2. “Introduction to Environmental Engineering and Science” by Gilbert M Masters.
3. “The Biodiversity of India” by Bharucha Erach.
4. “Essentials of Ecology” by Townsend C and Michael Begon.
5. <https://nptel.ac.in/courses/122102006/>
6. https://swayam.gov.in/nd2_cec19_bt03/preview
7. <https://www.pdfdrive.com/environmental-science-e12033451.html>

Course Code : DBNC-25-101
Title of the Course : NCC

L	T	P	Credits
1	0	2	2

Course Outcomes:

CO1: Define thinking, reasoning, critical thinking and creative thinking
CO2: To think critically about different life related issues.
CO3: Think divergently and will try to break functional fixedness
CO4: Creatively in their real-life problems

SR. NO.	SUBJECT	HRS.
THEORY		
10.	NCC General	6
11.	National Integration and Awareness	4
12.	Personality Development	2
13.	Social Service and Community Development	3
PRACTICAL		
14.	Drill	12
15.	Field Craft and Battle Craft	3
16.	Map Reading	3
17.	Weapon Training	5
18.	Social Service and Community Development	7
TOTAL		45

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	M	S	M	M	S	S	M	M
CO2	S	S	M	S	M	S	M	M	S	S	M	M
CO3	S	S	M	S	M	S	M	M	S	S	M	M
CO4	S	S	M	S	M	S	M	M	S	S	M	M

Subject	Course Outline	Hours
NCC General	Introduction of NCC, History, Aims, Objective of NCC & NCC as Organization, Incentives of NCC, Duties of NCC Cadet. NCC Camps: Types & Conduct.	6
National Integration and Awareness	National Integration: Importance & Necessity, Factors Affecting National Integration, Unity in Diversity & Role of NCC in Nation Building, Threats to National Security.	4
Personality Development	Intra & Interpersonal skills - Self-Awareness & Analysis, Empathy, Critical & creative thinking, Decision making and problem solving.	2
Social Service and Community Development	Basics of social service and its need, Types of social service activities, Objectives of rural development programs and its importance, NGO's and their contribution in social welfare, contribution of youth and NCC in Social welfare.	3
Drill	Foot Drill- Drill ki Aam Hidayaten, Word ki Command, Savdhan, Vishram, Aram Se, Murdna, Kadvar Sizing, Teen Line Banana, Khuli Line, Nikat Line, Khade Khade Salute Karna Parade Par, Visarjan, Line Tod, Tej Chal, Thamaur Dhire Chal, Tham.	12
Field Craft and Battle Craft	Introduction of Field Craft & Battle craft, Judging Distance, Method of Judging Distance.	3
Map Reading	Definition of Map, Conventional signs, Scale and Grid System, Topographical forms and technical terms, Relief, Contours and gradients, Cardinal points and types of North, Magnetic Variation and Grid Convergence.	3
Weapon Training	Introduction & Characteristics of .22 rifles, Handling of .22 rifles.	5
Social Service and Community Development	Cadets will participate in various activities throughout the semester e.g., Blood donation Camp, Swachhata Abhiyan, Constitution Day, Jan Jeevan Hariyali Abhiyan, Beti Bachao Beti Padhao etc.	7

Reference Books:

- National Cadet Corps : Senior Division and Senior Wing: Cadets Hand Book (Army) : Common Subjects: 2019
- National Cadet Corps : Senior Division and Senior Wing: Cadets Hand Book (Army) : Specialized Subject: 2019
- National Cadet Corps : Senior Division and Senior Wing: Cadets Hand Book (Air Force) : Specialized Subject: 2019
- National Cadet Corps : Senior Division and Senior Wing: Cadets Hand Book (Navy) : Specialized Subject: 2019

Course Code : **DBNS-25-101**
Title of the Course : **NSS**

L	T	P
0	0	4

Course Outcomes:

CO1: Orientation: history, objectives, principles, symbol and badge.
CO2: NSS programs and activities
CO3: Community mobilization, Understanding youth
CO4: Volunteerism and Shramdan

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	M	S	M	M	S	S	M	M
CO2	S	S	M	S	M	S	M	M	S	S	M	M
CO3	S	S	M	S	M	S	M	M	S	S	M	M
CO4	S	S	M	S	M	S	M	M	S	S	M	M

Unit	Course outlines	Lecture(s)
Unit-I	Introduction and Basic Concepts of NSS : <ul style="list-style-type: none"> • Definition of NSS : Aims & Objectives of NSS, • Roles and responsibilities of various NSS functionaries, • Emblem ,flag, Motto, Song, Badge, NSS day etc, • Organizational structure (from national to regional level). 	10
	NSS Programmes and Activities : <ul style="list-style-type: none"> • Concept of regular activities(one day camp), special seven day conduction camping, day and night camps and relevance of celebration of important days recognized by united nations, Centre, State Govt. & University • Basis of adoption of village/slums, methodology of conduction survey • Coordination with different agencies • Maintenance of the diary 	8
Unit-II	Community Mobilization <ul style="list-style-type: none"> • Functioning of community stakeholders • Designing the message in the context of the problem and the culture of the community 	9

	<ul style="list-style-type: none"> • Identifying methods of mobilization • Youth-Adult partnership • Concept of Community development 	
	<p>Volunteerism and Shramdan</p> <ul style="list-style-type: none"> • Indian tradition of volunteerism • Value system of volunteerism • Motivation and constraints of volunteerism • Shramdanasa part of volunteerism, Role of NSS volunteers in Swatch Bharat Abhiyan • Role of NSS volunteers in Digital India 	8
Unit-III	<p>Project Work/Practical:</p> <p>Conducting surveys/activities on special themes as follows</p> <ul style="list-style-type: none"> • Social Harmony and National Integration • Indian Constitution and Social Justice • Concept of Society and Social Issues in India • Health, Hygiene and Sanitation Programmes • Citizens duties, Human Rights consumer Rights 	10
	Total lectures	45



DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Faculty of Business Administration and Hospitality Management
Department of Business Management and Commerce
Scheme For

Program: Bachelor of Business Administration, Session: 2025-2026
BBA Second Year– Third Semester

S. No.	Course Code	Course Name	Course Type	Internal Marks	External Marks	Max Marks	L	T	P	C	Exam Hrs
1	BBAF-25-301	Financial Management	Core Subject (CS) – 5 (Theory)	40	60	100	4	0	0	4	3
2	BBAP-25-302	Production and Operation Management	Core Subject (CS) – 6 (Theory)	40	60	100	4	0	0	4	3
3	BBAB-25-303	Banking and Insurance	Core Subject (CS) – 7 (Theory)	40	60	100	4	0	0	4	3
4	BBAH-25-304	Human Resource Management	Core Subject (CS) – 8 (Theory)	40	60	100	3	0	0	3	3
5	BBAL-25-305	Company Regulations	Additional Multidisciplinary/ Interdisciplinary (M.D./I.D.) –5 (Theory)	40	60	100	3	0	0	3	3
6	DBCS-25-301	Communication Skills- II	Skill Enhancement Course (SEC –2) (Theory)	40	60	100	3	0	0	3	3
Total Credit				240	360	600	21	0	0	21	

Optional Elective–(Any One)

7	DNCC-25-101	NCC	Practical	40	60	100	1	0	2	2	N.A
	DNSS-25-101	NSS	Practical	40	60	100	0	0	2	1	N.A

Abbreviations: L: Lecture, T: Tutorial, P: Practical, C: Credits, N.A: Not Applicable, EVS: Environment Studies, NCC:National Cadet Corps, NSS: *National Service Scheme*

For NCC/NSS: -These are Elective Subjects and Students will be selected for these courses on the Basis of Availability of Seats.

Course Code : **BBAF-25-301**
Title of the Course : **FINANCIAL MANAGEMENT**

L	T	P	Credits
4	0	0	4

Course Outcomes:

To help the students to develop cognizance of the importance of Financial Management in corporate valuation. To enable students to describe how people analyze the corporate leverage under different conditions and understand why people value different corporates in different manner. To enable students to synthesize related information and evaluate options for most logical and optimal solution such that they would be able to predict and control Debt Equity incurrence and improve results.

Upon completion of this course, the student will be able to:

CO1: Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure.
CO2: Analyze the complexities associated with management of cost of funds in the capital Structure
CO3: Apply the Leverage and EBIT EPS Analysis associate with Financial Data in the corporate.
CO4: Demonstrate how risk is assessed

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (POs)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	S	S	S	M	S	S	M	M
CO2	S	S	M	S	S	S	S	M	S	S	M	M
CO3	S	S	M	S	S	S	S	M	S	S	M	M
CO4	S	S	M	S	S	S	S	M	S	S	M	M

Unit	Course outlines	Hour(s)
Unit-I	Financial Management : Financial goals; Profit vs. wealth maximization; Finance functions; investment, financing, and dividend decisions, Financial planning	12
Unit-II	Cost of Capital: Significance of cost of capital; Calculating cost of debt, preference shares, equity capital and retained earnings; Combined (weighted) cost of capital.	12
Unit-III	Capital Budgeting: Introduction, meaning, Nature of investment decisions, investment evaluation criteria, payback period, accounting rate of return, net present value, internal rate of return, profitability index; NPV and IRR comparison Capital rationing.	12
Unit-IV	Working Capital: introduction, meaning, nature of working capital, significance of working Capital, Operating cycle and factors determining of Working Capital requirements	12
	Management of Working Capital: Management of cash, Management of receivables, Management of inventories.	12
	Total Hours	60

Reference Books:

- Van Home J.C: Financial Management and Policy; Prentice Hall of India, New Delhi, 2008, www.academia.edu
- Van Home J.C: Fundamentals of Financial Management; Prentice Hall of India, New Delhi, 2008, www.amazon.in
- Khan M.Y. and Jain P.K: Financial Management, Text and Problems; Tata McGraw Hill, New Delhi, 2011, www.abebooks.com, ISBN 10: 007106785X / ISBN 13: 9780071067850
- Prasanna Chandra: Financial Management Theory and Practice; Tata McGraw Hill, New Delhi, 1984, <https://trove.nla.gov.au/work/18663832>
- Pandey I.M: Financial Management: Vikas Publishing House, New Delhi, www.vikaspublishing.com, ISBN: 9789325982291
- Brigham E.F, Gapenski L.C., and Ehrhardt M.C: Financial Management -Theory and Practice; Harcourt College Publishers, Singapore.

Course Code : **BBAP-25-302**
Title of the Course : **PRODUCTION AND OPERATION MANAGEMENT**

L	T	P	Credits
4	0	0	4

Course Outcomes:

The course is designed to understand the various concepts like operation management, facility location & layout, capacity planning, production planning and control, quality management, inventory management etc.

Course outcome: Students will be able to:

CO1: Understand the importance of product design and development in competitive environment.
CO2: Conduct facility planning by making location and layout decision.
CO3: Understand quality management practices followed by the companies.
CO4: Explain the importance purchasing management and inventory management in Production process.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	S	M	M	W	M	S	W	M	S
CO2	S	S	S	S	M	M	W	M	S	W	M	M
CO3	S	S	S	M	S	M	M	S	S	M	M	S
CO4	S	S	M	M	S	M	W	W	M	W	M	M

Unit	Course outlines	Hour(s)
Unit-I	Operations management: Concept, Functions. Product Design and development – Product design and its characteristics: Product development process (Technical): Product development techniques .Process selection- Project, job, Batch, Mass and Process types of Production Systems. Product – Process Mix.	10
Unit-II	Facility Location – importance, Factors in Location Analysis: Location Analysis Techniques. Facility Layout – Objectives: Advantages: Basic types of layouts. Capacity Planning – Concepts: Factors Affecting Capacity Planning, Capacity Planning Decisions.	10
	Production Planning & Control (PPC) –Concepts, Objectives, Functions. Work Study – Productivity: Method Study; Work Measurement.	10
Unit-III	Introduction to modern productivity techniques – just in time, Kanban system. Total Quality Management & six sigma. Functions of Purchasing Management – Objectives, Functions: Methods: Procedure.	10
Unit-IV	Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis.	10
	Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance Sampling.	10
	Total Hours	60

Reference Books:

- Nair Production & Operations Management, 1st Edition, Tata McGraw, 2004, biblio.co.uk, ISBN : 0074622935
- Adam and Eben, Production & Operations Management, 5th Edition, Prentice Hall India, 1986, www.amazon.in , ISBN-10: 0137248733, ISBN-13: 978-0137248735
- Krajewski & Ritzman, Operations Management, 5th Edition, Pearson, 1999, www.pearson.com
- Buffa & Sarin Modern Production/Operations Management, 8th Edition, John Wiley, 1987, www.amazon.com, ISBN-10: 0471857823, ISBN-13: 978-0471857822
- Chary Production & Operations Management, 2nd Edition, Tata McGraw Hill, 2012, www.abebooks.com, ISBN 10: [1259005100](https://www.amazon.in/dp/9781259005100) / ISBN 13: [9781259005107](https://www.amazon.in/dp/9781259005107)

Course Code : **BBAB-25-303**
Title of the Course : **BANKING AND INSURANCE**

L	T	P	Credit
4	0	0	4

Course Outcomes:

This Course provides the knowledge about various concepts like Indian Banking system & structure, types of accounts and customers. It introduce Insurance, Insurance documents, Role and responsibilities IRDA, Provisions of Insurance Act 1938.

Upon completion of this course, the student will be able to:

CO1: Gain institutional and practical knowledge of Banking and Insurance.
CO2: Attain knowledge about the structure and new emerging trends in Indian banking system
CO3: Asses and analyze the working of Insurance companies according to the prescribed provisions given by the Insurance Regulatory and Development Authority of India
CO4 : Describe Key functions & role of Banking & Insurance in economy

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	M	S	M	S	M	S	M
CO2	S	S	S	M	S	M	S	M	S	M	S	M
CO3	S	S	S	M	S	M	S	M	S	M	S	M
CO4	S	S	S	M	S	M	S	M	S	M	S	M

Unit	Course outlines	Lecture(s)
Unit-I	Indian Banking System: Introduction and structure, types of banks, functions of banks, role of commercial banks in economic development.	10
	Reserve Bank of India: Role and functions and techniques of credit control (Qualitative and Quantitative techniques). Recent Monetary policy of RBI.	10
Unit-II	Banking Sector Reforms: Latest developments in banking sector in India, Emerging Trends in Banking: Concept of E-Banking, Mobile Banking, Electronic Fund Transfer-(RTGS & NEFT) and Core Banking.	10
Unit-III	RBI Guidelines On Internet Banking, Challenges faced by Indian Banking, Revised NPA Norms-Grievance Mechanism and Banking Ombudsman.	10
Unit-IV	Insurance: meaning definition and its nature and scope of insurance, Functions of Insurance, classification of insurance, principles of insurance.	10
	Importance of Insurance, Features of Life and Non-Life Insurance regulatory and development authority Introduction, main provision, Duties , power and functions of IRDA Act.	10
	Total Lectures	60

Reference Books:

1. J.N. Jain & R.K. Jain: Modern Banking and Insurance, Regal Publications
2. A. Ranga Reddy, C. Rangarajan: Rural Banking and Overdues Management, Mittal Publications
3. Madhu Vij: Management of Financial Institutions in India, Anmol Publications.
4. U.C. Patnaik: Rural Banking in India, Anmol Publications.
5. Vasanth Desai: Nature and Problems of Commercial Banking in India, Himalaya Publishing House.
6. V.K. Gupta: Management of Financial Institutions in India, Radha Publications

Course Code : **BBAH-25-304**
Title of the Course : **HUMAN RESOURCE MANAGEMENT**

L	T	P	Credit
3	0	0	3

Course Outcomes:

This Course is designed to give an overview of various concepts related to Human Resources management involving planning, placement and training, significance of performance appraisal and methods of compensation.

Upon completion of this course, the student will be able to:

CO1: Understand the key components of managing people in organizations.
CO2: Describe the nuances of human resource management systems.
CO3: Manage HR practices as competitive tool for organizational excellence.
CO4: Evaluate the process of recruitment and selection.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	M	S	M	S	M	S	M
CO2	S	S	S	M	S	M	S	M	S	M	S	M
CO3	S	S	S	M	S	M	S	M	S	M	S	M
CO4	S	S	S	M	S	M	S	M	S	M	S	M

Unit	Course outlines	Hour(s)
Unit-I	Basic concepts of Human Resource Management: Meaning, Definition, Features, Importance and Functions of Human Resource Management, Scope of HR, HR manager Skills, Qualities, SWOT Analysis.	6
	Human Resource Planning Management: Meaning, Definitions, Features, Steps.	6
Unit-II	Job Analysis- Meaning, Process, Job Enlargement, Job Description, Job Enrichment.	6
	Recruitment: Meaning, Definition, Features & Sources of recruitment.	6
	Selection: Meaning, Definition, Steps of selection	6
	Interview: Meaning, Types of Interview.	6
Unit-III	Placement & Induction: Meaning, Definition, Features, Steps Concept and Nature of Objectives:	6
	Performance Appraisal: Meaning, Process, Methods, Importance.	6
Unit-IV	Industrial Disputes- Meaning, Definition, Types of Strikes, Disputes Settlement Machinery.	6
	Trade Union- Meaning, Definition, Types of Trade union, Theories of trade union. Industrial Relation: Meaning, Definitions, Features, Theories of Industrial Relations, importance of industrial relation, Factors affecting the industrial relation.	6
	Total Hours	60

Reference Books:

- Gomez Meja, et al., Managing Human Resource, Delhi, Pearson Education (2003)
- Dessler, Gary, Human Resource, Delhi, Pearson Education (2003)
- Aswathappa, Human Resource & Personnel Management' New Delhi, Tata McGraw Hill (2005)
- Pattanayak, Biswajeet, HRM, New Delhi, PHI (2001)

Course Code : **BBAL-25-305**
Title of the Course : **COMPANY REGULATION**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the scope and objectives of provisions prescribed under Companies Act, 2013.

Course Outcomes: Student will be able to.

CO1: Acquire knowledge and develop understanding of the necessary framework of companies with reference to various provisions or company act-2013
CO2: Understand the importance of doctrine of ultra virus and doctrine of indoor management
CO3: Exhibit knowledge about the meaning, kinds, process and raising of share capital under Companies act 2013
CO4: Describe the definition, appointment procedure, rights and duties of directors, members and shareholders

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture(s)
Unit-I	Introduction: Definition & nature of Company, types of Companies Characteristics of a Company, Concept of Lifting of Corporate Veil, Emerging Types of Companies	8
	Formation of Company: Promotion & Registration, Pre- incorporation Contract and Provisional Contracts.	6
Unit-II	Prospectus: Memorandum of Association, Articles of Association, Doctrine of Constructive Notice, Doctrine of Ultravires, Doctrine of Indoor Management, Prospectus-Meaning and Statement in Lieu of Prospectus, Red-Herring Prospectus.	9
Unit-III	Share Capital – Share capital, Allotment of shares, definition of share, Share warrant, Share certificate, Difference between share & stock, Calls on shares, Types of shares	8
Unit-IV	Members and Shareholders – Their Rights and Duties. Management – Directors, Classification of Directors, Disqualification, Appointment, Legal Position, Powers and Duties, Disclosures of Interest, Removal of Directors, Board Meetings, Other Managerial Personnel and Remuneration, Digital Signatures of Directors.	9
	Winding Up -Concept and Modes.	5
	Total Hours	45

Reference Books:

- Fernando. A.C, Corporate Governance-
Principles, Policies, Practices, Pearson Education, New Delhi
(2006)
- Prakash Pandya & R. Balakrishnan, Compliance Guide to
Corporate Governance, Taxmann's Allied Services Ltd (2010)
- Joshi Vasudha, Corporate Governance, The
Indian Scenario, Foundation Books (2004)
- Solomon Hill, Corporate Governance and Accountability, Lis
Nexis, Uk(2000)

Course Code : **DBCS-25-301**
Title of the Course : **COMMUNICATION SKILLS-II**

L	T	P	Credits
3	0	0	3

Total Hours: 36

Course Outcomes:

CO1: This course will help the student gain Emotional maturity and Emotional health.
CO2: The course will facilitate students to build positive bonding with peers and demonstrate respect for the opinions and beliefs of others.
CO3: The course will augment employability skills of students, and make them efficient in time management, resource management and conflict resolution.
CO4: The course will assist students to raise consciousness about their place in society and train them to be responsible, productive, and self-reliant citizens.

Unit 1- Introduction to Non-verbal Communication Skills in English

- A) Non- Verbal Communication and Body Language. Basic Elements of Body Language, Kinesics.
- B) Basic Listening Skills: Becoming an Active Listener
- C) Basic Writing Skills: Fundamentals of Grammar, Letter Writing & Paragraph Writing

Unit 2- Management Skills

- A) Time Management – Program Evaluation Review Technique (PERT), The Pareto Principle, The Law of the Three, The Important Versus the Urgent.
- B) Anger Management – What is Anger, Effects of Anger, Types of Anger,1-2-3 Turtle Rule, Anger Management.
- C) Stress Management- Signs & Symptoms, Sources of Stress, Practicing the 4 A’s.

Unit 3- Social & Organisational Well-Being

- A) Emotional Intelligence- Traits, Self-Awareness, Self-Regulation, Motivation, Empathy, EQ vs. IQ, Spiritual Intelligence, Whole Brain Training (IQ+EQ+SQ= 3Q).
- B) Business Dress and Dining Etiquette – Why a Dress Code, Business and Casual Dress Code, Table Manners.
- C) Netiquette- What is Netiquette, Why Netiquette, Netiquette Norms, E-Mail Etiquette.

Unit 4- Interview Skills, Presentation Skills & Group Discussion

- A) Curriculum Vitae and Resume Writing, Do's and Don'ts of an Interview
- B) Planning and Structuring your Presentation. Techniques of Delivering a Presentation like a Pro.
- C) Group Discussion- Do's & Don'ts of a GD. How to Ace a GD.

References

- Klaus, Peggy (2009). *The Hard Truth about Soft Skills*. Harper Collins Publishers.
- Fleming, Kerrie (2016). *The Leader's Guide to Emotional Agility*. Pearson Education Limited.
- Butterfield, Jeff (2010). *Problem Solving & Decision Making, Course Technology*. Cengage Learning.
- Pellerin, Charles. J. (2009). *How NASA Builds Teams: Mission Critical Soft Skills for Scientists, Engineers, and Project Teams*. John Wiley & Sons. Inc.
- Riggio & Sherylle J, Tan (2014). *Leader Interpersonal and Influence Skills*. Routledge.
- Rutherford, J. Andrea (2000). *Basic Communication Skills for Technology*. Pearson Education
- Kumar, Sanjay (2011). *Communication Skills*. Oxford University Press.
- Robbins, Stephen.P (2013). *Organizational Behaviour*. Pearson.
- Gill, Hasson (2011). *Brilliant Communication Skills*. Pearson.
- Ramesh, GopalaSwamy (2013). *The Ace of Soft Skills: Attitude, Communication and Etiquette for Success*. Pearson.
- Konar, Nira (2011). *Communication Skills for Professionals*. Prentice Hall India Learning.
- Peters, Francis (2011). *Soft Skills and Professional Communication*. McGraw Hill Education.
- Adair, John (2009). *Effective Communication*. Pan Macmillan.
- Daniels, Aubrey (1999). *Bringing out the Best in People*. McGraw Hill Education.

