

**BACHELOR OF BUSINESS ADMINISTRATION**  
**COURSE STRUCTURE**  
**(2023-2026)**



## **BBA PROGRAM OUTCOMES**

**PO1: Critical Thinking and Decision Making Skills:** Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.

**PO2: Understanding Business Functions:** Students demonstrate technical competence in domestic and global business through clarity in major disciplines within the field of business.

**PO3: Communication Skills:** Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.

**PO4: Interpersonal Skill Development:** Students can function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

**PO5: Entrepreneurial ability and Innovative thinking:** Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.

**PO6: Technology Skills:** Students are competent in the use of modern technology in organizational operations and management.

**PO7: Ethics, Environment and sustainability:** Apply ethical principles and commit to professional ethics and responsibilities of the Management practice. Students can understand the impact of the professional solutions in societal and environmental contexts, create responsible and sustainable alternatives and demonstrate the knowledge of and need for sustainable development.

**PO8: Life-long learning:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of constantly changing business environment.

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, SOLAN								
COURSE CURRICULUM OF BACHELOR OF BUSINESS ADMINISTRATION- 2023 Batch (140 CREDITS)								
BBA 1 <sup>st</sup> SEMESTER								
S. No	Category Code	Subject Code	Name of the Subjects	Course Hours			Credits	Total Hours
				L	T	P		
1	Ability Enhancement - Compulsory	23BB1HS111	Business Communication (Language: English / MIL)	2	1	0	3	3
2	Core Discipline	23BB1HS112	Principles and Practices of Management	3	1	0	4	4
3	Core Discipline	23BB1HS113	Business Environment	3	1	0	4	4
4	Core Discipline	23BB1HS114	Managerial Economics	3	1	0	4	4
5	Elective Course – Generic /Interdisciplinary	23BBWHS131	1. India's Diversity & Business OR	3	1	0	4	4
		23BBWHS132	2. Ethics & Corporate Social Responsibility	3	1	0	4	4
		23BB9HS191	Project				1	
			Total				20	19
BBA 2 <sup>nd</sup> SEMESTER								
S.No.	Category Code	Subject Code	Name of the Subjects	Course Hours			Credits	Total Hours
				L	T	P		
1	Core Discipline	23BB1HS211	Organizational Behavior	3	1	0	4	4
2	Ability Enhancement - Compulsory	23B11GE411	Environmental Studies	2	0	0	2	2
3	Core Discipline	23BB1HS212	Macroeconomics	3	1	0	4	4
4	Core Discipline	23BB1HS213	Business Accounting	3	1	0	4	4
5	Elective Course – Generic /Interdisciplinary	23BBWHS231	3. Critical and Creative Thinking or	3	1	0	4	4
			4. Leadership in organizations	3	1	0	4	4
6.	Core Discipline	23B11HS211	Universal Human Values II: Understanding Harmony	2	1	0	3	3
		23BB9HS291	Project				2	
			Total				23	21

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COURSE CURRICULUM OF BACHELOR OF BUSINESS ADMINISTRATION- 2023 Batch (140 CREDITS)								
BBA 3 <sup>rd</sup> SEMESTER								
S. No.	Category Code	Subject Code	Name of the Subjects	Course Hours			Credits	Total Hours
				L	T	P		
1	Core Discipline		Statistics for Business Decisions	3	1	0	4	4
2	Core Discipline		Principles of Marketing	3	1	0	4	4
3	Core Discipline		Management Accounting	3	1	0	4	4
4	Elective Course – Generic /Interdisciplinary		5. Entrepreneurship Development or	3	1	0	4	4
			6. Project Management	3	1	0	4	4
5	Skill Enhancement Course		Statistical Software	0	0	4	2	4
6	Core Discipline		Political Process in India	3	0	0	3	3
			Project				2	
			Total				23	23
BBA 4 <sup>th</sup> SEMESTER								
S.No.	Category Code	Subject Code	Name of the Subjects	Course Hours			Credits	Total Hours
				L	T	P		
1	Core Discipline		Business Research	3	1	0	4	4
2	Core Discipline		Human Resource Management	3	1	0	4	4
3	Core Discipline		Financial Management	3	1	0	4	4
4	Elective Course – Generic / Interdisciplinary		7. Production & Operations Management or	3	1	0	4	4
			8. Introduction to Supply Chain Management	3	1	0	4	4
5	Skill Enhancement Course		IT Tools for Business	0	0	4	2	4
6	Core Discipline		Oral Written Communication	2	1	0	3	3
			Project				3	
			Total				24	23

**Summer Internship (6-8 weeks) 6 credits**

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COURSE CURRICULUM OF BACHELOR OF BUSINESS ADMINISTRATION- 2023 Batch (140 CREDITS)								
BBA 5 <sup>th</sup> SEMESTER								
S. No.	Category Code	Subject Code	Name of the Subjects	Course Hours			Credits	Total Hours
				L	T	P		
1	Core Discipline		Legal Aspects of Business	3	1	0	4	4
2	Core Discipline		Quantitative Techniques for Management	3	1	0	4	4
3	Discipline Specific Elective		Elective – I	3	1	0	4	4
4	Discipline Specific Elective		Elective – II	3	1	0	4	4
5			Project				4	
			Total				20	16
BBA 6 <sup>th</sup> SEMESTER								
S.No.	Category Code	Subject Code	Name of the Subjects	Course Hours			Credits	Total Hours
				L	T	P		
1	Core Discipline		Business Policy & Strategy	3	1	0	4	4
2	Core Discipline		Financial Institutions & Markets	3	1	0	4	4
3	Discipline Specific Elective		Elective – I	3	1	0	4	4
4	Discipline Specific Elective		Elective – II	3	1	0	4	4
5			Project				8	
			Total				24	16

DISCIPLINE SPECIFIC ELECTIVE -Finance								
S. No.	Category Code	Subject Code	Name of the Subjects	Course Hours			Credits	Total Hours
				L	T	P		
1		Sem 5	International Finance	3	1	0	4	4
2		Sem 5	Investment Banking & Financial Services	3	1	0	4	4
3		Sem 5	Investment Analysis & Portfolio Management	3	1	0	4	4
4		Sem 5	Mergers and Acquisitions	3	1	0	4	4
5		Sem 6	Project Appraisal	3	1	0	4	4
6		Sem 6	Business Analysis & Valuation	3	1	0	4	4
7		Sem 6	Financial Modelling & Derivatives	3	1	0	4	4
8		Sem 6	Strategic Corporate Finance	3	1	0	4	4

DISCIPLINE SPECIFIC ELECTIVE - <b>Marketing</b>								
S. No.	Category Code	Subject Code	Name of the Subjects	Course Hours			Credits	Total Hours
				L	T	P		
1		Sem 5	Consumer Behavior	3	1	0	4	4
2		Sem 5	Personal Selling & Sales Force Management	3	1	0	4	4
3		Sem5	Advertising & Brand Management	3	1	0	4	4
4		Sem 5	Retail Management	3	1	0	4	4
5		Sem 6	Distribution & Supply Chain Management	3	1	0	4	4
6		Sem 6	Marketing of Services	3	1	0	4	4
7		Sem6	International Marketing	3	1	0	4	4
8		Sem 6	Online marketing	3	1	0	4	4

DISCIPLINE SPECIFIC ELECTIVE – <b>Human Resource Management</b>								
S. No.	Category Code	Subject Code	Name of the Subjects	Course Hours			Credits	Total Hours
				L	T	P		
1		Sem 5	HRM: Systems & Strategies	3	1	0	4	4
2		Sem 5	Training & Development	3	1	0	4	4
3		Sem 5	Management of Industrial Relations	3	1	0	4	4
4		Sem 5	Performance & Compensation Management	3	1	0	4	4
5		Sem 6	Talent & Knowledge Management	3	1	0	4	4
6		Sem 6	Cross Cultural HRM	3	1	0	4	4
7		Sem 6	Conflict & Negotiation Skills for Managers	3	1	0	4	4
8		Sem 6	Organizational Change and Development	3	1	0	4	4

		TOTAL CREDITS	140	140
		TOTAL HOURS	114	
			<b>No.</b>	<b>Credits</b>
		Core Courses (CC)	19	73
		Discipline Specific Electives (DSE)	4	16
		General elective (GE)	4	16
		Ability enhancement compulsory course (AECC)	2	5
		Skill Enhancement Courses (SEC)	2	4
		Projects		20
		Summer Internship		6