Course Code : **DBNC-25-101**
Title of the Course : **NCC**

L	T	P	Credits
1	0	2	2

Course Outcomes:

CO1: Define thinking, reasoning, critical thinking and creative thinking
CO2: To think critically about different life related issues.
CO3: Think divergently and will try to break functional fixedness
CO4: Creatively in their real-life problems

SR. NO.	SUBJECT	HRS.
THEORY		
19.	NCC General	6
20.	National Integration and Awareness	4
21.	Personality Development	2
22.	Social Service and Community Development	3
PRACTICAL		
23.	Drill	12
24.	Field Craft and Battle Craft	3
25.	Map Reading	3
26.	Weapon Training	5
27.	Social Service and Community Development	7
TOTAL		45

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	M	S	M	M	S	S	M	M
CO2	S	S	M	S	M	S	M	M	S	S	M	M
CO3	S	S	M	S	M	S	M	M	S	S	M	M
CO4	S	S	M	S	M	S	M	M	S	S	M	M

Subject	Course Outline	Hours
NCC General	Introduction of NCC, History, Aims, Objective of NCC & NCC as Organization, Incentives of NCC, Duties of NCC Cadet. NCC Camps: Types & Conduct.	6
National Integration and Awareness	National Integration: Importance & Necessity, Factors Affecting National Integration, Unity in Diversity & Role of NCC in Nation Building, Threats to National Security.	4
Personality Development	Intra & Interpersonal skills - Self-Awareness & Analysis, Empathy, Critical & creative thinking, Decision making and problem solving.	2
Social Service and Community Development	Basics of social service and its need, Types of social service activities, Objectives of rural development programs and its importance, NGO's and their contribution in social welfare, contribution of youth and NCC in Social welfare.	3
Drill	Foot Drill- Drill ki Aam Hidayaten, Word ki Command, Savdhan, Vishram, Aram Se, Murdna, Kadvar Sizing, Teen Line Banana, Khuli Line, Nikat Line, KhadeKhade Salute Karna Parade Par, Visarjan, Line Tod, TejChal, ThamaurDhireChal, Tham.	12
Field Craft and Battle Craft	Introduction of Field Craft & Battle craft, Judging Distance, Method of Judging Distance.	3
Map Reading	Definition of Map, Conventional signs, Scale and Grid System, Topographical forms and technical terms, Relief, Contours and gradients, Cardinal points and types of North, Magnetic Variation and Grid Convergence.	3
Weapon Training	Introduction & Characteristics of .22 rifles, Handling of .22 rifles.	5
Social Service and Community Development	Cadets will participate in various activities throughout the semester e.g., Blood donation Camp, Swachhata Abhiyan, Constitution Day, Jan Jeevan Hariyali Abhiyan, Beti Bachao Beti Padhao etc.	7

Reference Books:

- National Cadet Corps : Senior Division and Senior Wing: Cadets Hand Book (Army) : Common Subjects: 2019
- National Cadet Corps : Senior Division and Senior Wing: Cadets Hand Book (Army) : Specialized Subject: 2019
- National Cadet Corps : Senior Division and Senior Wing: Cadets Hand Book (Air Force) : Specialized Subject: 2019
- National Cadet Corps : Senior Division and Senior Wing: Cadets Hand Book (Navy) : Specialized Subject: 2019

Course Code : **DBNS-25-101**
Title of the Course : **NSS**

L	T	P
0	0	4

Course Outcomes:

CO1: Orientation: history, objectives, principles, symbol and badge.
CO2: NSS programs and activities
CO3: Community mobilization, Understanding youth
CO4: Volunteerism and Shramdan

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	M	S	M	M	S	S	M	M
CO2	S	S	M	S	M	S	M	M	S	S	M	M
CO3	S	S	M	S	M	S	M	M	S	S	M	M
CO4	S	S	M	S	M	S	M	M	S	S	M	M

Unit	Course outlines	Lecture(s)
Unit-I	Introduction and Basic Concepts of NSS : Definition of NSS : Aims & Objectives of NSS, Roles and responsibilities of various NSS functionaries, Emblem ,flag, Motto, Song, Badge, NSS day etc, Organizational structure (from national to regional level).	10
	NSS Programmes and Activities : Concept of regular activities(one day camp), special seven day conduction camping, day and night camps and relevance of celebration of important days recognized by united nations, Centre, State Govt. & University Basis of adoption of village/slums, methodology of conduction survey Coordination with different agencies Maintenance of the diary	8
Unit-II	Community Mobilization Functioning of community stakeholders Designing the message in the context of the problem and the culture of the community Identifying methods of mobilization	9

	Youth-Adult partnership Concept of Community development	
	Volunteerism and Shramdan Indian tradition of volunteerism Value system of volunteerism Motivation and constraints of volunteerism Shramdanasa part of volunteerism, Role of NSs volunteers in Swatch Bharat Abhiyan Role of NSS volunteers in Digital India	8
Unit-III	Project Work/Practical: Conducting surveys/activities on special themes as follows Social Harmony and National Integration Indian Constitution and Social Justice Concept of Society and Social Issues in India Health, Hygiene and Sanitation Programmes Citizens duties, Human Rights consumer Rights	10
	Total lectures	45



(U/S 2(f) and 12B of the UGC Act1956, NAAC Accredited)

DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Faculty of Business Administration and Hospitality Management
Department of Business Management and Commerce
Scheme For

Program: Bachelor of Business Administration, Session: 2025-2026
BBA Second Year – Fourth Semester

S. No.	Course Code	Course Name	CourseType	Internal Marks	External Marks	Max Marks	L	T	P	C	Exam Hrs
1	BBAB-25-401	Business Environment	Core Subject (CS) – 8 (Theory)	40	60	100	4	0	0	4	3
2	BBAR-25-402	OperationResearch	Core Subject (CS) – 9 (Theory)	40	60	100	4	0	0	4	3
3	BBAS-25-403	Strategic Management and Business Policy	Core Subject (CS) –10 (Theory)	40	60	100	4	0	0	4	3
4	BBAD-25- 404	Digital Marketing	Skill Enhancement Course (SEC –3) (Theory)	40	60	100	4	0	0	4	3
5	BBAE-25-405	Entrepreneurship & Start-up Management	Skill Enhancement Course (SEC –4) (Theory)	40	60	100	3	0	0	3	3
6	BCOM-25-406	Industrial Training Project	Project (Practical)	--	100	100	0	0	8	4	
7	DBHV-25-401	Human Value & Ethics	Value Addition Course (VAC – 2) (Theory)	40	60	100	3	0	0	3	3
8	XXXX	Open Electives (Any One)	Theory	40	60	100	3	0	0	3	3
		Total Credit			280	520	800	25	0	8	29

Open Electives-(Any One)										
DBIP-25-401	IPR (Intellectual Property Rights)	Theory	40	60	100	3	0	0	3	3
DBPU-25-401	Punjabi	Theory	40	60	100	3	0	0	3	3
DBHP-24-401	History & Culture of Punjab	Theory	40	60	100	3	0	0	3	3

Optional Elective-(Any One)												
8	DNCC-101	NCC	Practical	40	60	100	1	0	2	2	N.A	
	DNSS-101	NSS	Practical	40	60	100	0	0	2	1	N.A	

Abbreviations: L: Lecture, T: Tutorial, P: Practical, C: Credits, N.A: Not Applicable

NCC:National Cadet Corps, NSS: *National Service Scheme*

- **Summer Industrial Training of 4-6 weeks in a relevant Industry after 4thSemester Examinations during summer break. Training report by the student to be submitted within one week of start of 5thSemester.Viva-Voce examination to be held within 3-weeks of the start of 5thsemester.**
- **After the successful Completion of Two years / 4 Semesters with training and leave the program, Student will be Awarded Diploma in Business Administration**

Course Code : **BBAB-25-401**
Title of the Course : **BUSINESS ENVIRONMENT**

L	T	P	Credit
4	0	0	4

Course Outcomes:

This Course is designed to analyse the overall business environment and evaluate its various components in business decision making and provides an analysis and examination of significant contemporary ethical issues and challenges existing throughout the professional business arena. Emphasis will be placed upon the manager’s social and environmental responsibilities to a wide variety of stakeholders, including employees, customers and the public.

Upon completion of this course, the student will be able to:

CO1: Identify and evaluate the complexities of business environment and their impact on the business.
CO2: Analyze the relationships between Government and business and understand the political, economic, legal and social policies of the country.
CO3: Analyze current economic conditions in developing emerging markets, and evaluate present and future opportunities.
CO4: Understand the Industrial functioning and strategies to overcome challenges in competitive markets.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	M	S	M	S	M	S	M
CO2	S	S	S	M	S	M	S	M	S	M	S	M
CO3	S	S	S	M	S	M	S	M	S	M	S	M
CO4	S	S	S	M	S	M	S	M	S	M	S	M

Unit	Course outlines	Hour(s)
Unit-I	Business Environment: Definition, significance and nature of business environment; Elements of environment: internal and external; Changing dimensions of business environment; Techniques of environmental scanning and monitoring.	12
Unit-II	Economic Environment of Business: Significance and elements of economic environment. Economic systems and business environment. Political environment, How it effects the business.	12
Unit-III	International Environment: Multinational corporations: Foreign collaborations and Indian business; Non-resident Indians and corporate sector;	12
	International economic institutions: WTO, World Bank, IMF and their importance to Indian Economy. Economic planning in India;	12
Unit-IV	Government Policies: Industrial policy, fiscal policy, monetary policy, EXIM policy; Public Sector and economic development; Development banks and relevance to Indian business; Economic reforms, liberalization.	12
	Total Hours	60

Reference Books:

- Francis Cherunilam : Business Environment (2018)
- K. Ashwathapa : Business Environment (2014)
- RudraDutt: Indian Economy (1970)
- Kuchhal S.C. : Industrial Economy of India (1969)

Course Code : **BBAR-25-402**
Title of the Course : **OPERATION RESEARCH**

L	T	P	Credit
4	0	0	4

Course Outcomes:

To create impact selected statistical tools and techniques for an effective resource management upon completion of this course; the student will be able to:

CO1: Explain the meaning and scope of operation research
CO2: Exhibit practical understanding to Linear programming problems
CO3: Describe and solve practical transportation and assignment problems
CO4: Display knowledge of network analysis

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	M	S	M	S	M	S	M
CO2	S	S	S	M	S	M	S	M	S	M	S	M
CO3	S	S	S	M	S	M	S	M	S	M	S	M
CO4	S	S	S	M	S	M	S	M	S	M	S	M

Unit	Course outlines	Hour(s)
Unit-I	Introduction to Operation Research: Meaning, History, Operation research in India, Features, Approaches of O.R, Application, Techniques and Limitation of O.R. Linear programming problems (LPP) (formulation and graphic and Simplex method	12
	Assignment Problems: Introduction, Minimization and Maximization problems, Travelling Salesman problems, unbalanced assignment problems.	12
Unit-II	Transportation Problems: Meaning, Assumptions, Terminology, Methods; Feasible solution (NWCM, LCM, VAM), Optimal solution (Stepping stone method, MODI method), Unbalanced Transportation problem, Degeneracy	12
Unit-III	Sequencing Problems: Introduction, assumptions, types, Processing 'N' jobs through one machine, two machines. Network analysis- PERT and CPM: introduction, meaning, history of PERT and CPM analysis, objectives of network analysis	12
Unit-IV	Game Theory: Introduction, Significance, Limitations, Strategies, Pure strategies Practical's, Mixed Strategy: - Practical's (Odds method, dominance method, sub-game method, equal gain method).	12
	Total Hours	60

Reference Books:

- Operations Research: P.K. Gupta & D.S. Hira, S. Chand & Co. Ltd., New Delhi(2001)
- Operations Research: H.A. Taha, Prentice Hall of India, New Delhi (1999)
- Operations Research: C.K. Mustafi, New Age International Pvt. Ltd., New Delhi(2000)
- Operations Research for Management: M.P. Gupta & J. K. Sharma, Mayoor Paperbacks, Delhi (2000)

Course Code : **BBAS-25-403**
Title of the Course : **STRATEGIC MANAGEMENT AND BUSINESS POLICY**

L	T	P	Credit
4	0	0	4

Course Outcomes: The major focus of the course is about “strategy” and how the applications of strategic management, including analysis, formulation and execution are employed to lead an organization to sustainable success.

Course outcome: Students will be able to

CO1: Understand the strategic issues and policy decisions facing businesses and how current management concepts address these issues.

CO2: Elaborate on how strategic plans and policies are integrated, implemented and controlled and to comprehend the culture and ethical factors that influence these management activities.

CO3: Analyze new knowledge and use existing knowledge to conduct strategic and competitive analysis using various tools (e.g., five forces model, SWOT analysis, Portfolio matrix models) in a variety of industries

CO4: Evaluate the formulation of business and corporate level strategies, the different business and corporate strategic types, alternative actions, and make sound strategic decisions using what-if analysis.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	S	M	M	W	M	S	W	M	S
CO2	S	S	S	S	M	M	W	M	S	W	M	M
CO3	S	S	S	M	S	M	M	S	S	M	M	S
CO4	S	S	M	M	S	M	W	W	M	W	M	M

Unit	Course outlines	Lecture (s)
Unit- I	Defining Strategic Management, Characteristics of Strategic Management Types and Hierarchy, Formulation of Strategy: Various Stages and Components of Strategic Management,	7
	Determination of various objectives like corporate, divisions and departmental objectives: Vision, Mission and Purpose	7
Unit- II	Environmental Scanning: Internal & External environment, Types of Strategies, Guidelines for crafting strategies, Tailoring strategies to fit specific Industry.	7
	Strategic Analysis and Choice: Environmental Threat and Opportunity Profile (ETOP), Organizational Capability Profile – Strategic Advantage Profile,	7
Unit- III	Corporate Portfolio Analysis SWOT Analysis, Synergy and Dysergy – GAP Analysis,	7
	Porter's Five Forces Model of Competition, Mc Kinsey's 7s Framework, GE 9 Cell Model,	7
	Distinctive competitiveness – Selection of matrix while considering all models discussed above, Implementation of strategy:	7
Unit- IV	Analysis and development of organizational policies- marketing, production, financial, personnel and management information system, Strategy implementation: Issues in implementation – Project implementation – Procedural implementation.	8
	Total Hours	60

Reference Books:-

- Lawrence R. Jauch, William F. Glueck, Business Policy and Strategic Management, McGraw-Hill, 5th Edition.
- John A. Pearce II, R.B. Robinson, Jr., Strategic Management, Publications, Delhi. Rd Edition, A.I.T.B.S.
- Fred R. David, Strategic Management - Concepts and Cases, Pearson Education, 10th Edition, 2005.

Course Code : **BBAD- 25-404**
Title of the Course : **DIGITAL MARKETING**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course will enable the student to demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.

After completion of this course student would be able to:

CO1: Analyse the confluence of marketing, operations, and human resources in real-time delivery.
CO2: Comprehend the importance of conversion and working with digital relationship marketing.
CO3: Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
CO4: Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (POs)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	S	S	S	S	M	S	S
CO2	S	S	S	S	M	S	M	M	S	S	S	M
CO3	S	S	M	S	S	M	S	S	M	S	S	S
CO4	S	S	S	S	S	S	M	M	S	M	M	S

Unit	Course outlines	Lecture(s)
Unit-I	Introduction to Digital Marketing and its Significance, Traditional Marketing Vs Digital Marketing, Digital Marketing Process, Website Planning and Development: Types of websites, Website Planning and Development : Keywords,	7
Unit- II	Understanding Domain and Webhosting, Building Website/Blog using CMS Word Press, Using Word Press Plug-ins, Introduction to Search Engine Optimization	7
	Email Marketing- Introduction and Significance, Designing e-mail marketing campaigns using Mail Chimp, Building E-mail List and Signup Forms, Email Marketing Strategy and Monitoring, Email – Automization,	8
Unit- III	Pay Per Click Advertising: Introduction, Pay Per Click Advertising: Google Ad word, Types of Bidding strategies, Designing and Monitoring search campaigns, Designing and Monitoring Display campaigns, Designing and Monitoring Video campaigns, Designing and Monitoring Universal App Campaigns	8
	Google Analytics : Introduction and Significance, Google Analytics Interface and Setup, Understanding Goals and Conversions, Traffic Behavior and preparing Reports, Social Media Marketing : Introduction and Significance	7
Unit- IV	Facebook Marketing : Introduction Types of Various Ad Formats, Setting up Facebook Advertising Account, Under standing Facebook Audience and its Types, Facebook Advertising Campaigns, Working with Facebook Pixel, Twitter Marketing: Basics, Designing Twitter Advertising Campaigns, Introduction to LinkedIn Marketing :Developing digital marketing strategy in Integration form	8
	Total lectures	45

References Books:

- The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Campaigns by Ian Dodson, Wiley, 1st edition
- Digital Marketing for Dummies by Ryan Deiss and Russ Henne berry, For Dummies.

Course Code : **BBAE –25- 405**
Title of the Course : **ENTREPRENEURSHIP & STARTUP MANAGEMENT**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The primary objective is to make students familiar with the fundamentals of entrepreneurship and to understand new venture creation opportunities, its resources, and requirements for Enterprise Start-up

Course outcome: Students will be able to :

CO1: Familiarize with fundamentals of entrepreneurship and it's role in economic development.
CO2: Develop a start-up Enterprise with Big Idea Generation.
CO3: Analyze start-up capital requirement by analyzing legal factors
CO4: Develop mind set for a career as an entrepreneur.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	M	M	S	M	M	W	M	S
CO2	S	S	M	W	M	W	M	M	S	W	M	S
CO3	S	S	S	S	M	S	S	M	S	M	S	S
CO4	S	S	S	M	S	M	S	M	M	W	S	S

Unit	Course outlines	Lecture(s)
Unit-I	Entrepreneurship- Concept and Theories; Entrepreneur- Meaning and Characteristics: Leadership, Risk taking, Decision making, Motivation, Innovation. Theories of Entrepreneurship; Foundations of Entrepreneurship Development;	7
	Role of entrepreneurship in economic Development; Factors impacting emergence of entrepreneurship; Types of Entrepreneurs, Characteristic of successful entrepreneurs; Entrepreneurship process; Entrepreneurial challenges	6
	Women Entrepreneurship- Problems Faced, Suggestions, Role of Government to promote Women Entrepreneurship	5
Unit- II	Startups & Its Financial Issues Introduction- Meaning – Features – Types of Startups – Ideation – Design Thinking, Entrepreneurship Lessons for Startups, 3 Pillars to Initiate startup (Handholding, Funding & Incubation). Startup Financial issues: feasibility Analysis- The cost & Process of Raising capital – Unique Funding issues of a High tech Ventures – funding with equity – Financing with debt – funding strategies with bootstrapping – Crowd funding – Venture Capital.	10
Unit- III	Incubation Support to startups Introduction- Meaning & definition of Incubation support – Objectives & Functions of Incubation Centers - Services Types – Incentives for Incubators – Role of Incubators in startup Policy, List of Major Startups Incubators in India - Case studies on Startups	8
Unit- IV	Government Initiatives for Startups in India Government Initiatives – Startup India Initiative, Seed Fund – ASPIRE –SAMRIDDHI Scheme – Mudra Scheme (Sishu, Kishore & Tarun) – ATAL Innovation Mission – MSME Multiplier Grants Scheme – Credit Guarantee fund trust for micro & small business – Software Technology Park – Venture Capital Assistance Scheme – Single Point Registration scheme – M-SIPS – Self Employment & Talent Utilization (SETU)	9
	Total lectures	45

Reference Books:

- Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016.
- Anjan Raichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.
- S. R. Bhowmik & M. Bhowmik, Entrepreneurship, New Age International, 2007.
- Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, Mc Graw Hill Education India Pvt. Ltd, 2016.
- Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's

Road Map, 2e, Routledge, 2017.

- Vijay Sathe, Corporate Entrepreneurship, 1e, Cambridge, 2009
- Balaraju, Theduri, Entrepreneurship Development: An Analytical Study. Akansha Publishing House, Uttam Nagar, New Delhi (2004)
- David, Otes, A Guide to Entrepreneurship Jaico Books Publishing House, Delhi (2004)
- Taneja, Entrepreneurship, Galgotia Publishers (2004)

Course Code : BBAT-25-406
Title of the Course : INDUSTRIAL TRAINING

L	T	P	Credit
0	0	8	4

Course Outcomes:

The primary objective is to make students familiar with projects undergoing in industry and develop awareness about general workplace behaviour.

Course outcome: Students will be able to :

CO1: Participate in the projects in industries during his or her industrial training.
CO2: Interact with industrial personnel and follow practices and discipline prescribed in industry.
CO3: Develop awareness about general workplace behavior and build interpersonal and team skills.
CO4: Prepare professional work reports and presentations

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	M	M	S	M	M	W	M	S
CO2	S	S	M	W	M	W	M	M	S	W	M	S
CO3	S	S	S	S	M	S	S	M	S	M	S	S
CO4	S	S	S	M	S	M	S	M	M	W	S	S

Summer Industrial Training of 4-6 weeks in a relevant Industry after 4th Semester Examinations during summer break. Training report by the student to be submitted within in one week of start of 5th Semester. Viva-Voce examination to be held within 3- weeks of the start of 5th semester.

Course Code : **DBHV-25-401**
Title of the Course : **HUMAN VALUES AND ETHICS**

L	T	P	Credits
3	0	0	3

Course Outcomes:

By completing this course, students can:

CO1: To help students distinguish between values and skills, and understand the need, basic guidelines, content and process of value education
CO2: To help students initiate a process of dialog within themselves to know what they ‘really want to be’ in their life and profession
CO3: To help students understand the meaning of happiness and prosperity for a human being.
CO4: To facilitate the students to understand harmony at all the levels of human living, and live accordingly.

CO/PO Mapping (S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	W	M	S	M	W	S	M	S	W	M	W
CO2	S	W	M	M	M	W	S	M	M	W	M	W
CO3	S	W	M	S	M	S	M	M	M	S	M	S
CO4	S	S	S	M	M	S	S	M	S	W	S	S

Unit	Course Outlines	Hour(s)
1	Course Introduction - Need, Basic Guidelines, Content and Process for Value Education Understanding the need, basic guidelines, content and process for Value Education, Self-Exploration–what is it? - its content and process; ‘Natural Acceptance’ and Experiential Validation- as the mechanism for self exploration, Continuous Happiness and Prosperity- A look at basic Human Aspirations, Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority, Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario, Method to fulfill the above human aspirations: understanding and living in harmony at various levels.	7
2	Understanding Harmony in the Human Being - Harmony in Myself Understanding human being as a co-existence of the sentient ‘I’ and the material ‘Body’, Understanding the needs of Self (‘I’) and ‘Body’ - Sukh and Suvidha, Understanding the Body as an instrument of ‘I’ (I being the doer, seer and enjoyer), Understanding the characteristics and activities of ‘I’ and harmony in ‘I’, Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail, Programs to ensure Sanyam and Swasthya.	12

3	<p>Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship Understanding harmony in the Family- the basic unit of human interaction , Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti; Trust (Vishwas) and Respect (Samman) as the foundational values of relationship, Understanding the meaning of Vishwas; Difference between intention and competence, Understanding the meaning of Samman, Difference between respect and differentiation; the other salient values in relationship, Understanding the harmony in the society (society being an extension of family): Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals, Visualizing a universal harmonious order in society Undivided Society (AkhandSamaj), Universal Order (SarvabhaumVyawastha)- from family to world family!..</p>	11
4	<p>Implications of the above Holistic Understanding of Harmony on Professional Ethics Natural acceptance of human values, Definitiveness of Ethical Human Conduct, Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order, Competence in Professional Ethics: a) Ability to utilize the professional competence for augmenting universal human order, b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems, technologies and management models, Case studies of typical holistic technologies, management models and production systems, Strategy for transition from the present state to Universal Human Order: a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers, b) At the level of society: as mutually enriching institutions and organizations.</p>	15

Text Books: 1. R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Human Values and Professional Ethics.

References:

1. Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and Harper Collins, USA
2. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.
3. Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
4. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, Limits to Growth – Club of Rome’s report, Universe Books.
5. A Nagraj, 1998, Jeevan Vidya Ek Parichay, Divya Path Sansthan, Amarkantak.
6. P L Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Publishers.

Course Code : **DBIP-25-401**
Title of the Course : **IPR (Intellectual Property Rights)**

L	T	P	Credit
3	0	0	3

Course Outcomes:

By completing this Course , Students will be able to

CO1: To provide comprehensive knowledge to the students regarding the general principles of IPR, Concept and Theories, Criticisms of Intellectual Property Rights, International Regime Relating to IPR.
CO2: To promote an environment where creativity and innovation can thrive by striking a balance between the interests of innovators and the larger public interest
CO3: To make the students aware of their rights for the protection of their innovation

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	M	M	S	M	M	M	W	M	M	S	M
CO2	S	S	S	S	M	M	M	M	S	M	S	M
CO3	S	S	M	S	M	M	M	W	M	M	S	M

Unit	Course Outlines	Hour(s)
Unit-I	Understanding and Overview of the IPR Regime: Introduction, types of intellectual property and Industrial Property. Need for intellectual property rights. Impact of IPR on development. health, agriculture and science. International treaties and protection of IPR.	8
Unit- II	Patent Rights And Copy Rights: Patents- Origin, Meaning of Patent, Types, Inventions which are not patentable, Registration Procedure, Rights and Duties of Patentee, Assignment and licence , Restoration of lapsed Patents, Surrender and Revocation of Patents, Infringement, Remedies & Penalties. Copy Rights Origin, Definition & Types of Copy Right, Registration	14

	procedure, Assignment & licence, Terms of Copy Right, Piracy, Infringement, Remedies, Copy rights with special reference to software	
Unit III	<p>Trade Marks:</p> <p>Origin, Meaning & Nature of Trade Marks, Types, Registration of Trade Marks, Infringement & Remedies, Offences relating to Trade Marks, Passing Off, Penalties</p> <p>Geographical Indication of Goods: Protection of GIs</p> <p>Traditional Knowledge: Types and Need for Protection</p>	9
Unit- IV	<p>Design:</p> <p>Meaning, Definition, Object, Registration of Design, Cancellation of Registration, International convention on design, functions of Design. Semiconductor Integrated circuits and layout design Act-2000.</p> <p>Technological and Legal Development in Intellectual Property</p>	8
Reference Books:		
<p>Law of Intellectual Property, Asian Law House, Dr.S.R. Myneni.</p> <p>P. Narayanan, Intellectual Property Law (Eastern Law House, New Delhi and Kolkota, 4th edn., 2020)</p> <p>Jayashree Watal, Intellectual Property Rights in the WTO and Developing Countries (Oxford University Press, New Delhi, 2001).</p> <p>Dr. B.L. Wadhera, Law Relating to Patent, Trademarks, Copyright & Designs</p>		

SYLLABUS

Course Title: Punjabi

Course Code: DBPU-25-401

L	T	P	Credit
3	0	0	3

Course outcome:

[CO-1] ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਅਤੇ ਭਾਸ਼ਾ ਵਿਗਿਆਨ ਸੰਬੰਧੀ ਗਿਆਨ ਹਾਸਲ ਕਰਨਾ।

[CO-2] ਸਾਹਿਤਦੇਰੂਪਾਂਬਾਰੇਵਿਦਿਆਰਥੀਆਂਨੂੰਜਾਣਕਾਰੀਦੇਣੀ

[CO-3] ਪੰਜਾਬੀ ਸਾਹਿਤ ਦੀ ਇਤਿਹਾਸਕਾਰੀ; ਪੰਜਾਬੀ ਸਾਹਿਤ ਇਤਿਹਾਸਕਾਰੀ ਦੀਆਂਸਮੱਸਿਆਵਾਂ ਅਤੇ ਸੰਭਾਵਨਾਵਾਂਕਾਲ ਵੰਡ ਦੇ ਮਸਲੇਨੂੰ ਜਾਣਨਾ

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	S	M	M	S	M	S	M	M	M
CO2	S	S	M	S	M	M	S	M	M	M	M	M
CO3	S	S	S	S	M	M	S	M	S	S	M	M

Syllabus

Unit	CourseOutlines	Hour(s)
1	<ul style="list-style-type: none"> ਪੰਜਾਬੀ ਸਾਹਿਤ ਦਾ ਇਤਿਹਾਸ (1901 ਤੋਂ 1995), ਸਾਹਿਤਕ ਧਾਰਾਵਾਂ, ਵਿਕਾਸ, ਪ੍ਰਵਿਰਤੀਆਂ ਅਤੇ ਸਾਹਿਤ ਰੂਪਾਂ ਦਾ ਵਿਕਾਸ, ਡਾ. ਜਸਵਿੰਦਰ ਸਿੰਘ ਤੇ ਡਾ. ਮਾਨ ਸਿੰਘ ਢੀਂਡਸਾ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ ਪਟਿਆਲਾ। ਇਕਾਂਗੀ ਯਾਤਰਾ (ਇਕਾਂਗੀ ਸੰਗ੍ਰਹਿ) ਸੰਪਾ : ਡਾ. ਰਘਬੀਰ ਸਿੰਘ ਤੇ ਡਾ. ਸਤੀਸ਼ ਕੁਮਾਰ ਵਰਮਾ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ, ਪਟਿਆਲਾ। 	

2	<ul style="list-style-type: none"> • ਭਾਰਤੀ ਕਾਵਿ ਸ਼ਾਸਤਰਾਂ ਨਾਲ ਸੰਬੰਧਤ ਮੂਲ ਸੰਕਲਪ: ਅਭਿਧਾ, ਲਕਸ਼ਣਾ ਵਿਅਜੰਨਾ ਉਪਮਾ, ਰੂਪਕ, ਅਤਿਕਥਨੀ, ਅਨੁਪ੍ਰਾਸ, ਦ੍ਰਿਸ਼ਟਾਂਤ • ਭਾਸ਼ਾ : ਪਰਿਭਾਸ਼ਾ, ਪ੍ਰਕਿਰਤੀਅਤੇਵਿਸ਼ੇਸ਼ਤਾਵਾਂ • ਕਹਾਣੀ, ਨਾਵਲ, ਇਕਾਂਗੀ : ਪਰਿਭਾਸ਼ਾ, ਪ੍ਰਕਿਰਤੀ ਤੇ ਤੱਤ
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Books Recommended:

ਸਹਾਇਕ ਪੁਸਤਕਾਂ:

1. ਜੀਤ ਸਿੰਘ ਸੀਤਲ, ਪੰਜਾਬੀ ਸਾਹਿਤ ਦਾ ਆਲੋਚਨਾਤਮਕ ਇਤਿਹਾਸ, ਪੈਪਸੂ ਬੁੱਕ ਡੀਪੂ, ਪਟਿਆਲਾ.
2. ਡਾ. ਜਸਵਿੰਦਰ ਸਿੰਘ ਤੇ ਡਾ. ਮਾਨ ਸਿੰਘ ਢੀਂਡਸਾ, ਪੰਜਾਬੀ ਯੂਨੀਵਰਸਿਟੀ ਪਟਿਆਲਾ
3. ਧਰਮਪਾਲ ਸਿੰਗਲ, ਪੰਜਾਬੀ ਸਾਹਿਤ ਦਾ ਇਤਿਹਾਸ, ਲੋਕਗੀਤ ਪ੍ਰਕਾਸ਼ਨ, ਚੰਡੀਗੜ੍ਹ.
4. ਪਰਮਿੰਦਰ ਸਿੰਘ, ਕਿਰਪਾਲ ਸਿੰਘ ਕਸੇਲ ਅਤੇ ਗੋਬਿੰਦ ਸਿੰਘ ਲਾਂਬਾ, ਪੰਜਾਬੀ ਸਾਹਿਤ ਦੀ ਉਤਪਤੀ ਤੇ ਵਿਕਾਸ, ਲਾਹੌਰ ਬੁੱਕ ਸ਼ਾਪ, ਲੁਧਿਆਣਾ.
5. ਪੰਜਾਬੀ ਸਾਹਿਤ ਦਾ ਇਤਿਹਾਸ ਪੰਜਾਬੀ ਅਕਾਦਮੀ (ਜਿਲਦ ਦੂਜੀ ਤੋਂ ਚੌਦਵੀਂ ਤੱਕ), ਨਵੀਂ ਦਿੱਲੀ.
6. ਸਤਿੰਦਰ ਸਿੰਘ, ਪੰਜਾਬੀ ਕਾਵਿਰੂਪ ਅਧਿਐਨ, ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ.

SYLLABUS
History and Culture of Punjab
Course Code: DBHP-25-401

L	T	P	Credit	Hours
3	0	0	3	36

Course outcome:

CO1: To understand the context of Geographical features of Punjab and their impact on ancient Indian history

CO2: To develop the ability to understand the Ancient Punjab

CO3: To acquire the ability to know the culture and religion of Ancient Punjab

CO/PO Mapping (S-Strong Correlation, M- Medium Correlation, W-Weak Correlation)												
COs	Programme Outcomes (POs)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	M	S	S	S	M	M	S	M	M	S	S
CO2	W	M	M	M	S	M	M	S	S	M	M	S
CO3	S	S	W	S	W	S	S	S	S	S	S	M
CO4	S	M	M	S	M	S	S	S	S	M	S	W

Syllabus

Sr. No	Title
1	Block I, Ancient Punjab: Physical features; impact on History
	Harappan Culture: Extent and town planning.
	Harappan Culture: Social, Economic and Religious life; causes of disappearance
	Rig Vedic Age: The rise of Indo Aryans; main features of the life in early Vedic Age.
2	Block II, Later Vedic Age: Political, Social, Economic and Religious life of later Vedic Aryans
	Caste System: Origin and evolution.
	Political Condition on eve Alexander's invasion
	Impact of Alexander's invasion on social and cultural life.

Suggested Readings:

- Joshi, L.M (ed.) :History and Culture of the Punjab, Part-1Publication Bureau, Punjabi University, Patiala, 1989 (3rd edn.)
- Joshi, L.M and Singh Fauja (ed) : History and Culture of the Punjab, Vol. I, Punjabi University, Patiala, 1977
- Prakash, Buddha : Glimpses of Ancient Punjab, Punjabi University, Patiala, 1983
- Thapar, Romila : A History of India, Vol. I, Penguin Books, 1966
- Basham, A.L : The Wonder That was India, Rupa Books, Calcutta (18th rep.),1992
- Sharma, B.N : Life in Northern India, Munshi Ram Manohar Lal, Delhi, 1966

(12B of the UGC Act1956, NAAC Accredited)

DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Faculty of Business Administration and Hospitality Management
Department of Business Management and Commerce
Scheme For

Program: Bachelor of Business Administration, Session: 2025-2026
BBA Third Year – Fifth Semester



S. No.	Course Code	Course Name	CourseType	Internal Marks	External Marks	Max Marks	L	T	P	C	Exam Hrs
1	BBAC-25-501	Corporate Strategy	Core Subject (CS) –11 (Theory)	40	60	100	4	0	0	4	3
2	BBAE-25-502	Event Management	Core Subject (CS) –12 (Theory)	40	60	100	4	0	0	4	3
3	BBAI-25-503	Indian Financial System	Core Subject (CS) –13 (Theory)	40	60	100	4	0	0	4	3
4	BBAC-25-504	Consumer Behavior	Core Subject (CS) –14 (Theory)	40	60	100	4	0	0	4	3
5	BBAG-25-505	Goods and Services Tax	Core Subject (CS) –15 (Theory)	40	60	100	4	0	0	4	3
6	BBAC-25-506	E-Commerce	Value Addition Course (VAC – 3) (Theory)	40	60	100	3	0	0	3	3
7	DBRM-25-501	Research Methodology	Skill Enhancement Course (SEC – 5) (Theory)	40	60	100	3	0	0	3	3
8	XXXX	Elective – I (Any One)	Elective Subject (ES) –1 (Theory)	40	60	100	3	0	0	3	3
Total Credit				320	480	800	29	0	0	29	

Optional Elective–(Any One)

9	DNCC-25-101	NCC	Practical	40	60	100	1	0	2	2	N.A
	DNSS-25-101	NSS	Practical	40	60	100	0	0	2	1	N.A

Choose any one elective course from the following groups

Elective-I

Group A: Finance	
BBAE-25-507	Stock Market Operations
BBAE- 25-508	Financial Derivatives
BBAE-25-509	Personal Financial Planning
BBAE- 25-510	Security Analysis and Portfolio Management

Group B: Marketing	
BBAE-25-511	Brand and Product Management
BBAE-25- 512	Rural Marketing
BBAE-25-513	Marketing of Services
BBAE-25- 514	Advertising and Sales Management

Group C: Human Resource Management	
BBAE-25-515	Industrial Relations and Labor Laws
BBAE-25- 516	International Human Resource Management
BBAE-25-517	Training and Development
BBAE-25- 518	Compensation & Reward Management

Group D: Business Analytics	
BBAE-25-519	Introduction to Business Analytics using MS Excel
BBAE- 25-520	Big Data Fundamentals
BBAE-25-521	Descriptive Analytics
BBAE- 25-522	Database Management System

Group E: Finance and Financial Technology (FinTech)	
BBAE-25-523	Financial Risk Analysis
BBAE- 25-524	Digital Banking
BBAE-25- 525	Entrepreneurship in FinTech
BBAE- 25-526	Financial Analytics

Group F: Data Analytics and Business Intelligence	
BBAE-25- 527	Introduction to Business Analytics
BBAE- 25-528	Business Intelligence
BBAE-25- 529	Business Analytics and Data Science
BBAE-25- 530	Data Cleaning, Normalization and Data Mining

Group G: Entrepreneurship and Innovation	
BBAE- 25-531	Fundamentals of Innovation
BBAE-25- 532	Entrepreneurship and New Venture Planning
BBAE-25- 533	Innovation Management
BBAE- 25-534	Enterprises Performance Management

Group H: Supply Chain Management	
BBAE-25- 535	Supply Chain Management
BBAE-25- 536	Logistics Management
BBAE-25- 537	Supply Chain Risk Management
BBAE- 25-538	International Transportation Management

Group I: Digital Marketing	
BBAE-25- 539	Foundation of Digital Marketing
BBAE-25 540	Social Media Marketing
BBAE- 25-541	Search Engine Optimization
BBAE-25- 542	Digital Entrepreneurship

Abbreviations: L: Lecture, T: Tutorial, P: Practical, C: Credits, N.A: Not Applicable,

NCC:National Cadet Corps, NSS: *National Service Scheme*

For NCC/NSS: -These are Elective Subjects and Students will be Selected for these courses on the Basis of Availability of Seats.

Course Code : **BBAC-25-501**
Title of the Course : **CORPORATE STRATEGY**

L	T	P	Credits
4	0	0	4

Course Outcomes:

The course is designed to understand the scope and objectives of provisions prescribed under Income tax act

Course Outcomes: Student will be able to:

CO1: Understand the strategic decisions that organizations make and have an ability to engage in strategic planning.
CO2: Explain the basic concepts, principles and practices associated with strategy formulation and implementation.
CO3: Integrate and apply knowledge gained in formulation and implementation of strategy from holistic and multi-functional perspectives.
CO4: Analyze & resolve malfunctioning & variance in strategic implementation through control mechanism

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	S	W	M	W	W	W	S	M	W	S	S
CO2	S	M	M	S	M	M	W	W	S	S	M	W
CO3	S	S	M	S	M	W	W	M	W	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture (s)
Unit- I	Strategic Management: Introduction, Nature & Scope, Need, Level at which Strategy Operates, Strategic Decision Making, Process of Strategic Management.	7
	Strategic Intent: Vision, Mission, Business Definition, Business Model Goals & Objectives. Strategy Formulation & process.	7
Unit-II	Environment Appraisal and Scanning: External & Internal Environment including PEST, Techniques for Environmental Scanning (SWOT, ETOP, Quest).	7
	Organizational Appraisal: Dynamics of Internal Environment, Organizational Capability Factors, Methods and Technique Used for Organizational Appraisal.	7
Unit-III	Corporate Level Strategy: Concept, Stability, Expansion, Retrenchment, Combination, Strategy.	7
	Business Level Strategy: Concept, Porter's Generic Business Strategy.	7
	Strategic Choice: Concept, Process of Strategic Choice, BCG Matrix, GE Nine Cell Matrix, Hofer's Product-Market Evolution Matrix, Directional Policy Matrix, Industry Analysis, Porter's Approach.	7
Unit-IV	Strategic Implementation: Concept, Interrelationship between Formulation and Implementation, Aspects of Strategy Implementation (Behavioural Implementation, Resource Allocation)	7
	Strategic Evolution and Control: An Overview, Technique of Strategic Evolution and Control	7
	Total Hours	60

Reference books:

- Azhar Kazmi: Business Policy, Tata McgrawHill
- Jouch&Gluck: Strategic Management & Business Policy, Tata McgrawHill
- Wheelen& Hunger: Strategic management & Business Policy, PearsonEducation
- Pearce & Robinson: Strategic ManagementAITBS Hill &Manikutty, StrategicManagement, CengageLearning

Course Code : **BBAE-25-502**
Title of the Course : **EVENT MANAGEMENT**

L	T	P	Credit
4	0	0	4

Course Outcomes:

The course is designed to understand the various concepts like Introduction to planning and management of events, Types of events The concept of events and event vision, Leadership, Even Industry, Concept of sponsorship, Event Planning.

Course outcome: Students will be able to

CO1: Acquire an understanding of the role and purpose of special events in the organizations.
CO2: Describe and execute techniques and strategies to organize successful events.
CO3: Exhibit competencies required to promote, implement and conduct events.
CO4: Acquire the knowledge and competencies to evaluate and make budget requirements.

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	M	W	W	W	S	M	W	S	S
CO2	S	S	M	M	M	W	W	M	S	W	M	M
CO3	S	S	S	W	M	W	W	M	S	S	S	S
CO4	S	M	M	W	W	M	M	M	M	M	S	M

Unit	Course outlines	Hour(s)
Unit- I	Introduction to Planning and management of events, size of events, types of events, the event team and code of ethics.	10
	The concept of event and event vision, event and marketing, events and corporate public relations, product differentiation, promotion and events. Leadership: Leadership Nature, Types, Styles & Qualities.	10
Unit-II	Event industry, designing transitional strategy, events and positioning, positioning principles, safety and security of events, event relations and conceptualization, management of relations and document design.	10
Unit-III	Concept of Sponsorship: Sources of Sponsorship, Sponsorship Planning.	10
	Event Planning: Choosing the site, Developing the Site, Arranging Catering, The need and frill of event financial management, events and objects, events and facts, managing events	10
Unit-IV	The budget, Break-even point, cash flow analysis, profit and loss statement, balance sheet, Sources of raising short and long term finance and its cost.	10
	Total Hours	60

Reference Books:

- Event Management & Marketing, Kalai Selvan N, ICFAI
- Event Management, Glenn A J Bowdin, 2006, www.academia.edu
- Event Marketing, N.K Sahni, Kalyani Publisher
- Financial Management, Khan & Jain, Tata McGraw Hill, 2007, books.google.co.in
- Financial Management, JM Panaday, Vikas Publication, 2015, www.vikaspublishing.com, ISBN: 9789325982291

Course Code : BBAI-25-503
Title of the Course : INDIAN FINANCIAL SYSTEM

L	T	P	Credits
4	0	0	4

Course Outcomes:

After successful completion of this programme the learners should be able to: Bird's view of the Indian Financial System and in the context of Global Indian Banking System, the constitutions, structure, objectives and working of Indian Financial System, the role and working of capital market, money market, SEBI, RBI and other financial institutions in India.

Upon completion of this course, the student will be able to:

CO1: Exhibit understanding of the operations and developments in financial markets in India.
CO2: Gain an insight into the functioning and role of financial institutions in the Indian Economy
CO3: Understand the different components of a financial system and their role.
CO4: Describe the instruments, participants and operation of the money market

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	M	W	W	W	S	M	W	S	S
CO2	S	S	M	M	M	W	W	M	S	W	M	M
CO3	S	S	S	W	M	W	W	M	S	S	S	S
CO4	S	M	M	W	W	M	M	M	M	M	S	M

Unit	Course outlines	Lecture(s)
UNIT-I	Financial System: Meaning, Nature, Structure, Role of the Financial system, Financial system and Economic Development, An Overview of Indian Financial system: Financial Institution: Central Bank, organization and functions	12
UNIT-II	Financial Services: nature, types, regulatory framework and major problems faced by Indian financial service sector. Merchant Banking, Mutual Funds	12
UNIT-III	Commercial Banks: Meaning, functions and recent developments in commercial banking, Credit Creation	12
UNIT-IV	Financial Markets: Meaning, Nature, Structure, Significance of financial market. Money Market: Meaning, constituents, functions of money market, money market institutions, recent trends in Money Market	12
	Capital Market: Primary Market, Secondary Market, Functions of Capital Market, Methods of issue, stock in primary market	12
	Total lectures	60

Reference Books

- V. Avadhani, Capital market management, Himalaya publishing Home (2011)
- H.R. Machiraju, Merchant banking, third Edition, New age international publishers(2007)
- Ruddar Datt & K.P.M. Sundharam, Indian Economy, Fortieth Revised Edition, S. Chand &Co. Ltd. (1970)
- M.Y. Khan, Indian financial system, Fourth Edition, Tata McGraw Hill (1980)

Course Code : **BBAC-25-504**
Title of the Course : **CONSUMER BEHAVIOR**

L	T	P	Credits
4	0	0	4

Course Outcomes:

The purpose of this course is to introduce students to consumers to understand consumer behavior in an informed and systematic way. To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behavior. Course Outcomes: Student will be able to..