# BUSINESS COMMUNICATION

COURSE CODE: 23BB1HS111

COURSE CREDITS: 3

CORE/ELECTIVE: ABILITY ENHANCEMENT

L-T-P: 2-1-0

**Pre-requisite:** None

## Course Objectives:

1. The students will be able to analyze different communication concepts and situations to make choices about the most effective and efficient ways to communicate.
2. The student will learn to deliver effective presentations in contexts that may require power point, extemporaneous or impromptu oral presentations.
3. The student will learn to write effective business documents using appropriate styles.
4. The student will learn to design effective resumes, and write effective emails, letters and reports
5. Students will be able to understand and apply negotiation and conflict resolution skills in various business situations

## Course Outcomes:

SNo	Course Outcomes	Level of Attainment
CO-1	Understand and learn the concepts of better and effective communication	Familiarity
CO-2	Enable students to prepare better Power Point Presentations with clarity of expression and appropriate language.	Familiarity and Usage
CO-3	Help make communication better by learning the nature and mechanics of effective writing	Assessment
CO-4	Design effective resumes, and write effective emails, letters and reports	Usage
CO-5	Help understand and apply fundamental negotiation and conflict resolution skills	Usage

## Course Contents:

Unit	Contents	Lectures required
	<b>Introduction to Business communication: Meaning and Importance</b> <ul style="list-style-type: none"><li>• Importance of communicating effectively: Theories of communication</li><li>• Understanding interpersonal Communication: The Johari Window Model</li><li>• Stages of communication: Ideation, encoding, transmission, decoding &amp; response</li><li>• Feedback in organizations</li><li>• Barriers to effective communication: Physical, Social, Psychological, Cultural, Language &amp; organizational</li><li>• Guidelines to overcome communication barriers</li></ul>	<b>5</b>

2	<b>Nonverbal Communication</b> <ul style="list-style-type: none"> <li>Nonverbal communication defined</li> <li>Functions of nonverbal communication: Conveying meanings, expressing emotion, presenting self, managing interactions, defining relationship</li> <li>Nonverbal Communication Codes: Communicating through Body Movements, Voice, Touch, Personal Space, Time, Physical Appearance</li> </ul>	4
3	<b>Effective Presentation Skills</b> <ul style="list-style-type: none"> <li>Planning Presentations</li> <li>Making PowerPoint Presentations</li> <li>Pre- presentation jitters</li> <li>Preparation and Practice</li> <li>Delivering the Presentation</li> <li>Qualities of a Skillful Presenter</li> <li>Capturing and Maintaining Attention</li> <li>Handling Questions</li> </ul>	4
4	<b>Communication Strategies &amp; Professional Writing</b> <ul style="list-style-type: none"> <li>Principles of Business Writing</li> <li>Seven C's of Communication</li> <li>Writing Process: Pre-writing, writing &amp; post-writing</li> <li>Neutral and positive messages, Negative messages, Persuasive messages</li> <li>Writing Letters, Emails, Resume, Cover Letter</li> </ul>	6
5	<b>Report Writing</b> <ul style="list-style-type: none"> <li>Functions of a report</li> <li>Types of reports</li> <li>Format of the reports</li> <li>Use of Visuals-Charts, Tables, Pictures</li> </ul>	3
6	<b>Interview Techniques</b> <ul style="list-style-type: none"> <li>Analysing yourself and the market</li> <li>Different types of interview questions</li> <li>Making a positive first impression</li> <li>Handling difficult Question</li> </ul>	2
7	<b>Negotiation and Conflict Resolution</b> <ul style="list-style-type: none"> <li>Introduction to negotiations, Negotiation fundamentals, Negotiation dynamics</li> <li>Communication problems and skills for conflict resolution</li> <li>Types of conflicts</li> <li>Conflict resolution skills</li> </ul>	4
<b>Total lectures</b>		<b>2</b> <b>8</b>

**Suggested Text Book(s):**

1. Carol M Lehman, Debbie D Dufrene, Mala. Sinha: BCOM, Cengage Learning, 2012.
2. R.V Lesikar, M.E. Flatley, K Rentz, N Pande: *Business communication, 12<sup>th</sup> Edition*, McGraw Hill, 2009.

**Suggested Reference Book(s):**

1. H.S. Mukherjee: *Business Communication-connecting at work*, Oxford University Press, 2<sup>nd</sup> Edition 2013.
2. Kristen Bell De Tienne: *Guide to Electronic Communication*, Pearson , 1<sup>st</sup> Edition, 2011.
3. Karen Schneiter Williams, Joyce P Logan, A.C. Buddy Krizan , Patricia Merrier: *Communicating in Business, Cengage Learning, 1st Edition 2012.*



### Evaluation Scheme:

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered up to T-1
2	T-2	25	1.5 Hours	Syllabus covered up to T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Assignment (2) - 10 Quizzes (2) - 10 Attendance - 5

### Course Outcomes (COs) contribution to the Programme Outcomes (POs)

Sr. No	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	AVG
CO-1	3	1	3	3	1	2	3	3	2.4
CO-2	2	1	3	3	1	3	1	3	2
CO-3	2	1	3	3	1	2	1	2	2
CO-4	3	1	3	3	1	2	2	3	1.9
CO-5	3	2	3	3	3	1	3	3	2
Average Score	2.6	1.2	3	3	1.4	2	2	2.8	2.06

## PRINCIPLES AND PRACTICE OF MANAGEMENT

COURSE CODE: 23BB1HS112

COURSE CREDITS: 4

CORE/ELECTIVE:

CORE L-T-P: 3-1-0

**Pre-requisite:** None

### Course Objectives:

1. To understand of basic concepts, principles and practices of management.
2. To develop an insight of coordination and proper administration of business.
3. To inculcate the ability to apply multifunctional approach to achieve organizational objectives.

### Course Outcomes:

SNo	Course Outcomes	Level of Attainment
CO-1	Understand the basic concepts of management theories.	Familiarity
CO-2	Understand the process of basic management functions.	Familiarity
CO-3	Analyze the internal and external decisions to be made by managers	Assessment
CO-4	Develop the suitable strategies based on management theories to achieve organization's objective	Usage

### Course Contents:

Unit	Contents	Lectures required
1	<b>Introduction to Management:</b> Evolution of Management: - Contribution of Taylor, Mayo & Fayol, Different approaches of management, role of manager, tasks of a professional manager, Management & its functions. Level of Management, managerial skills at various levels. Management as a Science or Art - Management as a profession, Administration and Management, Functional Areas of Management.	9
2	<b>Planning:</b> Nature and Importance of Planning- Types of Plans - Levels of Planning - Steps in planning - Making Effective Plans- Objectives and Management By Objective (MBO) –Management By Exception (MBE) - Policy and Strategy- Forecasting and Decision Making - Nature of decision making - Types of decisions – Decision Making Process – Rational Perspectives and Behavioural Aspects of decision making.	6
3	<b>Organizing:</b> Principles of Organization - Types of Organization - Organizational Structure and Design – Line, Staff and functional authority – Conflict between Line and Staff – Overcoming the Line- Staff Conflict. Departmentation - Span of control – Authority, Responsibility and Accountability - Principles of Delegation - Steps - Centralization Vs Decentralization – Factors determining the degree of Decentralization of authority.	6
4	<b>Staffing:</b> Nature and Purpose of staffing – Importance of staffing – Components of Staffing - Manpower planning - Recruitment and Selection - Training and Development - Performance Appraisal.	5
5	<b>Directing:</b> – Nature of Directing function - Principles – Importance of Effective Direction – Motivating people at work – Early motivational theories, Directing & Leadership:- X Theory, & Y Theory, Hawthorne & Tinstone studies Leadership. Definition, Stogdill trait theory, Managerial grid, Fiedlers contingency approach. Leadership and change - Effective Communication skills for directing – Barriers of communication.	10

<b>6</b>	<b>Controlling:</b> - Concept, Nature and Importance - Essentials of Control - Requirements of an Effective Control System – Behavioural Implications of Control – Techniques of Managerial control - Co- ordination – Need for co-ordination – Types of Co-ordination - Techniques of Coordination - Cooperation. Supervision – Position of a supervisor – Qualities of a good– Essential requirements of effective supervision.	<b>6</b>
<b>Total lectures</b>		<b>42</b>

#### Suggested Text Book(s):

1. Stoner, Freeman, Gilbert Jr.: Management, 6<sup>th</sup> Edition, Pearson, 2018.
2. H Koontz, H Weihrich and MV Cannice: Essentials of Management, 11<sup>th</sup> Edition, TMH, 2020.