CO1: Demonstrate how knowledge of consumer behavior can be applied to marketing.
CO2: Identify and explain factors which influence consumer behavior
CO3: Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.
CO4: Define and analyze process of buying decision.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	M	W	M	W	M	S	M	S	S
CO2	S	S	M	S	S	W	W	W	M	W	M	M
CO3	S	M	M	S	M	W	M	W	S	M	M	M
CO4	S	S	S	S	S	M	M	M	M	W	M	M

Unit	Course outlines	Hour(s)
Unit-I	Consumer Behaviour and Marketing Action - An overview - Consumer involvement - Decision-making processes - Purchase Behaviour and Marketing Implications - Consumer Behaviour Models	15
Unit-II	Environmental influences on Consumer Behaviour - Cultural influences - Social class - Reference groups and family influences - Opinion leadership and the diffusion of innovations - Marketing implications of the above influences.	15
Unit-III	Consumer buying behaviour - Marketing implications - Consumer perceptions – Learning and attitudes - Motivation and personality – Psychographics - Values and Lifestyles, Click-o-graphic.	15
Unit-IV	Marketing communication - Store choice and shopping behaviour - In-Store stimuli, store image and loyalty - Consumerism - Consumer rights and Marketers' responsibilities. The Global Consumer Behaviour and Online buying behaviour - Consumer buying habits and perceptions of emerging non-store choices - Research and applications of consumer responses to direct marketing approaches - Issues of privacy and ethics.	15
	Total Hours	60

Reference Books

- Bennet And Kassarian, Consumer Behaviour, Prentice Hall Of India, New Delhi
- Michael R. Solomon, Consumer Behaviour, Phi Learning Private Limited, New Delhi, 2011
- Ramanuj Majumdar, Consumer Behaviour, Prentice Hall Of India, New Delhi, 2011
- Loudon And Della Bitta, Consumer Behaviour: Concepts And Applications, Tata Mcgraw Hill. New Delhi,2007
- Berkman & Gilson, Consumer Behaviour: Concepts And Strategies, Kent Publishing Company.
- Efraim Turban, Jae Lce, David King, & I-I.Michael Chung: Electronic Commerce: Managerial Perspective, Pearson Education Inc., 2000.

Course Code : **BBAG-25-505**
Title of the Course : **GOODS AND SERVICES TAX**

L	T	P	Credits
4	0	0	4

Course Outcomes:

The course is designed to understand the scope and objectives of provisions prescribed under Goods and Services Act.

Upon completion of the course, student will be able to:

CO1: Learn the concepts indirect tax and GST from the pre-GST period to post- GST period.
CO2: Understand the importance of indirect taxes (GST) in the Indian and global economy and its contribution to the economic development.
CO3: Comprehend the principles of taxation, objectives of taxes and its impact, shifting and incidence process of indirect taxes in the market orientated economy.
CO4: Describe the implications of GST on the taxable capacity consumers, dealers and of the society at large and its changes.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	M	W	M	M	W	S	W
CO2	M	M	M	S	S	W	M	W	S	M	M	M
CO3	S	S	M	S	M	W	W	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture(s)
Unit-I	Tax Structure in India , Direct and Indirect Taxes, Overview of Goods and Services Tax, Implementation of GST, Reasons for GST	8
	Introduction , Pros and cons of GST, Registration procedure under GST, CGST/ SGST Act, 2017	6
Unit-II	Classes of officers under GST, their appointment and powers	4
	Levy and collection of CGST/ SGST; Composition Levy scheme; Time and Value of supply, valuation in GST (basics), Tax invoice, credit and debit notes.	5
Unit-III	IGST Act, 2017 : Definitions, Supplies in the course of inter-State trade or commerce, Supplies in the course of intra-State trade or commerce	4
	Levy and collection of IGST , power to grant exemption from tax.	6
Unit-IV	Place of supply under IGST ; Input tax credit; Returns under GST	4
	Refund of tax ; offenses and penalties, Prosecution and Appeals under GST	3
	GST Portal : GST Eco system, GST suvidha provider.	5
	Total Hours	45

Reference Books:

- The Central Goods and Services Tax Act, 2017 of Ministry of Law and Justice (Legislative Department) 12th April, 2017) published in The Gazette of India (2017)
- Taxmann's GST Ready Reckoner Updated till 18th June (2017)
- Taxmann's GST Manual-Enforced w.e.f. (2017)
- GST Ready Reckoner by CA Kesha R Garg, Bharat Law House, Delhi.
- Goods and Services Tax in India ---- Notifications by Government of India, GST Bill (2012)
- Integrated Goods and Services Tax Act (2017)

Course Code : **BBAC-25-506**
Title of the Course : **E-COMMERCE**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to familiarize students with the basic concepts of E-Commerce and its growing applicability in the business world of today.

Course Outcomes: Student will be able to:

CO1: Understand the basic concepts of E-Commerce
CO2: Analyze the impact of E-commerce on business models and strategy.
CO3: Explain the process that should be followed in building an E-commerce presence.
CO4: Identify the key security threats in the E-commerce environment.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	S	W	M	W	W	W	S	M	W	S	S
CO2	S	M	M	S	M	M	W	W	S	S	M	W
CO3	S	S	M	S	M	W	W	M	W	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture (s)
Unit- I	E-Commerce: Introduction, Definition, Benefits, Role of Internet in E-commerce, Impact of E-Commerce on Business Models (Goal Congruence, Value Chain, ICDDT Business Strategy Model), E-Commerce Security, Implications for Accounting Profession	7
	Regulatory Environment: Cryptography Issues, Privacy Issues (Children's Issues, Adults Rights) Web Linking (Inappropriately Referencing a Linked Site, Displaying Information Without Proper Rights, Linking using Framing, Linking using Trademarks in Key Meta Tags, Unauthorized Display of a Registered Trademark Linking to Illegal Files), Domain Name Disputes, Internet Sales Tax, Electronic Agreements & Digital Signatures, Internet Service Providers & International Libel Laws	8
Unit- II	Electronic Data Interchange (EDI), E-Commerce & Internet: Traditional EDI systems (Origin, Non EDI Systems, Value Added Networks, Partially & Fully Integrated EDI Systems, Benefits of EDI Systems, Data Transfers & Standards, Financial EDI, EDI Systems & Internet, Internet Trading Relationship & its Benefits, Impact of EDI – Internet on the Accounting Profession	6
Unit-III	Risks of Insecure Systems: Risks Associated with Internet Transactions. Internet Associated Risks (Risks to Customers, Risks to Selling Agents), Intranet Associated Risks (Sabotage by Former Employees, Threats from Current Employees), Social Engineering, Risk Associated with Business Transaction Data Transferred between Trading Partners, Risks Associated with Confidentially-Maintained Archival, Master File & Reference Data, Risks Associated with Viruses & Malicious Code Overflows.	7
Unit-IV	E-Commerce & Payment Mechanisms: Set Protocol, SET vs. SSL, Magnetic Strip Cards, Smart Card: E-checks, E-Cash	5
	Intelligent Agents: Definition, Capabilities of Intelligent Agents, Agent Societies, Intelligent Agents & E-Commerce (Online Information Chain, Business to Business, Transaction Negotiation). Limitations of Agents.	6
	Web Based Marketing: 'Business, Marketing & IT Strategy, Congruence, The 4Ps Applied to Internet Marketing, 5th P. Internet Marketing Techniques. Online Advertising Mechanism', Web Site Design Issue Impact of Intelligent Agents on Marketing Techniques.	6
	Total Hours	45

Reference books:

- E-Commerce by S. Pankaj, A.P.H. Publication, New Delhi.
- E-Business Revolution by Daniel Amar.
- E-Commerce, A Manager, Guide by Ravi Kalakota and Andrew B. Whinston.
- New Directives in E-Commerce by Charles Steinfield, Jaico Publication House, New Delhi.
- E-Commerce in Indian Banking by T.M. Bhasin Authors Press, New Delhi.

Course Code : **DBRM-25-101**
Title of the Course : **Research Methodology**

L	T	P	Credit
4	0	0	4

Course Outcomes:

The course is designed to understand the various concept like Introduction to Research, Sampling Design, Hypnosis, Testing of Hypothesis, Collection methods, Statistical Analysis of Data , Parametric and Non Parametric Tests, Report writing.

Student will be able to:

CO1: Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.
CO2: Have basic knowledge on qualitative research techniques
CO3: Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis
CO4: Have basic awareness of data analysis-and hypothesis testing procedures.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	M	S	S	M	M	W	M	S
CO2	S	S	M	W	M	W	M	M	S	W	M	S
CO3	S	S	S	S	M	S	S	M	S	M	S	S
CO4	S	S	S	M	S	M	S	M	M	W	S	S

Unit	Course outlines	Lecture(s)
Unit-I	Introduction to Research: Nature, Objectives, Types & Utility, Process of Research. Research Problem, Research Design,	10
Unit -II	Review of Literature: Meaning & Purpose of Review of Literature, Types and Sources of Review of Literature, Academic Writing, Referencing, Citations	8
Unit-III	Sampling Design: Types & Size of the sample, Measurement scales, sources of error in measurement. Data. Collection <i>Methods</i> : Primary Sources: Observation, Interview, Questionnaire, Schedules, Survey. Secondary Sources: Types and Sources of locating secondary distributions, data.	10
Unit-IV	Hypothesis: Meaning, Nature, Importance, Types, Criteria for Construction of Hypothesis. Testing of Hypothesis: Procedure, Measuring power of test, Type I & Type II errors	9
Unit-V	Test of Significance: Parametric and non-parametric, Z-test, t-test, F-test, Chi-square test. Report Writing: Mechanics of report writing, preliminary pages, Main body, appendices.	8
	Total lectures	45

Reference Books

- C. R. Kothari, Research Methodology, New Age International Publisher Edition (2012)
- S. P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi (2017)
- GC Beri, Business Statistics, Tata Mcgraw Hill Publication (2010)
- JK Sharma, Business Statistics, Pearson Education, New Delhi (2006)

Course Code : **BBAE-25- 507**
Title of the Course : **STOCK MARKET OPERATIONS**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the various concepts like Indian stock markets, Primary Market, Secondary Market, SEBI Act 1992, Investor protection, clearing and Settlement, Depository Operations.

Student will be able to:

CO1: Explain the working of Indian stock market.
CO2: Understand the practical aspects of primary and secondary market operations.
CO3: Understand different techniques of evaluating the investments
CO4: Demonstrate practical knowledge of stock market operations.

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	M	M	S	M	M	W	M	S
CO2	S	S	M	W	M	W	M	M	S	W	M	S
CO3	S	S	S	S	M	S	S	M	S	M	S	S
CO4	S	S	S	M	S	M	S	M	M	W	S	S

Unit	Course outlines	Hour(s)
Unit-I	Indian Stock Markets: Introduction, history, evolution, growth of stock markets in India. Stock Exchange: Meaning, role, functions, overview of major stock exchanges in India- NSE, BSE, O.T.C.E.I.	10
	Primary Market: Features, types, intermediaries, presence scenario of primary markets. Secondary Market: Meaning, features, market intermediaries, regulating authorities, trading, types of trading	6
Unit-II	Clearing and Settlement: Introduction, meaning, transaction cycle, settlement process, settlement agencies, risk in settlement, settlement cycle, securities and fund settlement, shortage handling, risk containment.	8
Unit-III	SEBI Act 1992: Definition, objectives, management of the board, constitution, powers, functions, role of SEBI, SEBI stock broker and sub-broker rules and regulations 1992.	7
Unit-IV	Portfolio Theory: Risk-Return Analysis, systematic and unsystematic risk and risk measurement Investor Protection: Introduction, investor awareness, investor grievances, investor protection fund, right and responsibilities of investors.	5
	Depository operations: Introduction to depository system, definition of depository and depository participant, features of .Depository Act 1996, benefits of depository system, dematerialization and electronic transfer of shares.	9
	Total Hours	45

Reference books:

- Depository operations (modules) workbook by NSE India Ltd. (2020)
- Capital market (modules) workbook by NSE India Ltd. (2020)
- Financial institutions and markets by L.M. Bhole (1999)
- Indian capital market by H.S. Sidhu.

Course Code : **BBAE-25- 508**
Title of the Course : **FINANCIAL DERIVATIVES**

L	T	P	Credits
3	0	0	3

Course Outcomes:

This course aims at providing an in-depth understanding of financial derivatives in terms of concepts, structure, instruments and trading strategies for profit and risk management.

Upon completion of this course, the student will be able to:

CO1: Demonstrate an understanding of the risk management approaches and techniques.
CO2: Ability to solve problems requiring pricing derivative instruments and hedge market risk based on numerical data and current market trends.
CO3: Understand global conventions of valuing financial derivatives.
CO4: Ability to understand the risk management needs of clients and effectively communicate solutions comprising financial derivatives.

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	S	M	M	M	M	S	M	S	M
CO2	S	S	S	S	M	M	M	M	S	M	S	M
CO3	S	S	S	S	M	M	M	M	S	M	S	M
CO4	S	S	S	S	M	M	M	M	S	M	S	M

Unit	Course outlines	Hour(s)
Unit-I	Financial Derivatives: Introduction – Meaning – Types of financial derivatives: Forwards – Futures – Options – Swaps – Economic functions of derivative contracts.	6
	Derivative Markets: History of financial derivative market – Participants in a derivative market – Cash market Vs derivative market – Stock market derivatives in India – Other derivatives in India – The regulatory frame work for derivatives trading in India.	9
Unit-II	Forward Contracts: Features – Limitations of forward markets – Introduction to Futures – Meaning and definition – Features of futures – Difference between forwards and futures –	8
Unit-III	Futures – terminology – Types of future contracts – Financial futures – Stock futures – Currency futures – Interest rate futures – Index futures – Commodity futures – Futures pay offs – Trading strategies in stock futures	8
Unit-IV	Options: Meaning – Definition – Need – Difference between options and futures – Fundamental option strategies – Types of options contracts – Call – Put – options – Intrinsic value Vs Time value of options – Trading strategies in stock options.	7
	Swaps: Meaning – Definition – Features of swaps – Terms used in swaps – Types of swaps: Interest rate swap – Currency swap – Commodity swap – Equity swap – Difference between Swaps and Futures.	7
	Total Hours	45

Reference Books:

- John Hull, Options, Futures and other Derivatives, Pearson Education
- S.L.Gupta, Financial Derivatives, Prentice Hall.
- Parameshwaran, Financial Derivatives, Mcgraw Hill.
- D. C. Patwari, Options and Futures- An Indian Perspective, Jaico Publishing House.
- Punithavati Pandian, Security Analysis and Portfolio Management, Vikas Publishing House.
- Prasanna Chandra, Security Analysis and Portfolio Management, Tata McGrawHill.
- Sanjeev Aggarwal, A Guide to Indian Capital Markets, Bharat Publishing.

Course Code : **BBAE-25-509**
Title of the Course : **PERSONAL FINANCIAL PLANNING**

L	T	P	Credit s
3	0	0	3

Course Outcomes:

The objective of this course is to enable the students to analyze their personal financial decisions, evaluate the costs and benefits of their decisions, recognize their rights and responsibilities as consumers, and apply the knowledge learned in school to financial situations encountered later in life.

Upon completion of this course, the student will be able to:

CO1: Understand the importance of personal financial planning and time value of money which is fundamental in achieving their financial goals.
CO2: Understand the various sources of investment and credit and their respective income tax implications.
CO3: Understand the concept of risk-return and risk management.
CO4: Understand the multiple areas of comprehensive financial planning including taxation, insurance, retirement, and estate planning.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	M	M	S	M	S	W	S	M
CO2	S	S	M	S	M	M	S	M	S	W	S	M
CO3	S	S	M	S	M	M	S	M	S	W	S	M
CO4	S	S	M	S	M	M	S	M	S	W	S	M

Unit	Course outlines	Lecture(s)
Unit I	Understanding personal finance: Financial security, Time value of money, importance of personal financial planning, Principles of personal finance, Financial planning process, Biases in personal finance	
Unit II	Financial statements and ratios analysis: Managing cash flows, Creating and reviewing financial statements, Analyzing financial statements, Budget Introduction to insurance and risk management: Risk and return, Risk management, Risk diversification, Managing life, health and disability risks, concept and types of insurance.	
Unit III	Investment fundamentals: Saving and investment, Rules of investing, Debt and equity. Investment in bonds and mutual funds. Managing income taxes: Introduction to personal income tax planning, Tax avoidance and tax evasion. Building and maintaining good credit: Credit basics and debt management, Sources of debt, Credit report and scores.	10
Unit IV	Introduction to retirement planning: Basic retirement plans. Estate planning. Ethical considerations in personal financial planning	5
	Total Lectures	45

Reference Books:-

- Financial Markets: A Beginners' Module, Workbook from NSE
- Gupta, L.C: Stock Exchange Trading in India; Society for Capital Market Research and Development, Delhi, 1997.
- Dalton, John M: How the stock Markets works, 3rd edition, 2001, New York Institute of Finance
- International Corporate Finance - Jeff Madura, Cengage Learning, 10/e 2012.
- International Finance Management – Eun & Resnick, 4/e, Tata McGraw Hill.
- International Financial Management – Apte P. G, 6/e, TMH, 2011.
- International Financial Management – Madhu Vij, Excel Books, 2010.

Course Code :BBAE- 25-510

Title of the Course :SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

L	T	P	Credits
3	0	0	3

Course Outcomes:

This course aims to make the students aware of security analysis and portfolio management.

Upon completion of this course, the student will be able to:

CO1: Know the risk return associated with different investments

CO2: Gain the knowledge about capital market and various investment avenues

CO3: Understand different techniques of evaluating the investments

CO4:Analyze and understand the investment decisions and portfolio performance

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	S	M	M	M	M	S	M	S	M
CO2	S	S	S	S	M	M	M	M	S	M	S	M
CO3	S	S	S	S	M	M	M	M	S	M	S	M
CO4	S	S	S	S	M	M	M	M	S	M	S	M

Unit	Course outlines	Hour(s)
Unit-I	Investment: Concepts of investment, Objectives of investment, Types of Investment – Equity Shares, IPO/ FPO, Bonds. Indian Securities Market: the market participants, trading of securities, security market indices, Investment v/s speculation.	9
	Risk and Return: meaning, types, measurement of risk, rate of return, Capital Asset Pricing Model, Arbitrage Pricing Theory. Financial Assets.	6
Unit-II	Security Analysis: Fundamental Analysis- meaning, objectives, fundamental analysis framework: economic analysis, industrial analysis, company analysis.	10
Unit-III	Technical Analysis- Introduction, assumptions, technical vs. fundamental analysis, Dow Theory. Efficient market theory: meaning, random walk theory, efficient market hypothesis.	8
Unit-IV	Portfolio Management: Meaning, Importance and approaches of Portfolio Management Portfolio analysis, Portfolio evaluation and revision techniques.	7
	Portfolio theory: Markowitz Model, Capital Asset Pricing Model, Single-index model, Arbitrage Pricing theory. Market Efficiency and behavioral finance.	5
	Total Hours	45

Reference Books:

- Reily and Brown, Investment Analysis and Portfolio Management, Cengage, New Delhi(2012)
- Bodie, Kane, Marcus and Mohanty, Investments, Tata McGraw Hill, New Delhi, (2015)
- Fisher DE and Jordon RJ, Security Analysis and Portfolio Management, PHI, New Delhi(1995)
- Hirt and Block, Fundamentals of Investment Management, Tata McGraw Hill, New Delhi(2009)
- A. Avdhani ‘Security Analysis and Portfolio Management’ Himalaya Publications (2014)
- Preeti Singh ‘Investment Management’ Himalaya Publications (2006)

Course Code : **BBAE-25-511**
Title of the Course : **BRAND AND PRODUCT MANAGEMENT**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the various concepts like Product Concepts, Understanding brands, Brand personality, Brand Customer Relationship, Brand Management areas.

Student will be able to:

CO1: Apply the fundamental concepts of product and brand development and management.
CO2: Use the brand positioning framework to develop a brand, keep it relevant, expand a brand internationally, and reposition a brand.
CO3: Explore key components of brand positioning and how these components work together in creating brand strategy.
CO4: Design specific strategies to grow and sustain brand equity over the long-term.

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	M	M	S	M	M	W	M	S
CO2	S	S	M	W	M	W	M	S	S	W	M	S
CO3	S	M	S	S	M	S	S	M	S	M	S	S
CO4	S	M	S	M	S	M	S	S	M	W	S	S

Unit	Course outlines	Hour(s)
Unit-I	Product Concepts: Product Mix concepts, Product Classification. Product Planning: Marketing Plan, Portfolio Analysis, Market Potential and forecasting Product Market Strategies. Product Life Cycle: Product Life Cycle Stages,	10
Unit-II	Product Evaluation Product Positioning: Concept, Product Differentiation, And segmentation New Products: New Product Categories, Organization for Product Management, prototyping, New Product Development Process, test marketing.	6
Unit-III	Understanding Brands: Brands Vs Products, Benefits of branding; Brand attributes, Significance of branding to consumers & firms,	7
	Selecting brand names Brand Awareness-Types of Brand Awareness, Brand Image- Types of Associations, and Brand Identity.	5
Unit-IV	Brand Personality- Meaning, Definition, Features, Types. Brand Positioning- meaning, Definition, Characteristics Steps, Creating Core Brand Values,	8
	Brand-Customer Relationship, Brand Extensions, Brand Management Areas	9
	Total Hours	45

Reference books:

- C.Merle Crawford, New Product Management (2005)
- Donald Lehmann Product Management, Tata Mac Graw Hill, (2004)
- Keller, Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity (2013)

Course Code : **BBAE- 25-512**
Title of the course : **RURAL MARKETING**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The objective of the course is to familiarize the participants with conceptual understanding of Rural Marketing and development practices in Indian context.

CO1: Develop understanding of issues in rural markets
CO2: Gain Conceptual knowledge about rural marketing with special reference to Indian context.
CO3: Develop understanding of distribution channels, marketing strategies, etc. in the context of rural markets in India
CO4: Analyse opportunities and emerging challenges in the upcoming rural markets.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Programme Outcomes (POs)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	S	S	S	S	M	S	S
CO2	S	S	S	S	M	S	M	M	S	S	S	M
CO3	S	S	M	S	S	M	S	S	M	S	S	S
CO4	S	S	S	S	S	S	M	M	S	M	M	S

Unit	Course outlines	Hour(s)
Unit-I	Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets	9
	Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets	11
Unit-II	Rural Market Environment. Rural Demand and Rural Market Index. Rural Marketing and Problems in Rural Marketing	6
Unit-III	Rural Marketing Strategies with special reference to: Rural Market segmentation. Product Strategies. Pricing Strategies. Distribution Strategies. Promotion Strategies. Marketing Communication in Rural Markets. Marketing Research	7
Unit-IV	Economic of selling in rural markets. Formulation of rural marketing policies. FMCG sector in Rural India, concept and classification of consumer goods,	12
	Total Hours	45

Reference Books:

- Kashyap Pradeep & Raut Siddhartha, Rural Marketing Biztantra Publishers(2009)
- Dogra B. & Ghuman K., Rural Marketing Concepts and Practices, Tata McGraw-Hill (2010)
- Krishna macharyulu C.S.G. & Rama krishnan Lalitha, Rural Marketing Text & Cases, Pearson Education (2011)

Course Code : **BBAE -25-513**
Title of the Course : **MARKETING OF SERVICES**

L	T	P	Credits
3	0	0	3

Course Outcomes:

This course aims at providing knowledge about various concepts of marketing of services like unique characteristics of services. Consumer Behavior in Services Marketing; Services Marketing Mix and Gaps Model; Service Design and Service Delivery; Strategy for Services

Upon completion of this course, the student will be able to:

CO1: Examine the nature of services, and distinguish between products and services.
CO2: Identify the major elements needed to improve the marketing of services.
CO3: Describe & evaluate pricing strategies
CO3: Explain roles of relationship marketing and customer service in adding value to the customer's perception of a service.

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	M	S	M	S	M	S	M
CO2	S	S	S	M	S	M	S	M	S	M	S	M
CO3	S	S	S	M	S	M	S	M	S	M	S	M
CO4	S	S	S	M	S	M	S	M	S	M	S	M

Unit	Course outlines	Hour(s)
Unit-I	Introduction to Services, Growth of service sector economy, Service, Characteristics, Service Classification, Service Marketing Mix. Consumer Behaviour in Services: Customer Expectation of Service, Customer Perceptions of Service. Building Customer Relationships. Service recovery and recovery strategies Service development and design: Challenges of service design, types of new services, New service development process.	8
Unit-II	Marketing of Tourism: Travel and Transport Services. Tourism Marketing, Hotel Marketing.	7
	Marketing of Financial Services: Bank Marketing. Marketing Professional Services: Hospital Services, Consultancy Services	8
Unit-III	Marketing of Education and Training Services: Education Marketing Services Training Services Marketing. Delivering and performing service through Employees, Intermediaries and Customer Participation.	5
Unit-IV	Managing Demand and Capacity, Waiting Line Strategies Integrated Services Marketing Communications and Services marketing triangle.	8
	Pricing of services: Pricing approaches, Pricing Strategies Service Quality: Integrated gaps model of service quality. Prescriptions for closing quality gaps.	9
	Total Hours	45

Reference Books:

- Zeithmal, V. A. and Bitner, M. J., Services Marketing, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 4th Edition (2005)
- Lovelock, Christopher H., Services Marketing: People, Technology, Strategy, Pearson Education, New Delhi, 5th Edition (2006)
- Shankar Ravi, Service Marketing, Excel Books, New Delhi (2002)

Course Code : **BBAE–25-514**
Title of the Course : **ADVERTISING AND SALES MANAGEMENT**

L	T	P	Credits
3	0	0	3

Course Outcomes: The course aims at providing fundamental knowledge and exposure to the students regarding the concepts, trends and practices in the field of advertising and sales management.

Student will be able to:

CO1: Understand the basic concepts of advertisements & the way these advertisements are created.
CO2: Acquire knowledge about the type of media used and planning/ scheduling of media.
CO3: Understand the ethics to be practiced in advertising.
CO4: Identify the concept and role of Sales management

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	M	M	S	M	M	W	M	S
CO2	S	S	M	W	M	W	M	S	S	W	M	S
CO3	S	M	S	S	M	S	S	M	S	M	S	S
CO4	S	M	S	M	S	M	S	S	M	W	S	S

Unit	Course outlines	Hour(s)
Unit-I	Advertising: Concept and definition, its role and importance. Advertising as a means of communication, its objectives and different forms of advertisements. Legal Ethical and social Aspects of Advertising. Concept of digital marketing/ communication. Advertising copy: Creative copy strategies, message structures, Advertising design & layout	10
Unit-II	Media planning and Scheduling: Advertising Budget, Advertising Agencies: Overview of an Advertising Agency, Role, Types, Functions and various departments of an Advertising Agency. Methods to measure effectiveness of advertisements: Pre and Post Testing, Various different aspects of Advertising: Social, Ethical and Legal.	6
Unit-III	Sales Management: Definition, Nature, Scope and Importance of Sales Management, Evolution of Sales Management, Sales Management Strategies, Emerging Trends in Sales Management. Role and Skills of Sales Managers, Function and qualities of a Sales Executive, Sales Objectives, Sales Strategies. Personal Selling Process.	7
Unit-IV	Sales Force: Recruitment and Selection Process for sales force, Training, Motivation and Compensation of Sales Personnel, Sales Territories and Quotas, Sales Budgets, Sales Audits, Role of information technology in Sales Management.	5
	Total Hours	45

Reference books:

- Belch, G. E. & Belch, Advertising and Promotion, Tata McGrawHill.
- Wells W., Burnet J. and Moriarty S, Advertising: Principles &Practice, Pearson Education.
- O' Guinn, T. and Allen, C. 'Advertising Management with Integrated Brand Promotion' Cengage Learning
- Aaker, D A, Myers and Batra, Advertising Management, Pearson Education
- S. A. Chunawalla, Foundation of Advertisement Theory and Practices, Himalaya Publications

Course Code : **BBAE-25-515**
Title of the Course : **INDUSTRIAL RELATIONS AND LABOR LAWS**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the various concepts like Industrial disputes Act 1947, The Trade Union Act 1926, The Factories Act 1948, The Payment of wages act 1936, The Workmen's compensation Act 1923 The payment of Gratuity Act 1972 etc.

Course outcome: Upon completion of course, student will be able to:

CO1: Understand judicial setup of labor laws.
CO2: Outline the important causes & impact of Industrial disputes.
CO3: Describe the provision of wage legislations, in reference to payment of wages Act 1936, Minimum wages Act 1948 & Payment of Bonus act 1965.
CO4: Understand provision of social security legislations, in reference to Employees State Insurance act 1948, Employees provident Fund act 1952, Payment of Gratuity act 1972.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	M	M	M	M	S	W	S
CO2	S	S	W	S	W	S	W	M	W	S	W	M
CO3	S	S	W	S	W	S	W	M	M	M	W	S
CO4	S	M	W	S	W	M	M	M	M	M	W	S

Unit	Course outlines	Hour(s)
Unit I	Industrial Relations Legislation: The Industrial Dispute Act, 1947; The Industrial Employment (Standing Orders) Act, 1946; The Trade Union Act, 1926;	10
	Laws relating to Discharge, Misconduct, Domestic Enquiries, Discipline Action.	6
Unit II	Protective legislation: The Factories Act, 1948; The Payment of Wages Act, 1936; The Minimum Wages Act, 1948; The Payment of Bonus Act, 1965; The Equal Remuneration Act, 1976; The Contract labor (regulation and abolition) Act, 1970.	7
Unit III	Social security legislation: The workmen's compensation Act, 1923; The employee's state insurance Act, 1948;	5
	The employees' provident funds and miscellaneous provisions Act, 1952;	8
Unit IV	The maternity benefit Act, 1961; The payment of gratuity Act, 1972	9
	Total	45

Reference Books:-

- Indian Law Institute, Labour Law and Labour Relations-Cases and Material, Bombay, Tripathi (1987)
- S.N. Mishra, Labour and Industrial Laws, Allied Publications, New Delhi (2001)
- Debi S. Saini, Redressal of Labour Grievances, Claims and Disputes, Oxford & IBH, New Delhi(1994)
- H.L. Kumar, Labour & Industrial Law in 2 volumes with free case law reference(2002-007)

Course Code : **BBAE-25-516**
Title of the Course : **INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

L	T	P	Credits
3	0	0	3

Course Outcomes:

Upon completion of this course, the student will be able to:

CO1: Identify and Understand issues and practices pertaining to the major HRM functions within the context of a multinational environment
CO2: Define, explain and compare perspectives and theories related to IHRM
CO3: Make use of an in-depth understanding of research in IHRM to critically analyze theories, perspectives, and practical problems facing contemporary firms
CO4: Systematically illustrate, define, categorize, and analyze a broad range of issues and problems facing MNCs in their IHRM activities

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	M	M	S	M	S	W	S	M
CO2	S	S	M	S	M	M	S	M	S	W	S	M
CO3	S	S	M	S	M	M	S	M	S	W	S	M
CO4	S	S	M	S	M	M	S	M	S	W	S	M

Group	Course outlines	Lecture(s)
Unit -I	Introduction to IHRM Definition, The drivers of internationalization of business. The different setting of International Human Resource Management. Development of IHRM. Difference between IHRM and Domestic HRM. Models of IHRM-Matching model, Harvard Model, Contextual Model, 5P Model European Model.	15
Unit -II	SHRM: Evolution of MNE's, Business strategies, IHRM Strategies, SIHRM. Barriers in effective global HRM. Socio-cultural context, Organizational dynamics and IHRM: Role of culture in International HRM, Country and Regional Cultures, Country Culture versus MNE Culture. Culture and employee management issues/ impact of Country culture on IHRM.	
Unit -III	International Workforce planning and staffing: International labor market International Recruitment function; head-hunters, cross-national advertising, e-recruitment; International staffing choice, different approaches to multinational staffing decisions, Types of international assignments	15
Unit -IV	Selection criteria and techniques, use of selection tests, interviews for international selection, international staffing issues, Successful expatriation, role of an expatriate, female expatriation, repatriation, re-entry and career issues	15
	Total lectures	45

Reference Books:-

- International Human Resource Management, Peter Dowling and Denice Welch, CengageLearning
- International Human Resource Management, Tony Edwards, Pearson Education
- Global Human Growth Model, M.N Rudra basavaraj, Himalaya
- International Human Resource Management, Monir Tayeb, Oxford

Course Code : **BBAE-25-517**
Title of the Course : **TRAINING AND DEVELOPMENT**

L	T	P	Credits
3	0	0	3

Course Outcomes:

This course provides students with an overview of the role of Training and Development in Human Resource Management. The key elements covered include: needs analysis, program design, development, administration, delivery and program evaluation. Other topics include adult learning theory, transfer of training, career planning, counseling, training techniques, budgeting and trends in training.

After completion of this course, student would be able to.

CO1: Develop an understanding of the evolution of training & development from a tactical to a strategic function
CO2: Learn how design a training module and execute it
CO3: Evaluate training materials for trainees of different experiential levels
CO4: Identify and describe learning styles and also relate learning styles to activity types and tasks

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Programme Outcomes (POs)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	S	S	S	S	M	S	S
CO2	S	S	S	S	M	S	M	M	S	S	S	M
CO3	S	S	M	S	S	M	S	S	M	S	S	S
CO4	S	S	S	S	S	S	M	M	S	M	M	S

Group	Course outlines	Lecture(s)
Unit- I	Conceptual Framework of Training I- Introduction to Training Development and Education, Objectives of training, Areas of training, Drawbacks and problem of training, Significance of Training, Training Manual, Learning and Learning Styles, Learning process : A Few Good Learning Theories	7
	Conceptual Framework of Training-II- Adult Learning, Learning styles elements and profiles, Principles of Effective Training and Learning, Effective Training, Collection of Articles.	7
Unit- II	Methods and Styles of Training - Introduction to Training Methods and Techniques, Sensitivity Training, On the Job Training, Basic Teaching and Presentation Skills. Training Methods, Criteria for Method Selection and Relationship between principles of teaching and learning methods, Computer Based Training (CBT).	8
Unit- III	Management Training & Development Management Development- Employee Training & Coaching, Mentoring and Coaching, ROI of Management Training, Training Practices, Train the Trainer, Training For Diversity	8
Unit- IV	Evaluation of Training -Introduction, concept and principles, Evaluation of Training, Evaluating Training and Results. Methods of Evaluation & Training Assessment –Program Evaluation, Planning the Program Evaluation, Levels of Evaluation Methods of Evaluation, Feedback and Assessment, Evaluating Training Staff, Assessing the ROI of Training, Tutorial.	15
	Total lectures	45

Reference Books:

- Human Resource Management by K. Ashwa Thapa, Publisher: Himalaya Publishing House(2011)
- Human Resource Management by V. S. P Rao, Publisher: Excel Publishing House (2006)
- Human Resource management by L. M Prasad, Publisher: Sultan Chand Publishing House(2014)
- Training, Needs, Analysis, and Evaluation by Frances and Roland Bee, Publisher: IPD London (1999)
- Art of Training and Development in Management by Leslie Rae, Publisher : Crest Publication (2007)

Course Code : BBAE-25-518
Title of the Course : COMPENSATION & REWARD MANAGEMENT

L	T	P	Credits
3	0	0	3

Course Outcomes:

Upon completion of this course, the student will be able to

1. Recognize how pay decisions help the organization achieve a competitive advantage.
2. Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations.
3. Demonstrate comprehension by constructing a compensation system encompassing; 1) internal consistency, 2) external competitiveness 3) employee contributions, 4) organizational benefit systems, and 5) administration issues.
4. Design rational and contemporary compensation systems in modern organizations.

CO1: Recognize how pay decisions help the organization achieve a competitive advantage
CO2: Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations
CO3: Demonstrate comprehension by constructing a compensation system encompassing;
CO4: Understand .Design rational and contemporary compensation systems in modern organizations.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	M	M	M	M	S	W	S
CO2	S	S	W	S	W	S	W	M	W	S	W	M
CO3	S	S	W	S	W	S	W	M	M	M	W	S
CO4	S	M	W	S	W	M	M	M	M	M	W	S

Unit	Course outlines	Hour(s)
Unit I	Introduction to Compensation Management. Nature and Objectives of Compensation. Factors affecting Compensation Policy. Concept of Wages and Salary, Minimum Wages, Fair Wages and Living Wages.	10
Unit II	Understanding Elements of Compensation Structure, Fixed Pay, Variable Pay, Cash Benefits, Incentives, Executive Compensation, Stock Options. Understanding Salary Slip	6
	Understanding the Basics of Social Security, Concept of Social Security : Laws relating to Social Security, Introduction to Provident Fund,	7
Unit III	Employees State Insurance, Gratuity, Superannuation , Bonus , Reward Systems, Retirement, VRS / Golden Handshake, Case Studies	5
	Performance Management System, Introduction to Performance Management and Objectives of Performance Management Determinants of Performance . Diagnosing the causes of Poor Performance. Implementing Performance Management System	8
Unit IV	Performance Appraisal Organizational uses of Performance Appraisal Methods of Appraisal, Traditional Methods and Modern Methods, Shift from Performance Appraisal to Potential Appraisal, Appraisal Interview	9
	Total	45

Reference Books:-

- Compensation planning, George T Mulkovich & Jerry Newmann, McGraw Hill Publication
- Compensation and reward management, B. D. Singh, Excel Publication
- Aswathappa, K. (2001). Human resource & personal management (text & cases). New Delhi: Tata McGraw-Hill.
- Mamoria, C. B., & Gankar, S.V. (2002). Personal management (text & cases). New Delhi: Tata McGraw-Hill.
- Rao, T. V. (2015). Performance Management: Toward organizational excellence. Sage

Course Code : **BBAE-25-519**
Title of the Course : **INTRODUCTION TO BUSINESS ANALYTICS USING MS EXCEL**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the Implementation of Business Analytics in Management domain and Understand the spreadsheet software
 Course Outcomes: Student will be able to:

CO1: Understand about the Business Analytics
CO2: Understand the domain and decision making using the tools of Business Analytics
CO3: Create model using the knowledge of MS Excel
CO4: Understand the basic features and environment of MS Excel

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	S	W	M	W	W	W	S	M	W	S	S
CO2	S	M	M	S	M	M	W	W	S	S	M	W
CO3	S	S	M	S	M	W	W	M	W	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture (s)
Unit- I	Introduction to Business Analytics Introduction to business Analytics, Business Analytics Applications, Importance and Evolution of Business Analytics, Classification of Business Analytics.	5
	Business Analytics for Management decisions, Framework of Business Analytics, Scope and framework of Business Analytics.	6
	Variables for Business Analytics, Data handling in Business Analytics, Decision Models, Problem solving and decision making.	6
Unit- II	Experiment with Worksheets and Workbooks Create a workbook, Import data from a delimited text file, Add a worksheet to an existing workbook, Copy and move a worksheet, Search for data within a workbook, Navigate to a named cell, range, or workbook element, Insert and remove hyperlinks, Change worksheet tab color, Rename a worksheet, Changeworksheet order, Insert and delete columns or rows.	10
Unit-III	Change workbook themes, Adjust row height and column width, Insert headers and footers, Hide or unhide worksheets, Hide or unhide columns and rows, Customize the Quick Access toolbar, Modify document properties, Display formulas, Inspect a workbook for hidden properties or personal information, Inspect a workbook for accessibility issues, Inspect a workbook for compatibility issues	10
Unit-IV	Formula and Functions Insert references, Perform calculations by using the SUM, MIN and MAX functions, Perform calculations by using the COUNT function, AVERAGE function, Perform logical operations by using the IF function, SUMIF function, AVERAGEIF function, Perform statistical operations by using the COUNTIF function, Format text by using RIGHT, LEFT, and MID functions UPPER, LOWER, and PROPER functions.	8
	Total Hours	45

Reference books:

- Business Analytics for Managers: Taking Business Intelligence Beyond Reporting, Wiley
- Business Analytics: Data Analysis and Decision Making, Cengage

Course Code : **BBAE-25-520**
Title of the Course : **BIG DATA FUNDAMENTALS**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the concepts of Big data and its importance and the concept of data ingestion, fundamental concepts and tools of Hadoop

Course Outcomes: Student will be able to:

CO1: Exemplify the role of various tools of hadoop and recognize their impact in business decisions.
CO2: Develop the skills that will help them to solve complex real-world problems in decision support.
CO3: Explain the meaning and objective of Hadoop tools
CO4: learn the fundamental techniques and principles in achieving big data analytics with scalability and streaming capability.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	S	W	M	W	W	W	S	M	W	S	S
CO2	S	M	M	S	M	M	W	W	S	S	M	W
CO3	S	S	M	S	M	W	W	M	W	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture (s)
Unit- I	Introduction : Explain what Big Data is, Describe the complete open-source Hadoop ecosystem and its near-term future directions, Describe the major challenges of data, explain how the growth of interconnected devices contributes big data.	6
	List real-life examples of Big Data, List the types of Big Data, Identify Big Data use cases, Describe the evolution from traditional data processing to big data processing.	6
Unit- II	Introduction to Hortonworks Data Platform (HDP): Describe the functions and features of HDP, List the IBM value-add components, explain what IBM Watson Studio is, give a brief description of the purpose of each of the value-add components, Understand the basic need for a big data strategy in terms of parallel reading of large data files and internode network speed in a cluster.	10
Unit- III	Storing and querying data: List the characteristics of representative data file formats including flat/text files CSV XML JSON and YAML, List the characteristics of the four types of NoSQL datastores, Describe the storage used by HBase in some detail, Describe and compare the open-source programming languages Pig and Hive, List the characteristics of programming languages typically used by Hbase	12
Unit-IV	Loading data with Sqoop : List some of the load scenarios that are applicable to Hadoop Understand how to load data at rest, understand how to load data from common sources such as a data warehouse relational database web server or database logs, explain what is Sqoop Describe how Sqoop can be used to import data from relational systems into Hadoop and export data from Hadoop into relational systems.	11
	Total Hours	45

Reference books:

- Gelman, Andrew, and Jenifer Hill. Data Analysis using Regression and Multilevel/Hierarchical Models 1st ed. Cambridge, UK Cambridge University Press, 2006. ISBN 9780521867061
- Gelman, Andrew, John B Carlin, Hal S Stern and Donald B. Rubin, Bayesian Data Analysis, 2nd ed. New York: Chapman & Hall 2003, ISBN: 9781584883883
- Bigdata Analytics Shankarmani wiley 2017, 2nd Edition

Course Code : BBAE –25-521
Title of the Course : DESCRIPTIVE ANALYTICS

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the how analytics provided a solution to industries using real case studies, how a business analysis software works, and its architecture and Summarizing Reports for Analysis

Course Outcomes: Student will be able to:

CO1: Understand and critically apply the concepts and methods of business analytics.
CO2: Learn how to experiment, fix, prepare and present data quickly and easily
CO3: Explain the meaning and objective of business intelligence tool for managing and analyzing data.
CO4: Understand and Form relationships in your data model and learn data visualization best practices

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	S	W	M	W	W	W	S	M	W	S	S
CO2	S	M	M	S	M	M	W	W	S	S	M	W
CO3	S	S	M	S	M	W	W	M	W	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture (s)
Unit- I	Analytics Overview : The history of analytics and how it has changed today. Understanding how to analyze unstructured data. Understanding how analytics is making the world smarter. Understanding where the future of analytics lies. Explaining why successful enterprises need business analytics.	6
	Defining various types of analytics. Explaining how analytics supports retail companies. Understanding how analytics can reduce crime rates and accidents. Explaining the use of analytics in law enforcement and insurance companies. Comprehend how big data and analytics can help in understanding consumer/customer behavior.	6
Unit- II	Business Intelligence using Tools: Power BI – Advantages and Scalable Options, History – Power View, Power Query, Power Pivot, Business Analyst Tools, MS Cloud Tools, Power BI Installation and Cloud Account, Power BI Cloud and Power BI Service, Power BI Architecture and Data Access, Sample Reports and Visualization Controls. Power BI Cloud Account Configuration. Understanding Desktop & Mobile Editions, Report Rendering Options and End User Access, chart report types and properties, stacked bar chart, stacked column chart, clustered bar chart, clustered column chart	10
Unit- III	IBM Cognos Analytics : Demonstrating how to apply business intelligence. Learning how to access content, use reports, and create dashboards. Group, format, and sort list reports. Describing the various options for aggregating data.. Creating filters to narrow the focus of reports. Examining detail filters and summary filters. Determining when to apply filters on aggregate data. Formatting and sort crosstab reports. Creating charts containing peer and nested columns. Presenting data using different chart type options.	12
Unit-IV	Summarize report information: Passing parameter values to filter the data in drill-through targets, Modifying existing report structures. Applying horizontal formatting. Specifying print options for PDF reports, Describing Active Reports, and their value. Saving Active Reports. Creating Active Reports , Converting existing reports to Active Reports	11
	Total Hours	45

Reference books

- IBM Cognos Business Intelligence V10.1 Handbook, An IBM Redbooks publication
- IBM Cognos Business Intelligence by O'Reilly
- A Practical Guide to Self-Service Data Analytics with Excel 2016 and Power BI Desktop (2nd Edition)

Course Code : **BBAE – 25-522**
Title of the Course : **DATABASE MANAGEMENT SYSTEM**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The course is designed to understand the importance of database technology in today’s environment and to use this technology to manage their own data requirements , how of database design and their applications.

Course Outcomes: Student will be able to:

CO1: Understand the role of Database managementsystem applicable in an organization.
CO2: Analyze the role of keys in designing thedatabase.
CO3: Interpret languages of data and architecture ofDBMS.
CO4: Understand and construct the security systemrelevant to database management system.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	S	W	M	W	W	W	S	M	W	S	S
CO2	S	M	M	S	M	M	W	W	S	S	M	W
CO3	S	S	M	S	M	W	W	M	W	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture (s)
Unit- I	Introduction: Data Base Management System: Introduction, Advantages and Disadvantages. Data Models: Network data model, Hierarchical data model, Relational data model. Keys: Primary Key, Foreign Key and Candidate Key. Referential Integrity.	10
Unit- II	Languages of Data and DBMS Architecture : DDL and DML. E,R Diagram. Architecture of DBMS. Data Independence. Schema and Subschema. Functions of DBA.	8
Unit- III	File Handling: Types of files: Sequential files, Random files and Indexed Sequential files. Functional Dependency. Normalization: 1NF, 2NF, 3NF, BCNF.	12
Unit-IV	System Devices and Security System: Input and Output devices, offline storage devices, Tapes, Disks, Drums Information System and their Application. Programme Files, Security Consideration in Data Base Management System and performance improvements in Data Base.	15
	Total Hours	45

Reference books:

- Leon, Alexis. and Leon ,Matthews., Data Base Management System ,Leon Vikas Publishing.
- Ramakrishnan, R. and J. Gehrke., (2000), Database Management Systems, McGrawHill,Company, Higher Education.
- Elmasri, R. and S B Navathe.,(2000), Fundamentals of Database Systems, Addison Wesley.

Course Code : **BBAE-25-523**
Title of the Course : **FINANCIAL RISK ANALYSIS**

L	T	P	Credits
3	0	0	3

Course Outcomes:

On successful completion of the course the learner will be able to

CO1: Describe various concept associated with risk management and financial risk management.
CO2: Exemplify the financial risk management processes, frameworks.
CO3: Determine the various building blocks of risk management system and strategies.
CO4: Classify various risks associated with enterprise, banks, insurance etc.
CO5: Formulate the strategies to overcome with currency risk, credit risk, interest rate risk, legal risk, asset liability risk, liquidity risk etc.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M
CO5	M	S	M	S	W	M	W	W	S	W	M	W

Unit	Course outlines	Hour(s)
Unit-I	<p>Basics of Risk Management: Definitions of risk, Types of risks, Risk description, Inherent level of risk, Impact of risk on organizations, Impact of hazard risks, Risk and uncertainty, Principles of risk management, Importance of risk management, Risk management process, and Risk management framework. Financial Risk Management: Concept, Importance, Scope, Process of financial risk management.</p> <p>Risk & Volatility Measurement: need of risk management , role of rate and price in determination of risk, Factors that impact financial rates and price: Interest rates, Foreign Exchange Rates, Commodity Price, Operational Risk;</p>	9
Unit-II	<p>Market Data Analysis, Probability and distributions of asset prices, measuring return and risk, Modeling Risk Factors, Using implied volatility in Value-at-Risk measures; Measuring risk using Value-at-Risk, concept and computation of VAR using variance-covariance approach, Calculating portfolio risk of more than one Assets. Historical simulation & multifactor VaR, Marginal and relative VaR, expected shortfalls, treasury applications. Concept & need of volatility measurement, The issue of time aggregation, different measures of volatility such as EWMA, ARCH & GARCH processes, volatility clusters and the issue of time varying volatility.</p>	9
Unit-III	<p>Risk Management In Banking: Concept, Risk management structure in bank, Credit risk management, liquidity risk, interest rate risk, counterparty risk, market risk, environmental risk, currency risk, legal & regulatory risk, rating risk, pricing risk & capital allocation risk, loan review, NPA management, Risk in investment banking, capital risk; Basel committee norms for banking , Financial risk management using derivatives and insurance.</p>	9
	<p>Risk Management for Enterprise: concept, scope, enterprise risk, approaches for corporate risk management, ERM, Types of enterprise risk: technology risk, business strategy risk, legal and regulatory risk, product liability risk.</p> <p>Risk Management In Insurance: Introduction, Functions & Types of risk: Actuarial Risk, Asset liability risk, risk and capital, management of underwriting risks, investment risk, Investment management by insurers, investment risk management framework & policies.</p>	9
Unit-IV	<p>Credit Risk Basics: Probability of Default, Credit ratings & Transition Matrix analysis, Contingent claim approach and the KMV Model, Credit Risk Management and Credit VaR.</p> <p>Currency risk analysis: Currency risk analysis in global investing, interest rate parity (covered and uncovered), yen-carry trade syndrome, risk environment in Indian Forex markets, forwards and non- deliverable forwards, cross currency risk analysis</p>	9
	Total Hours	45

Reference Books:

- Corporate Financial and Risk Management - Nersesian, Roy L. - Jaico Publishing House
- Financial Risk Management: A Practitioner's Guide to Managing Market and Credit Risk - Steve L. Allen
- Modern Corporate Risk Management: A Blueprint for Positive Change and Effectiveness by Koller

Course Code : BBAE-25-524
 Title of the Course : DIGITAL BANKING

L	T	P	Credits
3	0	0	3

Course Outcomes:

On successful completion of the course the learner will be able to

CO1: Remember various concepts and products in Digital Banking
CO2: Explain and understand the significance and development of Digital Banking
CO3: Compare and contrast the Branchless Banking and Traditional Banking
CO4: Analyse the payment system of digital banking from consumer’s point of view
CO5: Evaluate Role of digital banking and emerging technologies in economic development

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M
CO5	M	S	M	S	W	M	W	W	S	W	M	W

Unit	Course outlines	Hour(s)
Unit-I	Introduction to Digital Banking: Concept, Advantages, Products, significance, development of digital Banking, Distinct Functionaries/Dimensions of a Digital Bank , Customer Education for Digital Banking, Role of digital banking in economic development, Financial Inclusion	9
Unit-II	Digital Banking Products: ATMs : Instant Money Transfer Systems, Proprietary, Brown Label and White Label ATMs, ATM Network Planning – Onsite / Offsite, Security and Surveillance of ATM Sites, Cash Deposit Machines : Overview, Features, CDM Network Planning – Onsite / Offsite and Profitability of CDMs Mobile Banking: Overview and Brief History, Product Features and Diversity, IMPS, Profitability of Mobile Banking, Risk Management and Frauds, Internet Banking : Product Features Corporate and Individual Internet Banking, Integration with e-Commerce Merchant sites, Back End Operations and Technology,	9
Unit-III	Branchless Banking: Objectives, Introduction, Financial Inclusion – Logic and logistics, Vehicles for Financial Inclusion, Business Correspondents / Business facilitators, Digital Banking Products for Financial Inclusion	9
Unit-IV	Payment System: Overview of global and domestic payment systems, Immediate Payment Service (IMPS), National Unified USSD Platform (NUUP) and UPI, Participants in UPI, Benefits to Participants, National Automated Clearing House (NACH) Aadhaar Enabled Payment System (AEPS) , e-KYC , Cheque truncation System (CTS) , National Financial Switch (NFS) , RTGS , NEFT,	9
	Innovation and Banking: Innovative Technologies in Banking: Artificial Intelligence, Machine Learning, Big Data, Block Chain, Forex Settlement	9
	Total Hours	45

Reference Books:

- Digital Banking – Indian Institute of Banking and Finance
- The Digital Banking Revolution – Lugi Wewege
- Digital Bank: Strategies to Launch or become a Digital Bank – Chris Skinner

Course Code : **BBAE-25-525**
Title of the Course : **ENTREPRENEURSHIP IN FINTECH**

L	T	P	Credits
3	0	0	3

Course Outcomes:

On successful completion of the course the learner will be able to

CO1: Understand the financing lifecycle of high-growth new ventures and startups
CO2: Apply financial innovation and technology in entrepreneurship
CO3: Analyse the technologies underlying crypto currencies and block chains in new business models
CO4: Assess the key technologies, business models, and companies of the startup fintech landscape.
CO5: Develop a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M
CO5	M	S	M	S	W	M	W	W	S	W	M	W

Unit	Course outlines	Hour(s)
Unit-I	Foundations of Entrepreneurship: features - Entrepreneur’s competencies, attitude, qualities, and functions. Entrepreneurial scenario in India and Abroad. Small Business, Importance in Indian Economy, Types of ownership, sole trading, partnership, Important features of various types of businesses – corporate entrepreneurship, intrapreneurship - Role of Government in the promotion of Entrepreneurship, Entrepreneurship as a career, Entrepreneurship as a style of management, Emerging Models of Corporate Entrepreneurship.	9

Unit-II	Startups in Emerging market: Emerging market - definition, concept and features. India's start up revolution– Trends, Imperatives, benefits. The typical stages of a startup, opportunities for Startup in Finance sector. Legal foundations, regulatory environment and startup funding, Case studies on real fintech startups and their journey.	9
Unit-III	Project Planning and Feasibility Studies: The Concept of Project, Project Life Cycle - Project Planning, Feasibility – Project proposal & preparation of DPR (detailed project report)	9
	Entrepreneurial Strategy: Generation of new business opportunity, Decisions under Uncertainty, entry strategy, environmental instability - Risk Reduction strategies, Market scope strategy- Imitation strategies	9
Unit-IV	Creating New Business Model by using FinTech applications: Subsectors where startups are either seeking to displace serving or sell them their services: Bitcoin/ Ethereum (and ICOs); personal finance; equity crowd funding; lending; payments; insurance; and remittances. Blockchain, peer-to-peer platforms, and artificial intelligence (e.g. machine learning) are key technologies underlying many of the new business models	9
	Total Hours	45

Reference Books:

- Meyer, M. H., & Crane, F. G. (2010). Entrepreneurship: An innovator's guide to startups and corporate ventures. SAGE Publications.
- Lerner, Josh, Ann Leamon, and Felda Hardymon. Venture Capital, Private Equity, and the Financing of Entrepreneurship. New York: John Wiley & Sons, 2012.
- Sironi, Paolo. FinTech Innovation: From Robo-Advisors to Goal Based Investing and Gamification (The Wiley Finance Series), Wiley, 2016.
- Ries, E. (2011). The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses. Random House LLC.

Course Code : BBAE -25-526
 Title of the Course : FINANCIAL ANALYTICS

L	T	P	Credits
3	0	0	3

Course Outcomes:

On successful completion of the course the learner will be able to

CO1: Remember various concepts and applications of Analytics in Finance
CO2: Explain and Understand the significance of Analytics in Finance
CO3: Identify and apply various analytical tools in Finance.
CO4: Analyse the significance of analytics in various financial situations.
CO5: Examine various models of analytics and form an opinion on use of relevant models.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M
CO5	M	S	M	S	W	M	W	W	S	W	M	W

Unit	Course outlines	Hour(s)
Unit-I	Introduction to Financial Analytics: Definition, relevance and scope financial Analytics, Components of Financial Analytics, Features of Financial Analytics recent trends in financial analytics.	9
Unit-II	Financial data & Statistics – Nature of data in finance and sources of financial data, cleaning and pre-processing data, building model using accounting and financial data. Statistics in Financial Analytics- Probability, Normal, Lognormal and distribution properties, decision making under uncertainty, use of linear regression model in finance, data visualisation using excel, R/Python/Tablue etc., analysing the trends and decision making	9
Unit-III	Financial Time Series, forecasting & Portfolio Analytics: Asset Returns, Distributional Properties of Returns, Review of Statistical Distributions and properties of financial time series, Price Asset Portfolio Models: Basics of portfolio construction, Markowitz Theorem, Capital Asset Pricing Model, Diversification and Portfolio Optimization.	9
Unit-IV	Modeling Volatility and Risk: Characteristics of volatility. Modeling volatility using ARCH/GARCH models. Measuring and modeling risk. Application of Value at Risk (VaR). Modeling Credit Risk: Corporate Liabilities as contingent claims, Endogenous default boundaries and optional Capital Structure, Intensity Modeling, Rating based term-structure models, Credit risk and interest-rate Swaps, Modeling dependent defaults.	9
	Business Valuation Analytics: Cash Flow statement – prepare and analyse, modelling and forecasting of financial statement & business valuation. Capital budgeting – application and issues. Use of real option for better financial outcomes.	9
	Total Hours	45

Reference Books:

- Dixon, Mathew F., Halperin, Igor, Bilokon, Paul, “ Machine Learning in Finance”, O’Reilly, 2019
- Foundations of Machine Learning, Mehryar Mohri, Afsin Rostamizadeh and Ameet Talwalkar, MIT Press, Second Edition, 2018.
- Financial Analytics with R _ Mark J. Bennets, Cambridge University Press
- William G. Foote. 2017. Financial Engineering Analytics: A Topical Manual Using R.
- Ruey S. Tsay (2010), “Analysis of Financial Time Series”, 3rd Edition, Wiley,
- Duffie, D. and Singleton, K.J (2003), “Credit Risk: Pricing, Measurement, and Management”, Princeton University Press.
- Christian Gourieroux & Joann Jasiak (2002), “Financial Econometrics: Problems, Models, and Methods”, Princeton University Press.
- David Ruppert (2011), “Statistics and Data Analysis for Financial Engineering”, Springer.

Course Code : **BBAE-25-527**
Title of the Course : **INTRODUCTION TO ANALYTICS**

L	T	P	Credits
3	0	0	3

Course Outcomes:

The objective of the course is to provide know-how to evaluate various alternatives by gaining insight from past performance in the essence of business analytics. Business analytics focuses on how business performance can be improved by changing the course of actions and using various tools to perform informed decision making.

On successful completion of the course the learner will be able to

CO1: Understand the need for effective business analytics within an organization
CO2: Analyze complex problems using advanced analytics tools.
CO3: Learn descriptive, predictive and prescriptive business analytics.
CO4: Interpret data for better decision-making
CO5: Provide know-how to evaluate various alternatives by gaining insight from past performance in the essence of business analytics

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M
CO5	M	S	M	S	W	M	W	W	S	W	M	W

Unit	Course outlines	Hour(s)
Unit-I	Introduction to Analytics Foundations of Business Analytics, Decision making, Introduction to Business Analytics, Models in Business Analytics, Problem solving with analytics, Big data, Stages of analytics (descriptive, predictive, prescriptive).	9
Unit-II	Descriptive Analytics Descriptive Statistical Measures: measures of location, dispersion, shape and association. Visualizing and Exploring Data: Overview, Tables, Charts, Advanced data visualization, data dashboards.	9
Unit-III	Predictive Analytics Trend lines and Regression Analysis, Forecasting Techniques, Introduction to Data Mining, Spreadsheet Modeling and Analysis, Monte Carlo Simulation and Risk Analysis	9
	Predictive Analytics Linear Optimization, Applications of Linear Optimization, Integer Optimization, Decision Analysis.	9
Unit-IV	Business Analytics Applications Application of Analytics in Finance, Marketing, Human Resource Management, Supply Chain, Healthcare, Social Media and Cyber Space.	9
	Total Hours	45

Reference Books:

- James, E.R. (2017). Business Analytics. UK: Pearson Education Limited.
- Camm, J.D., Cochran, J.J., Fry, M.J., Ohlmann, J.W., Anderson, D.R. (2015),
- Essentials of Business Analytics, Cengage Learning, Second Edition. Prasad, R. N., Acharya, S. (2011),
- Fundamentals of Business Analytics, Wiley.
- Schniederjans, M.J., Schniederjans, D.G., Starkey, C.M. (2014), Business Analytics: Principles, Concepts and Applications, Pearson.
- Liebowitz, J. (2013), Business Analytics: An Introduction, Auerbach Publications.
- Hardoon, D.R., and Shmueli, G. (2016), Getting Started with Business Analytics, CRC Press, Taylor & Francis.
- Rao, P.H. (2014), Business Analytics: An Application Focus, Prentice Hall India.
- Sharma, J.K., Khatua, P.K. (2012), Business Statistics, Pearson.

Course Code : **BBAE-25-528**
Title of the Course : **BUSINESS INTELLIGENCE**

L	T	P	Credits
3	0	0	3

Course Outcomes:

On successful completion of the course the learner will be able to

CO1: Understand the business intelligence and related concepts
CO2: Understand the importance of BI as good decision support system in an organization
CO3: Enable the learner to get a holistic perspective of BI tools
CO4: Provide a theoretical framework for the understanding of data warehousing and data mining
CO5: Introduce various concepts like Business Performance Management, Business Analytics and Data Visualization and their utility

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M
CO5	M	S	M	S	W	M	W	W	S	W	M	W

Unit	Course outlines	Hour(s)
Unit-I	Introduction to Business Intelligence (BI) Definition, History and Evolution, Styles of Business Intelligence, Benefits of Business Intelligence, Real-time Business Intelligence, Business Intelligence Value chain, Architecture of Business Intelligence	9
Unit-II	Data warehousing and Data mining Date Warehousing (DWH): - Definition, Characteristics, types,-Date warehousing frame work, Data Warehousing architecture, Alternative architectures, Data ware housing integration, Data ware housing-Development approaches, Real time data warehousing. Data Mining: - Definition, Characteristics, Benefits, Data mining functions, Data mining applications, Data mining techniques and tools. Text mining, Web mining	9
Unit-III	Business Performance Measurement (BPM) Definition, BPM v/s BI, Summary of BPM Process, Performance measurement, BPM methodologies, BPM architecture and applications, Performance dash boards.	9
	Business Analytics and Data Visualization Business Analytics-Definitions, Tools and techniques of BA, Advanced business analytics Business Analytics and Web usage, Benefits and success factors of Business Analytics. Data Visualization: Definition, New direction in Data Visualization, GIS, GIS v/s GPS	9
Unit-IV	Business Intelligence implementation and emerging trends Implementing Business Intelligence-Implementation Factors, Critical success factors of Business implementation, Managerial issues related to BI implementation, Business Intelligence and integration -Types, Need, and Levels of Business Intelligence integration. Emerging trends in Business Intelligence implementation, Social networks and Business Intelligence, Collaborative decision making, Reality mining	9
	Total Hours	45

Suggested Readings:

1. Business Intelligence-A Managerial Approach, Turban, Sharada, Delen, King- Pearson -Second Edition-2014.
2. Decision Support and Business Intelligence Systems -Turban, Aaronson, Liang, Sharada- Pearson, and latest Edition.
3. Successful Business Intelligence, Cindi Howson, McGraw Hill Education-Indian Edition.
4. Business Intelligence- A hands on approach by N. Rajeshwari, 1st Edition, PHI
5. Ramesh Sharda, Turban E, Business Intelligence and analytics, 10th Edition, Pearson Books
6. Bernard Marr, "Data strategy" Kogan Page publishing
7. Anoop V K Kumar, "Business Intelligence demystified" 1st edition 2022, BPB publications
8. Jarke M, Fundamentals of Data Warehousing, 2nd edition Springer India publication
9. Paulraj Ponniah, Data warehousing fundamentals for IT professionals, 2nd edition , John Wiley books
10. Lather A S, Anil K Saini "Business Intelligence and data warehousing" 2018, Narosa publication

Course Code : **BBAE-25-529**
Title of the Course : **BUSINESS ANALYTICS AND DATA SCIENCE**

L	T	P	Credits
3	0	0	3

Course Outcomes:

On successful completion of the course the learner will be able to

- CO1:** Learn business analytics career opportunities in business analytics
- CO2:** Understand data, big data and the way to manage the data in the organisation.
- CO3:** Gain knowledge on data visualisation, classification, evaluation and interpretation
- CO4:** Know data mining, multidimensional data analysis and concepts of association analysis and cluster analysis
- CO5:** Obtain knowledge on machine learning, artificial Intelligence and Frameworks for building Machine Learning Systems.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M
CO5	M	S	M	S	W	M	W	W	S	W	M	W

Unit	Course outlines	Hour(s)
Unit-I	Introduction: What is business analytics? Historical Overview of data analysis, Data Scientist vs. Data Engineer vs. Business Analyst, Career in Business Analytics, What is data science, Why Data Science, Applications for data science, Data Scientists Roles and Responsibility	9
Unit-II	Data: Data Collection, Data Management, Big Data Management, Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data, Data Visualization, Data Classification Data Science Project Life Cycle: Business Requirement, Data Acquisition, Data Preparation, Hypothesis and Modeling, Evaluation and Interpretation, Deployment, Operations, Optimization.	9
Unit-III	Introduction to Data Mining: The origins of Data Mining, Data Mining Tasks, OLAP and Multidimensional data analysis, Basic concept of Association Analysis and Cluster Analysis.	9
Unit-IV	Introduction to Machine Learning: History and Evolution, AI Evolution, Statistics Vs Data Mining Vs, Data Analytics Vs, Data Science, Supervised Learning, Unsupervised Learning, Reinforcement Learning, Frameworks for building Machine Learning Systems	9
	Application of Business Analysis: Retail Analytics, Marketing Analytics, Financial Analytics, Healthcare Analytics, Supply Chain Analytics	9
	Total Hours	45

Textbooks:

- Essentials of Business Analytics: An Introduction to the methodology and its application, Bhimasankaram Pochiraju, Sridhar Seshadri, Springer
- Introduction to Machine Learning with Python: A Guide for Data Scientists 1st Edition, by Andreas C. Müller, Sarah Guido, O'Reilly
- Introduction to Data Science, Laura Igual Santi Seguí, Springer.

Reference Books:

- Introduction to Data Mining, Pang-Ning Tan, Michael Steinbach, Vipin Kumar, Pearson Education India

Course Code : BBAE-25-530
 Title of the Course : DATA CLEANING, NORMALIZATION AND DATA MINING

L	T	P	Credits
3	0	0	3

Course Outcomes:

On successful completion of the course the learner will be able to

- CO1:** to know how to derive meaning form huge volume of data and information
- CO2:** Understand and interpret a business objective, and translate the business objective to business intelligence and data mining objectives.
- CO3:** Use the ETL concepts, tools and techniques to perform Extraction, Transformation, and Loading of data
- CO4:** Report the usable data by using various reporting concepts, techniques/tools, and use charts, tables for reporting in BI.
- CO5:** Use Analytics concepts like data mining, Exploratory and statistical techniques for predictive analysis in Business Intelligence.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M
CO5	M	S	M	S	W	M	W	W	S	W	M	W

Unit	Course outlines	Hour(s)
Unit-I	Introduction Data mining, Text mining, Web mining, Spatial mining, Process mining, BI process- Private and Public intelligence, Strategic assessment of implementing	9
	Data Warehousing Data ware house – characteristics and view - OLTP and OLAP - Design and development of data warehouse, Meta data models, Extract/ Transform / Load (ETL) design	9
Unit-II	Data Mining Tools, Methods And Techniques Regression and correlation; Classification- Decision trees; clustering –Neural networks; Market basket analysis- Association rules-Genetic algorithms and link analysis, Support Vect or Machine, Ant Colony Optimization	9
Unit-III	Modern Information Technology & Its Business Opportunities Business intelligence software, BI on web, Ethical and legal limits, Industrial espionage, modern techniques of crypto analysis, managing and organizing for an effective BI Team	9
Unit-IV	BI And Data Mining Applications Applications in various sectors – Retailing, CRM, Banking, Stock Pricing, Production, Crime, Genetics, Medical, Pharmaceutical	9
	Total Hours	45

Reference Books:

- Jaiwei Ham and Micheline Kamber, Data Mining concepts and techniques, Kauffmann Publishers 2006
- Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King, Business Intelligence, Prentice Hall, 2008.

Course Code : **BBAE-25-531**
Title of the Course : **FUNDAMENTALS OF INNOVATION**

L	T	P	Credits
3	0	0	3

Course Outcomes:

On successful completion of the course the learner will be able to

CO1: Understand and apply design thinking to identify and devise solutions
CO2: Identify and Interpret innovation and different dimension of innovation
CO3: provide knowledge on the concept of innovation
CO4: need of innovation in changing paradigms of business
CO5: give inputs on creativity and techniques for creative problem solving.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M
CO5	M	S	M	S	W	M	W	W	S	W	M	W

Unit	Course outlines	Hour(s)
Unit-I	Dynamics of Business Environment: India and Global Industry 4.0, Growth of Knowledge Economy, Ecological changes influencing business , Potential at the Bottom of the Pyramid	9
Unit-II	Creativity in Innovation Creativity - meaning, Creativity Process, Components of creative performance, Types of creativity and Techniques of creative problem solving, Design Thinking: Solution based approach to problem solving	9
Unit-III	Innovation in Entrepreneurship: Innovation: Meaning & significance of innovation, Types of innovation, Innovation Diffusion theory	9
	Innovation in Organizations Drivers of Innovation, Bottom up and Top down Innovation, Horizontal versus vertical innovation	9
Unit-IV	Dimension of Innovations: Innovation Eco-system in India and in select few countries, Social Innovation, Grassroots Innovation, Frugal Innovation- Case studies in India and abroad, Global Innovation: Global Innovation Index framework, GII (Case studies of Indian and global organizations)	9
	Total Hours	45

Reference Books:

- Making Breakthrough Innovations Happen, Porus Munshi, Marico Innovation Foundation
- Frugal Innovation, Navi Radjou and Jaideep Prabhu, Hachette India
- Jugaad Innovation, Navi Radjou and Jaideep Prabhu, Random House India
- Design thinking: new product development essentials from the PDMA by Luchs Michael G.
- Managing Creativity & Innovation By: Harvard Business School Press.
- Fortune at the bottom of the pyramid, 2005 By: Prahalad C K.

Course Code : **BBAE-25-532**
Title of the Course : **ENTREPRENEURSHIP AND NEW VENTURE PLANNING**

L	T	P	Credits
3	0	0	3

Course Outcomes:

This course aims to provide necessary inputs for entrepreneurial effort and planning to start a new venture and to enable them to investigate, understand and internalize the process of setting up a business.

On successful completion of the course the learner will be able to

CO1: Be familiarised with the fundamentals of entrepreneurship and its role in economic development and to motivate them towards entrepreneurial activities.
CO2: Understand the concept of entrepreneurial leadership and stimulate them to think and innovative as entrepreneurs.
CO3: be able to write effective business plans for establishing and managing any business venture.
CO4: know how to raise the funding for the business from different sources for a startup venture
CO5: form a business entity in the light of the legal and regulatory framework in India.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M
CO5	M	S	M	S	W	M	W	W	S	W	M	W

Unit	Course outlines	Hour(s)
Unit-I	Introduction: Concept of Entrepreneurship; Role of entrepreneurship in economic development; Understanding the entrepreneurial history of India: Pre-Independence and post-Independence Period; Factors impacting emergence of entrepreneurship; Managerial vs. entrepreneurial approach; Types of entrepreneurs, Characteristic of successful entrepreneurs; Entrepreneurship process; Women entrepreneurs; Social entrepreneurship; Entrepreneurial challenges.	9
Unit-II	Entrepreneurship Development and Leadership: Types of startups; Entrepreneurial class theories; Entrepreneurial training; EDP programmes Characteristics of entrepreneurial leadership, Components of entrepreneurial leadership; International entrepreneurship- Opportunities and challenges; Entrepreneurial challenges; Source of innovative ideas; Entrepreneurship and creativity; Techniques for generating ideas, Impediments to creativity.	9
Unit-III	New Venture Planning: Methods to initiate ventures; Acquisition-Advantages of acquiring an ongoing venture and examination of key issues; Franchising- how a franchise works, franchising law, evaluating of franchising opportunities; Developing a marketing plan- customer analysis, sales analysis and competition analysis, steps in marketing research; Marketing mix; Business plan-benefits of drivers, perspectives in business plan preparation, elements of a business plan; Feasibility analysis of a business Plan; Business plan failures.	9
Unit-IV	Financing Venture: Financing stages; Sources of finance; Venture capital; Criteria for evaluating new venture proposals; Evaluating venture capital- process; Sources of financing for Indian entrepreneurs (including angel funds, Seed capital fund).	9
	Special Issues for Entrepreneurs: Legal issues – Forming business entity, considerations and criteria, requirements for formation of a Private/Public Limited Company, intellectual property protection- patents, trademarks and copyrights –importance for start-ups, legal acts governing business in India; Opportunities and challenges; Intrapreneurship.	9
	Total Hours	45

Reference Books:

- Arya, K. (2016). Entrepreneurship: Creating and Leading an Entrepreneurial Organization. Pearson. Unit(s) - I, II, III, IV and V
- Hisrich, R. D., Shepherd, D. A. & Peters, M. P. (2016). Entrepreneurship. McGraw Hill Education. Unit(s) - I, II and III

Course Code : **BBAE-25-533**
Title of the Course : **INNOVATION MANAGEMENT**

L	T	P	Credits
3	0	0	3

Course Outcomes:

On successful completion of the course the learner will be able to

CO1: Understand the concept of Innovation & Creativity which will build a foundation in creative thinking among the students.
CO2: Gain knowledge on Innovation & Creativity process, principles and hurdles in creativity.
CO3: Acquire knowledge regarding scope, characteristics, evolution, and significance of Innovation Management.
CO4: Acquire knowledge regarding Tools For Innovation through Individual and Group Creative Techniques. This will develop skills for analyzing innovations.
CO5: Acquire knowledge regarding Areas of Innovation and will learn about Product and Process Innovation, Benchmarking, and Business Process Reengineering

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M
CO5	M	S	M	S	W	M	W	W	S	W	M	W

Unit	Course outlines	Hour(s)
Unit-I	Innovation & Creativity Innovation: Meaning, Concept, Characteristics, Importance, Principles of Innovation, Process Of Innovation. Creativity: Meaning, Concept, Importance, Creativity Process, Hurdles To Creativity	9
Unit-II	Innovation Management Concept, Scope, Characteristics, Evolution of Innovation Management, Significance, Factors Influencing Innovation	9
Unit-III	Tools for Innovation Creativity Thinking: Traditional V/S Creative Thinking, Individual Creativity Techniques: Meditation, Self-Awareness, & Creative Focus	9
Unit-IV	Group Creative Techniques: Brain Storming, off The Wall Thinking & Thinking Hats Method.	9
	Areas of Innovation Product Innovation: Concept, Packaging And Positioning Innovation Process Innovation: Concept, Requirement & Types: Benchmarking- Business Process Reengineering	9
	Total Hours	45

Reference Books:

- Innovation Management by C S G Krishnamacharyulu & Lalitha R, Himalaya Publishing House
- James A Christiansen, “Competitive Innovation Management”, published by Macmillan Business, 2000.
- Paul Trott, “Innovation Management & New Product Development”, published by Pitman, 2000.
- Kelley, Tom, Jonathn Littmant, and Tom Peters. The Art of Innovation: Lessons in Creativity from IDEO, America’s Leading Design Firm. New York: Doubleday, 2001.
- S. S. George, “Managing innovation in the New Millennium”, The ICFAI Press, 2004.
- Wagner, Tony. Creating Innovators: The Making of Young People Who Will Change the World. New York: Scribner, 2012

Course Code : **BBAE-25-534**
Title of the Course : **ENTERPRISES PERFORMANCE MANAGEMENT**

L	T	P	Credits
3	0	0	3

Course Outcomes:

On successful completion of the course the learner will be able to

CO1: To acquaint the students with a perspective of different facets of management of an enterprise
CO2: To provide inputs with reference to the Investment Decisions along with the techniques for those decisions
CO3: To inculcate the evaluation parameters of enterprise in terms of expenses, control systems and pricing
CO4: To develop the knowledge of the concept of auditing and its applicability as performance management tool

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Hour(s)
Unit-I	<p>Performance Management: Concept, Need, Linkages with Strategic Planning, Management Control and Operational Control.</p> <p>Performance Evaluation Parameters: Financial – Responsibility Accounting –Concept of Responsibility Centers, Revenue Centre, Expense Centre - Engineered and Discretionary costs – Committed costs, Profit Centre, Investment Centers. ROI, ROA, MVA, EVA – DuPont analysis. (Numericals Not expected – Interpretation only) Limitations of Financial Measures.</p> <p>Performance Evaluation Parameters: Non-Financial Performance measures – Balanced Scorecard, Malcolm Baldrige Framework. Measuring SBU Level Performance: Concept, Need, Linkages with Enterprise Performance Management – Goal Congruence. Transfer Pricing – Objective, Concept, Methods – Cost based, Market price based & Negotiated, Applicability of Transfer Pricing.</p>	9
Unit-II	<p>Capital Expenditure Control: Concept, Need, Process of Capital Budgeting, Types of capital expenditure decisions – pre-sanction, operational and post-sanction control of capital expenditure.</p> <p>Tools & Techniques of Capital Expenditure Control: Performance Index, Technical Performance Measurement, Post completion audit.</p>	9
Unit-III	<p>Performance Evaluation Parameters for Banks: Customer Base, NPAs, Deposits, RoI, Financial Inclusion, Spread, Credit Appraisal, Investments. Performance Evaluation Parameters for Retail: ABC analysis, Sell Through Analysis, Multiple Attribute Method, Gross Margin Return on Investment (GMROI), GMROI as Gross Margin/Average Inventory at Cost</p>	9
	<p>Performance Evaluation Parameters for Projects: Project Control Process: Setting base line plan, Measuring progress and performance, comparing plan against action, Taking action, Schedule variance (time overruns), Project Cost Variance (cost overruns).</p> <p>Performance Evaluation Parameters for Non-Profit: Features of Nonprofit organizations, fund accounting, governance, product pricing, strategic planning & budget preparations, social audit.</p>	9
Unit-IV	<p>Audit Function as a Performance Measurement Tool: Financial Audit, Internal Audit, Cost Audit, Management Audit – Principles and Objectives (Audit Reports / Formats are expected to be discussed in the class from a performance measurement perspective).</p>	9
Total Hours		45

Text Books

- Management Control System by Robert Anthony & Vijay Govindrajana, Tata McGraw Hill Publishing Co. Ltd., 12th Edition
- Management Control in Non Profit Organizations by Robert Anthony & David Young, McGraw Hill International Publication, 7th Edition
- Retailing Management by Swapna Pradhan, TMGH, 3rd Edition

Reference Books

- Project Management by K.Nagarajan, New Age International Publications, 2nd Edition
- Principles and Practices of Auditing by Ravindar Kumar & Virender Sharma, PHI.
- Principles and Practices of Banking by Indian Institute of Banking & Finance, MacMillan India Ltd.
- Financial Management by Prasanna Chandra, TMGH, 7th edition

Course Code : **BBAE-25-535**
Title of the Course : **SUPPLY CHAIN MANAGEMENT**

L	T	P	Credits
3	0	0	3

Course Outcomes:

To impart knowledge and understanding to students on Supply Chain Management and its relevance to today's business decision making.

Student will be able to:

CO1: Understanding of Supply Chain Fundamentals
CO2: Knowledge of Supply Chain Strategy
CO3: Ability to Analyze Supply Chain Processes
CO4: Proficiency in Supply Chain Technologies

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture(s)
Unit-I	Supply Chain definition – Objectives – Types – Various definitions – Drivers – Need for SCM – SCM as a profession, SCM decisions and skills – Strategy formulation in SCM – Value in Supply Chain – Tradeoffs – CRM Strategy relationship matrix	9
	Strategic Sourcing – Source evaluation – collaborative perspective – Buyer- Supplier Relationship – Partner Selection , develop of Partnership – importance of inventory – imbalances – uncertainties – inventory costs – inventory turnover ration	9
Unit-II	Transportation Selection – Tradeoff – modes of transportation – models for transportation and distribution – factors affecting network effectiveness, 3 PL advantages – Indian transport infrastructure – IT solutions – EDI, e-Commerce, e- Procurement – Bar Coding and RFID technology, Critical business processes and information systems – DBMS – benefits of ERP –information system and bull whip effect	10
Unit-III	SCM software packages – modeling concepts – Vendor analysis model – Coordinated SCM – Simulation modeling- Reverse Vs forward supply chain, types of reverse flows – collaborative SCM’s andCPFR – agile systems – sources of variability – characteristics – supplier interface – internal processes	10
Unit-IV	Supply Chain Management and profitability – quality management – mass customization and globalization, ethical Supply Chains – e-business and SCM – Balanced Score Card – Benchmarking, Performance measurement	7
	Total	45

Reference Books:

- Mohanty R.P, S.G Deshmuki “Supply Chain Management” Biztantra, New Delhi
- Gopalakrishnan P.– Purchasing and Materials management – Tata McGraw Hill

Course Code : **BBAE-25-536**
Title of the Course : **LOGISTICS MANAGEMENT**

L	T	P	Credits
3	0	0	3

Course Outcomes:

To familiarize the students with Warehousing, its importance, valuation, inventory stores management to provide adequate knowledge to minimize the cost and improve the overall efficiency of the operation.

Student will be able to:

CO1: Understanding of Logistics Concepts.
CO2: Supply Chain Management Knowledge.
CO3: Logistics Strategy Development.
CO4: Transportation Management.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture(s)
Unit-I	The Logistics of Business – The Logistical Value Proposition – The Work of Logistics – Logistical Operating Arrangements – Flexible Structure – Supply Chain Synchronization,	9
	Transport Functionality, Principles and Participants – Transportation Service – Transportation Economics and Pricing – Transport Administration – Documentation	9
Unit-II	International Logistics and Supply Chain Management: Meaning and objectives, importance in global economy, Characteristics of global supply chains,: Global Supply Chain Integration – Supply Chain Security – International Sourcing – Role of Government in controlling international trade and its impact on Logistics and Supply Chain.	9
Unit-III	International Insurance – Cargo movements – water damage – Theft – Privacy – pilferage – Other risk – perils with air shipments – Risk Retention – Risk Transfer – Marine Cargo Insurance – Coverage A,B,C classes – Elements of air freight Policy – Commercial Credit Insurance – Size of Vessels, Tonnage, Types of vessels- Container, Combination ships – Non vessel operating carriers	9
Unit-IV	International Air transportation – Types of aircrafts – Air cargo Regulations – Truck and Rail Transportation – Inter model – pipe lines – Packaging objectives – TCL,LCC – Refrigerator – goods – customs duty – Non Traffic barriers – customs cleaning process – International logistics Infrastructure	9
	Total	45

Reference Books:

- Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill.
- Burt, Dobbler, Starling, World Class Supply Management, TMH.
- Donald J Bowersox, David J Closs, Logistical Management, TMH
- Pierre David, “International Logistics”, Biztantra.
- Sunil Chopra, Peter Meindl, Supply Chain Management ,Pearson Education, India.

Course Code : **BBAE-25-537**
Title of the Course : **SUPPLY CHAIN RISK MANAGEMENT**

L	T	P	Credits
3	0	0	3

Course Outcomes:

To ensure that the students understand the significance of Risk handling in Organizations.

The importance of Risk Mitigation in the Organization and strategies to improve the Profitability

Student will be able to:

CO1: To understand the importance of Risk management in the Organization
CO2: To gain insights into capacity planning and Risk handling processes in organizations
CO3: To equip the students with Risk Pooling concepts and frameworks which are widely used in the Organization evaluation process
CO4: To enrich the students with Strategy formulation which increase Revenue for Organizations and reduce Ambiguity

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture(s)
Unit-I	Introduction to Supply Chain Risk Management: Definitions of Risk Management, Supply chain Drivers, Supply Chain and competitive advantage	9
Unit-II	Supply Chain Integration: Push and Pull Strategies, Framework for Supply chain Network Designs, Supply Chain Design in Uncertain Environment	9
	Risk Pooling and Supply Chain Design: Risk and ambiguity, Strategies for Supply Chain Revenue Management, Sustainable Supply chains	10
Unit-III	Planning and Co-ordination in Supply Chain: Co-ordination and Restructuring, Strategies to achieve Co-ordination, Strategic partnership and Trust in Supply Chain	10
Unit-IV	Bull-Whip effect in Supply Chain Management: Significance of Bull-whip effect, Benchmarking the Supply Chain, Supply Chain Simulation strategies and Evaluation	7
	Total	45

Reference Books:

- Douglas Long International Logistics: Global Supply chain Management Springer-Verlag New York, LLC: 2004
- Supply Chain Logistics Management – Bowersox & Cooper, McGraw Hill, 2nd Indian Ed.

Course Code : **BBAE-25-538**
Title of the Course : **INTERNATIONAL TRANSPORTATION MANAGEMENT**

L	T	P	Credits
3	0	0	3

Course Outcomes:

To ensure that the students understand the importance of Transport infrastructure in the development of the economy.

To make the students understand the role of Inter-Modal transport role in facilitating trade in Global business environment

Student will be able to:

CO1: To understand the changing trends and the role of Transportation in regional development
CO2: To understand the various types of Inter-Modal transportation and their importance in the movement of materials in a secure manner.
CO3: To understand the role of Intermodal Transport in facilitating Logistics Planning and capacity building to the Nation
CO4: To empower the students with innovations in Transportation management and its critical role in contributing to the Nominal Gross domestic product of the nation

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Lecture(s)
Unit-I	Introduction to International Transport Management: International Transport systems, Significance of Transport Services, Transportation Modes Modes: Road Transport, Rail Transport, Maritime transport, Air transport, Trans Continental bridges Transport Corridors, Intermodal transportation	9
Unit-II	Transportation Management Process: Transportation Carrier selection, Transportation and Traffic Management, Transportation and Pricing	10
Unit-III	International Transportation Policies: Ocean Transportation- Liners, Tramps & Private Vessels, International Freight Forwarders. Land Mini and Micro Bridge, Laws and Licenses- Air, Sea and Intermodal	10
Unit-IV	Transportation Management Systems (TMS)Software: Emerging trends in International Transportation, Role of GPS in Scheduling and traffic management, Global Positioning systems and Transportation Systems software	7
	Total	45

Reference Books:

- Donald J. Bowersox, David J Closs, Logistical Management, TMH 2.Sunil Chopra, Peter Meindl, Supply Chain Management, Pearson Education, India
- Douglas Long International Logistics: Global supply chain management Springer-Verlag New York, LLC; 2004

Course Code : **BBAE-25- 539**
Title of the Course : **FOUNDATION OF DIGITAL MARKETING**

L	T	P	Credits
3	0	0	3

Course Outcomes:

CO1: Comprehend how to promote business effectively online and develop a targeted online marketing strategy that engages potential customers throughout the digital landscape
CO2: Develop skills to maximize email marketing campaigns, optimal audience outreach, and analyze customer interactions and data
CO3: Use basic mobile marketing concepts and trends, develop a strategy that works for business, and optimize strategy
CO4: Develop skill for creating, promoting and measuring valuable and relevant content aiming to attract and engage a profitable audience

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Hour(s)
Unit-I	Introduction and digital landscape: Introduction, outline, schedule and ground rules – evolution, New Technologies: Emerging technologies, adoption and impact of digital technologies, Research and elements of digital: Researching of digital - consumer, product, competition, Core elements of digital: Web, mobile, email, search, social media, content & advertising	8
Unit-II	Gearing up for digital and digital strategy: Digital in the industry, organization and business, Gearing for digital: Key skills, traits and attitudes, digital strategy and frameworks	6
	Online communities: Community management, content marketing strategy, Social communities: Social listening, competitor analysis, content audit, case studies	9
Unit-III	Marketing automation: Email marketing, automate repetitive marketing tasks, track and measure campaign performance, Marketing optimization: Techniques to improve ROAS (Return on Ad Spend) - landing Page optimization, Campaign optimization and Ads Optimization	8
Unit-IV	Social media marketing: An introduction, analyze social media tools and implementation of social media marketing	4
	Mobile marketing: Introduction to mobile marketing, opportunity, advertise, analyse mobile marketing, E-Mail Marketing: Process, design and content, effective email marketing campaigns	6

Reference Books:

- Fundamentals of Digital Marketing By Puneet Singh Bhatia, Pearson
- Digital Marketing By Seema Gupta, Mcgraw Hill Education
- Digital Marketing By Vandana Ahuja, Oxford University Press

Course Code : **BBAE-25-540**
Title of the Course : **SOCIAL MEDIA MARKETING**

L	T	P	Credits
3	0	0	3

Course Outcomes:

CO1: Describe the social media and develop skill to use various channels in order to implement marketing strategy
CO2: Use principles of consumer and social psychology to develop social media content and campaigns that engage consumers
CO3: Describe the major social media marketing portals that can be used to promote a company, brand, product, service or person
CO4: : Develop effective social media marketing strategies for various types of industries and businesses

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Hour(s)
Unit-I	Understanding social media marketing: Importance of social media, changing role of social media marketer, understanding the role of the influencer, types of influencers, comparison of social media platforms with other marketing efforts	8
Unit-II	Social media competitors: Classify consumer activities, identification of personas, analyzing competitor efforts, Social media marketing campaigns: Types of campaigns, characteristics of a good campaign, planning of marketing campaign	6
Unit-III	Developing social media marketing voice: Importance and characteristics of SMM voice, difference between SMM voices and brand choices, SMM voice objectives, selection of owner of organization's SMM voice	9
Unit-IV	Finding the right platforms: Choosing social media platforms, evaluation of resources, use of platforms as audience research tools	8
	Social media metrics: Influencer specific metrics, Facebook metrics, Instagram metrics, YouTube metrics, Twitter metrics	4
	Social media governance and tools: Public relations, consumer relations, social media governance models, social media crisis	6

Reference Books:

- Social Media Analytics By Matthew Ganis, Avinash Kohirkar, Pearson Education India
- Social Media Marketing By Tracy L. Tuten, Michael R. Solomo, Sage Publications

Course Code : **BBAE-25-541**
Title of the Course : **SEARCH ENGINE OPTIMIZATION**

L	T	P	Credits
3	0	0	3

Course Outcomes:

CO1: Articulate the role of SEO in web and content strategies
CO2: Research and define the keywords for ranking websites in order to gain competitive advantage
CO3: Examine how to analyze, organize, create, and build content utilizing various strategies.
CO4: Discuss the process of effective web pages indexing by search engines and tracking the outcomes.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Hour(s)
Unit-I	Introduction to search engines: users of search engines, SERPs, elements of keyword rankings, minor, major and meta search engines, relationship between search engines, Recognizing and reading SERP: reading SERP results, effects of blended search, googles' knowledge graph, semantic search and Hummingbird approach	8
Unit-II	Drivers of search results: power user search, using advanced operators, long-tail and short-tail keywords, using predictive research	6
	Spamming search engines: types of spam, doorway pages, cloaking, stuffing, discovering and reporting spam, ethical SEO	9
Unit-III	Keyword research and selection: theme related keywords, industry/competitor research, client niche keywords, seasonal keywords, using phrases, keyword vs. semantic search	8
Unit-IV	Search engine compatibility techniques: compatibility elements; coding, SIFR, HTML and W3C, formulating category structure, navigation types, linking techniques	4
	Keyword implementation: keyword lists, using keywords; relevance, stopwords, depth, HTML, single page analyzer, keyword integration	6

Reference Books:

- The Art of SEO By Stephan Spencer, Eric Enge, And Jessie Stricchiola, O' Reilly

Course Code : **BBAE-25-542**
Title of the Course : **DIGITAL ENTREPRENEURSHIP**

L	T	P	Credits
3	0	0	3

Course Outcomes:

CO1: Students should gain a comprehensive understanding of various digital business models, including e-commerce, SaaS (Software as a Service), digital marketplaces, and platform-based models.
CO2: Students should be able to conduct market research to identify opportunities in the digital landscape
CO3: Students should learn about various digital marketing strategies and tools to promote their ventures effectively.
CO4: Students should develop an entrepreneurial mindset characterized by creativity, resilience, adaptability, and a willingness to take calculated risks.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	W	M	W	W	W	M	M	W	S	S
CO2	M	S	M	S	W	M	W	W	S	W	M	W
CO3	S	S	M	M	M	W	M	M	S	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Unit	Course outlines	Hour(s)
Unit-I	Entrepreneurship and Start up: Entrepreneurship in the twenty-first century, social and civic –entrepreneurship, Innovation and entrepreneurship, Developing creativity, business idea and evaluation, Developing the business plan and launching the business, Financing the business, Growing the business, Exit: Failure and success	8
	The Digital landscape for Digital Start-ups, Accelerators and Incubators in the 21st century	6
Unit-II	Introduction to Entrepreneurship: Concepts and Overview of Entrepreneurship, Evolution and Growth of Entrepreneurship from a global perspective, The Role of Entrepreneurs in the economic developments and myths about entrepreneurs	9
Unit-III	Digital Entrepreneurship: Meaning, Definition of Digital Entrepreneurship and Digital Entrepreneurs. New Opportunities and Challenges. Reasons for entrepreneurs to turn into Digital Entrepreneurs. Entrepreneurship and Digital entrepreneurship – Difference and pillars of Digital Entrepreneurship. Reducing Barriers to Entrepreneurship in the digital era and the New entrepreneurial challenges in the digital era.	8
Unit-IV	The role of Market Orientation in Digital Entrepreneurship, Importance of Digital Entrepreneurship and ways Digital Entrepreneurship can be encouraged. Definition of Digital, Transformation and interrelationship between Digital Transformation and Digital Entrepreneurship, characteristics of Digital Transformation.	4
	Digital Business Design: Definition of Digital Business Design, types of Digital Business and the importance of Digital Business Design for Digital Entrepreneurs. Preparing for the Digital Revolution.	6

Reference Books:

- Entrepreneurship –Successfully launching new ventures –third edition – Bruce R. Barringer, R. Duane Ireland – Pearson
- Entrepreneurship & Small Business- Start –Up, Growth & Maturity, - Third Edition, Paul Burns – Palgrave Macmillan
- Product Management – Donald R.Lehaman, Russel.s. Winer, Tata McGrawhill edition

(U/S 2(f) and 12B of the UGC Act1956, NAAC Accredited)



DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Faculty of Business Administration and Hospitality Management
Department of Business Management and Commerce
Scheme For

Program: Bachelor of Business Administration, Session: 2025-2026
BBA Third Year – Sixth Semester

Course Code	Course Name	External Marks	Internal Marks	Max. Marks	L	T	P	Credits
BBAI-25-601	Industrial Training Project	100	--	100	0	0	0	3
BBAR-25-602	Project Report	100	--	100	0	0	0	3
BBAS-25-603	Seminar On Project Report	--	100	100	0	0	0	3
BBAV-25-604	Viva-Voce	100	--	100	0	0	0	3
Total		300	100	400	0	0	0	12

Course Code : **BBAI-25-601**
Title of the Course : **INDUSTRIAL TRAINING PROJECT**

L	T	P	Credits
3	0	4	3

Course Outcomes:

The primary objective is to make students familiar with projects undergoing in industry and develop awareness about general workplace behaviour.

Course outcome: Students will be able to :

CO1: Practical experience: Students gain hands-on experience in real-world scenarios.
CO2: Industry exposure: Students learn about industry standards, practices, and technologies.
CO3: Skill development: Students develop technical and soft skills, such as communication, teamwork, problem-solving, and critical thinking.
CO4: Professional networking: Students build connections with industry professionals and peers.

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	S	W	M	W	W	W	S	M	W	S	S
CO2	S	M	M	S	M	M	W	W	S	S	M	W
CO3	S	S	M	S	M	W	W	M	W	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

The student shall have to undergo an industrial training under the instructor (to be allocated by the company). The instructor shall send the evaluation (out of 100 marks) of the student of the training period in a sealed envelope to the department.

Course Code : **BBAR-25-602**
Title of the Course : **PROJECT REPORT**

L	T	P	Credits
3	0	4	3

Course Outcomes:

The primary objective is to make students familiar with projects undergoing in industry and develop awareness about general workplace behaviour.

Course outcome: Students will be able to :

CO1: Practical experience: Students gain hands-on experience in real-world scenarios.
CO2: Industry exposure: Students learn about industry standards, practices, and technologies.
CO3: Skill development: Students develop technical and soft skills, such as communication, teamwork, problem-solving, and critical thinking.
CO4: Prepare professional work reports and presentations

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	S	W	M	W	W	W	S	M	W	S	S
CO2	S	M	M	S	M	M	W	W	S	S	M	W
CO3	S	S	M	S	M	W	W	M	W	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

In the sixth semester every student is required to take up a major research project in his/her relevant area of specialization. The project shall be carried out under the supervision of Faculty Member and instructor in the industry. The project report shall be signed by both the instructor and the faculty member.

Course Code : **BBAS-25-603**
Title of the Course : **SEMINAR ON PROJECT REPORT**

L	T	P	Credits
3	0	4	3

Course Outcomes:

The primary objective is to make students familiar with projects undergoing in industry and develop awareness about general workplace behaviour.

Course outcome: Students will be able to :

CO1: Practical experience: Students gain hands-on experience in real-world scenarios.
CO2: Industry exposure: Students learn about industry standards, practices, and technologies.
CO3: Skill development: Students develop technical and soft skills, such as communication, teamwork, problem-solving, and critical thinking.
CO4: Prepare professional work reports and presentations

CO/PO Mapping

(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak

Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	S	W	M	W	W	W	S	M	W	S	S
CO2	S	M	M	S	M	M	W	W	S	S	M	W
CO3	S	S	M	S	M	W	W	M	W	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

The student has to make power point presentation on the project work done by him. He will be evaluated internally by internal examiner out of 100 marks

Course Code : **BBAS-25-604**
Title of the Course : **VIVA-VOCE**

L	T	P	Credits
3	0	4	3

Course Outcomes:

The primary objective is to make students familiar with projects undergoing in industry and develop awareness about general workplace behaviour.

Course outcome: Students will be able to :

CO1: Practical experience: Students gain hands-on experience in real-world scenarios.
CO2: Industry exposure: Students learn about industry standards, practices, and technologies.
CO3: Skill development: Students develop technical and soft skills, such as communication, teamwork, problem-solving, and critical thinking.
CO4: Prepare professional work reports and presentations

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	M	S	W	M	W	W	W	S	M	W	S	S
CO2	S	M	M	S	M	M	W	W	S	S	M	W
CO3	S	S	M	S	M	W	W	M	W	M	M	S
CO4	S	M	S	S	S	M	M	W	M	W	S	M

Every student will have to appear for comprehensive VIVA at the end of the semester. This VIVA-VOCE examination is based on the training done by student; each student is required to face a board composed of one external examiner, one internal examiner and the principal/director of the college or his nominee.



(U/S 2(f) and 12B of the UGC Act1956, NAAC Accredited)

DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Faculty of Business Administration and Hospitality Management
Department of Business Management and Commerce
Scheme For

Program: Bachelor of Business Administration (Hons. With Research)

Session: 2025-2026

BBA Fourth Year – Seventh Semester

S. No.	Course Code	Course Name	CourseType	Internal Marks	External Marks	Max Marks	L	T	P	C	Exam Hrs
1	BBAB-25-701	Business Analytics	Core Subject (CS) –18 (Theory)	40	60	100	4	0	0	4	3
2	BBAR-25-702	Research Ethics	Core Subject (CS) –19 (Theory)	40	60	100	4	0	0	4	3
3	BBAR-25-703	Research Methodology	Core Subject (CS) –20 (Theory)	40	60	100	4	0	0	4	3
4	BBAM-25-704	Marketing Research	Core Subject (CS) –21 (Theory)	40	60	100	4	0	0	4	3
5	BBAS-25-705	Seminar	Seminar (Practical)	-	100	100	2	0	4	4	-
Total				160	340	500	18	0	4	20	

Abbreviations: L: Lecture, T: Tutorial, P: Practical, C: Credits, N.A: Not Applicable

Course Code : **BCOM-25-701**
Title of the Course : **BUSINESS ANALYTICS**

L	T	P	Credits
4	0	0	4

Course Outcomes:

This Course aims at providing the overview of various concepts related to Business Analytics, Evolution, Architecture, Benefits, Future of Business Analytics, Data Modeling Concepts, Types and Techniques Data Warehouse: Definition, Architecture, Development and Implementation issues⁷

Upon completion of this course, the student will be able to:

CO1: Recognize, understand and apply the language, theory and models of the field of business analytics
CO2: Critically analyze, synthesize and solve complex unstructured business problems.
CO3: Understand and critically apply the concepts and methods of business analytics
CO4: Interpret results/solutions and identify appropriate courses of action for a given managerial situation whether a problem or an opportunity

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	S	M	S	S	S	M	S	S	M	M
CO2	S	S	S	M	S	S	S	M	S	S	M	M
CO3	S	S	S	M	S	S	S	M	S	S	M	M
CO4	S	S	S	M	S	S	S	M	S	S	M	M

Unit	Course outlines	Lecture (s)
Unit-I	Business Analytics: Definition, Evolution, Architecture, Benefits, Future;	10
	Business Analytics as Solution for Business Challenges, Effective Predictive Analytics, Integrating Analytics in Business Processes.	610
Unit-II	Unstructured Data Analytics: Balanced Scorecard, Dashboards, KPI based on Dashboard and Scorecard, LOFT effect, Data Quality, Master Data Management, Data Profiling.	10
Unit-III	Data Modelling: Concepts, Data Modelling Types and Techniques,	10
	Multidimensional modelling: measures, dimensions, attributes and hierarchies, Schemas, Data Marts, Data Integration: Extraction, Transformation and Load Processes.	10
Unit-IV	Data Warehouse: Definition, Architecture, Development and Implementation issues, Introduction to OLTP and OLAP, Data Mining:	10
	Total Hours	60

Reference Books

- Jean Paul Isson and Jesse S. Harriott, 'Win with Advanced Business Analytics', 1st Edn., John Wiley & Sons, 2012.
- Cindi Howson, 'Successful Business Intelligence: Unlock the Value of Bi & Big Data', 2nd Edn., Tata McGraw Hill, 2013.
- Efraim Turban, Ramesh Sharda, Dursun Delen and Daid King, 'Business Intelligence: A Managerial Approach', 1st Edn., Pearson, 2013.
- Brian Larson, 'Delivering Business Intelligence with Microsoft SQL Server 2012', 3rd Edn., Tata McGraw Hill, 2012

Course Code : **BBAR-25-702**
Title of the Course : **RESEARCH ETHICS**

L	T	P	Credits
4	0	0	4

Course Outcomes:

The course is designed to provide students with knowledge, general competence, and analytical skills in Research & Publication Ethics.

Student will be able to:

CO1: Develop understanding on ethical issues related to Research
CO2: Build a strong foundation for future research work in a systematic manner
CO3: To identify research misconduct and predatory publications.
CO4: Get familiar with current research trends

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	M	S	S	M	M	W	M	S
CO2	S	S	M	W	M	W	M	M	S	W	M	S
CO3	S	S	S	S	M	S	S	M	S	M	S	S
CO4	S	S	S	M	S	M	S	M	M	W	S	S

Unit	Course outlines	Lecture(s)
Unit-I	Introduction to philosophy: definition, nature and scope, concept, branches	10
	Ethics: definition, moral philosophy, nature of moral judgments and reactions.	10
Unit-II	Ethics with respect to science and research - Intellectual honesty and research integrity - Scientific misconducts: Falsification, Fabrication and Plagiarism (FFP) -	15
Unit-III	Redundant Publications: duplicate and overlapping publications, salami slicing - Selective reporting and misrepresentation of data.	10
Unit-IV	Use of plagiarism software like Turnitin, Urkund and other open source software tools	15
	Total lectures	60

Reference books:

- Nicholas H. Steneck. Introduction to the Responsible Conduct of Research. Office of Research Integrity. 2007. Available at: <https://ori.hhs.gov/sites/default/files/rcrintro.pdf>
- The Student's Guide to Research Ethics By Paul Oliver Open University Press, 2003
- Responsible Conduct of Research By Adil E. Shamoo; David B. Resnik Oxford University Press, 2003
- Ethics in Science Education, Research and Governance Edited by Kambadur Muralidhar, Amit Ghosh Ashok Kumar Singhvi. Indian National Science Academy, 2019. ISBN : 978-81-939482-1-7.
- Anderson B.H., Dursaton, and Poole M.: Thesis and assignment writing, Wiley Eastern 1997.
- Bijorn Gustavii: How to write and illustrate scientific papers? Cambridge University Press.
- Bordens K.S. and Abbott, B.b.: Research Design and Methods, Mc Graw Hill, 2008.
- Graziano, A., M., and Raulin, M.,L.: Research Methods – A Process of Inquiry, Sixth Edition, Pearson, 2007.

Course Code : **BBAR-25-703**
Title of the Course : **RESEARCH METHODOLOGY**

L	T	P	Credits
4	0	0	4

Course Outcomes:

The course is designed to understand the various concept like Introduction to Research, Sampling Design, Hypnosis, Testing of Hypothesis, Collection methods, Statistical Analysis of Data , Parametric and Non Parametric Tests, Report writing.

Student will be able to:

CO1: Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.
CO2: Have basic knowledge on qualitative research techniques
CO3: Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis
CO4: Have basic awareness of data analysis-and hypothesis testing procedures.

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	M	S	S	M	M	W	M	S
CO2	S	S	M	W	M	W	M	M	S	W	M	S
CO3	S	S	S	S	M	S	S	M	S	M	S	S
CO4	S	S	S	M	S	M	S	M	M	W	S	S

Unit	Course outlines	Lecture(s)
Unit-I	Introduction to Research: Nature, Objectives, Types & Utility, Process of Research. Research Problem, Research Design,	10
	Sampling Design: Types & Size of the sample, Measurement scales sources of error in measurement.	10
Unit-II	Hypothesis: Meaning, Nature, Importance, Types, Criteria for Construction of Hypothesis. Testing of Hypothesis: Procedure, Measuring power of test, Type I & Type II errors	10
Unit-III	Data. Collection <i>Methods</i> : Primary Sources: Observation, Interview, Questionnaire, Schedules, Survey. Secondary Sources: Types and Sources of locating secondary distributions, data.	10
	Literature Review: Its need and significance in Research, Sources of Literature Review, APA & MLA styles of Thesis writing, Meaning of Bibliography/References	10
Unit-IV	Synopsis: Steps involved in writing synopsis, Report Writing: Mechanics of report writing, preliminary pages, Main body, appendices.	10
	Total lectures	60

Reference books:

- C. R. Kothari, Research Methodology, New Age International Publisher Edition (2012)
- S. P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi (2017)
- GC Beri, Business Statistics, Tata Mcgraw Hill Publication (2010)
- JK Sharma, Business Statistics, Pearson Education, New Delhi (2006)

Course Code : **BBAM-25-704**
Title of the Course : **MARKETING RESEARCH**

L	T	P	Credits
4	0	0	4

Course Outcomes:

The course is designed to understand the various concept like Introduction to Research, Sampling Design, Hypnosis, Testing of Hypothesis, Collection methods, Statistical Analysis of Data , Parametric and Non Parametric Tests, Report writing.

Student will be able to:

CO1: Understand and critically discuss the marketing research process.
CO2: Know and critically discuss the various philosophical debates surrounding research in marketing/business studies. Understand and apply the various methodologies and methods of marketing research.
CO3: Understand the various methodologies and methods of marketing research
CO4: Critically assess the relative benefits and costs of specific methods of data collection, data analysis and presentation of data.

CO/PO Mapping (S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	W	M	S	S	M	M	W	M	S
CO2	S	S	M	W	M	W	M	M	S	W	M	S
CO3	S	S	S	S	M	S	S	M	S	M	S	S
CO4	S	S	S	M	S	M	S	M	M	W	S	S

Unit	Course outlines	Lecture(s)
Unit-I	Marketing Research-Basic understanding - Meaning of Market Research & Marketing Research, Role of Marketing Research in Marketing Management, process of Marketing Research, Ethical Issues in Marketing Research, Nature & contents of Ethical Issues, Meaning of Market Research & Marketing Research, Role of Marketing Research in Marketing Management, process of Marketing Research, Ethical Issues in Marketing Research, Nature & contents of Ethical Issues.	15
Unit-II	Branches of Marketing Research - Consumer Research - Meaning & Scope, Need, Functions. Product Research - Meaning & Scope, Importance. Advertising Research - What to Test, When to Test. Media Research - Functions of Media Research. Motivational Research - Meaning uses & Limitations. Techniques - Marketing Research in India.	15
Unit-III	Marketing Research Proposal & Design & Scales of Measurement - Marketing Research Proposal – Meaning, Elements of Research Proposal. Marketing Research Design – Its Meaning, Its Importance, Types of Research Design, Criteria of good Research Design. Scales of Measurement – Meaning of Measurement in Marketing Research, criteria of sound Measurement of Marketing Research.	15
Unit-IV	Sampling in Marketing Research & Marketing Research Report -Meaning of sampling, steps of sampling process, Types of sampling plans, Meaning of Marketing Research Report, writing criteria of Marketing Research Report, Proforma / Format of a Market Research Report, Types of Research Report.	15
	Total lectures	60

Reference books:

- Essentials of Marketing Research By S.A.Chunawala – Himalaya Publishing House.
- Marketing Research By B.S.Goel - Pragati Prakashan, Meerut (UP)
- Marketing Management by Kotler, Keller, Koshy, Jha, (13th Edition Pearson.)

Course Code: BBAS-705
Title of the Course : SEMINAR

L	T	P	Credits
2	0	4	4

Every student will have to appear for Seminar at the end of the semester. This Seminar is based on students' specialization; each student is required to face a board composed of one external examiner, allotted guide and the HOD/Director of the department.



(U/S 2(f) and 12B of the UGC Act1956, NAAC Accredited)

DESH BHAGAT UNIVERSITY, MANDI GOBINDGARH
Faculty of Business Administration and Hospitality Management
Department of Business Management and Commerce
Scheme For

Program: Bachelor of Business Administration (Hons. With Research)

Session: 2025-2026

BBA Fourth Year – Eighth Semester

S. No.	Course Code	Course Name	Course Type	Internal Marks	External Marks	Max Marks	L	T	P	C	Exam Hrs
1	BBAS-25-801	Advanced Statistics	Core Subject (CS) – 22 (Theory)	40	60	100	4	0	0	4	3
2	BBAA-25-802	Application of Statistical Software- SPSS	Core Subject (CS) – 23 (Practical)	40	60	100	4	0	4	6	3
3	BBAD-25-803	Dissertation	Core Subject (CS) – 24 (Practical)	--	100	100	6	0	12	12	-
Total				80	220	300	14	0	16	22	

Abbreviations: L: Lecture, T: Tutorial, P: Practical, C: Credits, N.A: Not Applicable

After the successful completion of 4 years/ 8 semesters student will be awarded Bachelor’sDegree in Business Administration (Hons). [BBA (Hons)]

Course Code : **BBAS– 25-801**
Title of the Course : **ADVANCED STATISTICS**

L	T	P	Credits
4	0	0	4

Course Outcomes:

The course is designed to understand the various concept Statistical Analysis of Data ,Parametric and Non Parametric Tests, Report writing.

Student will be able to:

CO1: Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.
CO2: Have basic knowledge on qualitative research techniques
CO3: Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis
CO4: Have basic awareness of data analysis-and hypothesis testing procedures.

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	M	M	S	M	M	W	M	S
CO2	S	S	M	S	M	W	W	M	S	W	W	S
CO3	S	S	M	S	S	W	M	M	S	M	M	S
CO4	S	S	S	S	S	M	M	M	M	M	W	M

Unit	Course outlines	Lecture(s)
Unit-I	Time Series and Forecasting: Introduction, components of time series analysis, measurement of secular trend, and measurement of seasonal variations, measurement of cyclical variations.	10
	Statistical Decision Theory: Decision environment, Expected profit under certainty, risk and uncertainty, Utility theory.	10
Unit-II	Application of Probability and probability distributions in business decision making: probability Theory; Classical, relative and subjective probability, Addition and multiplication probability models; Conditional probability and Baye's Theorem. Probability Distributions: Binomial, Poisson, and Normal distributions: characteristics and applications.	15
Unit-III	Statistical Estimation and Testing; Point and interval estimation of population mean, proportion, and variance; Statistical testing of hypothesis and errors; Large and small sampling tests	10
Unit-IV	Parametric Test : Z-test, t-test, F-test, One way ANOVA, Pearson's Coefficient Non—Parametric Tests: Chi-square tests; Sign tests; Wilcoxon Signed— Rank tests; Kruskal—Wallis test.	15
	Total lectures	60

Reference books:

- Chou-Ya-Lun: Statistical Analysis, Holt, Rinchart and Winslon.
- Hooda, R.P: Statistics for Business and Economics, Macmillan India Ltd. New Delhi.
- Heinz, Kohler: Statistics for Business and Economics, Harper Collins.
- Hien, L.W: Quantitative Approach to Managerial Decisions, Prentice Hall, New Jesery,India,
- Delhi.
- Lawrence B. Morse: Statistics for Business and Economics, Harper Collins.
- Levin, Richard I. and David S Rubin: Statistics for Management, Prentice Hall of India,Delhi.

Course Code : **BBAA-802**
Title of the Course : **APPLICATION OF STATISTICAL SOFTWARE- SPSS**

L	T	P	Credits
4	0	4	6

Course Outcomes: Students’ familiarity with the tool box of statistical software. Capacitating students in analyzing complex information with the help of statistical software – Statistical Package for Social Sciences (SPSS). Which lead to better understanding of data analysis and processing the results.

Course Outcomes: Student will be able to:

CO1: Students’ familiarity with the tool box of statistical software.
CO2: Capacitating students in analyzing complex information with the help of statistical software – Statistical Package for Social Sciences (SPSS)
CO3: A strong theoretical and empirical foundation in statistical analysis.
CO4: Understand the research data analysis

CO/PO Mapping												
(S/M/W indicates strength of correlation) S – Strong, M – Medium, W – Weak												
Cos	Program Outcomes (Pos)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	S	S	M	S	M	M	S	M	M	W	M	S
CO2	S	S	M	S	M	W	W	M	S	W	W	S
CO3	S	S	M	S	S	W	M	M	S	M	M	S
CO4	S	S	S	S	S	M	M	M	M	M	W	M

Unit	Course Outlines	Lecture(s)
Unit- I	SPSS Environment: data editor, output viewer, syntax editor – Data view window – SPSS Syntax – Data creation – Importing data – Variable types in SPSS and Defining variables – Creating a Codebook in SPSS.	20
Unit- II	SPSS Environment: data editor, output viewer, syntax editor – Data view window – SPSS Syntax – Data creation – Importing data – Variable types in SPSS and Defining variables – Creating a Codebook in SPSS.	10
Unit - III	Descriptive Statistics for Continuous Variables - The Explore procedure - Frequencies Procedure – Descriptive - Compare Means - Frequencies for Categorical Data.	10
Unit- IV	Inferential Statistics for Association: Pearson Correlation, Chi-square Test of Independence – Inferential Statistics for Comparing Means: One Sample t Test, Paired Samples T Test, Independent Samples T Test, One-Way ANOVA.	20
	Total lectures	60

Reference and Books

- IBM 2016, IBM Knowledge Center: SPSS Statistics, IBM, viewed 18 May 2016, <https://www.ibm.com/support/knowledgecenter/SSLVMB/welcome/>
- HOW TO USE SPSS ® A Step-By-Step Guide to Analysis and Interpretation, Brian C. Cronk, Tenth edition published in 2018 by Routledge.
- SPSS for Intermediate Statistics: Use and Interpretation, Nancy L. Leech et. al., Second edition published in 2005 by Lawrence Erlbaum Associates, Inc.
- Using IBM SPSS statistics for research methods and social science statistics, William

Course Code : BBAD-803

Title of the Course DISSERTATION

L	T	P	Credits
6	0	12	12

In the Eighth semester every student is required to submit a Dissertation as per his/her relevant area of specialization. The Dissertation work will be done as per provided instructions. The project shall be carried out under the supervision of Faculty Member. The report shall be signed by the faculty member. Evaluation will be carried out by the guide and through viva-voce, for which a group of experts including the guide would assign marks.