#### Suggested Reference Book(s):

1. RS Gupta, BD Sharma and NS Bhalla: Principles and Practice of Management, 9<sup>th</sup> Edition, Kalyani Publisher, 2016.
2. Chuck Williams: Management, 5<sup>th</sup> Edition, South Western College Publishing, 2012.
3. JR Schermerhorn, DG Bachrach: Introduction to Management, 13<sup>th</sup> Edition, Wiley, 2017.
4. LM Prasad: Principles and Practice of Management, 10<sup>th</sup> Edition, Sultan Chand and Sons, 2019

#### Evaluation Scheme:

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Assignment (2) - 10 Quizzes(2) -10 Attendance - 5

#### Course Outcomes (COs) contribution to the Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Average
<b>CO1</b>	3	3	2	2	3	3	2	3	<b>2.6</b>
<b>CO2</b>	3	3	2	2	3	3	2	3	<b>2.6</b>
<b>CO3</b>	3	3	2	2	3	3	2	3	<b>2.6</b>
<b>CO4</b>	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>2.3</b>	<b>2.3</b>	<b>3</b>	<b>3</b>	<b>2.3</b>	<b>3</b>	<b>2.7</b>

## BUSINESS ENVIRONMENT

COURSE CODE: 23BB1HS113

COURSE CREDITS: 4

CORE/ELECTIVE:

CORE L-T-P: 3-1-0

**Pre-requisite:** None

### Course Objectives:

1. To apply micro economics concepts and techniques in evaluating business decisions taken by firms.
2. To develop the ability to apply the concepts, tools and techniques of economics in analyzing and interpreting business decisions.
3. To understand the internal and external business environment in which companies operate.
4. To assess the impact of environmental conditions on performance of business.
5. To get deeper insights of Indian Business Environment so that one can take right decision at right time make the organization a successful business entity.

### Course Outcomes:

SNo	Course Outcomes	Level of Attainment
CO-1	Understand the basic concepts of business environment.	Familiarity
CO-2	Assessing the changing dynamics of business environment and its impact on company's performance	Assessment
CO-3	Understanding the role of institutional support provided by domestic and international government	Assessment
CO-4	Make optimal business decisions by understanding the dynamics of changing business environment	Usage

### Course Contents:

Unit	Contents	Lectures required
1	<b>Introduction:</b> Introduction to Business Environment; Features and Importance of the study; Environmental Scanning; Types of Environment – internal, external, micro and macro; Five forces of competition; Industry Life Cycle Analysis; Environmental Analysis; Nature, Scope and Objectives of Business – business system/process, classification of business, classification of industries, characteristics of business, goals of business.	7
2	<b>Economic Environment:</b> Introduction to Economic Environment; Different Types of Economic System; Nature and Structure of Indian Economy; National Income; Economic Policies; Planning in India; India's Monetary and Fiscal Policies; Inflation; Industrial Policies; Role of Public Sectors; Liberalisation; Privatisation and Disinvestments; Small Scale Industries	6
3	<b>Political and Legal Environment:</b> Introduction to Indian Political Environment; Basic tenets of Indian Constitutions; Functions of State; Economic role of government; Basic understanding about Company Law, Industries (Development and Regulation Act), MRTP Act, Consumer Protection	6
4	<b>Socio-Cultural Environment:</b> Introduction to Indian Socio-Cultural Environment – Family, Social Class, Culture, Cultural Values, Culture and /organisation Behaviour; Business and Society; Social Responsibility of Business; Social Audit; Demographic Environment; Corporate Governance	6

5	<b>Financial Environment:</b> Indian Financial System; Money Markets and Capital Markets; Stock Exchanges in India; Depositories; Financial Institutions	6
6	<b>Global Environment:</b> Globalization – Meaning and Significance, Globalization of World Economy, Stages of Globalization, Impact of Globalization on Indian Industry, A Critical Appraisal of Globalization; Multinational Corporations – Definitions, Meaning, Organizational Model, Reasons for Growth of MNCs, MNCs in India, A Critical Appraisal of MNCs; GATT/WTO and Global Environment – Objectives and Evaluation of GATT, Different Rounds of Negotiation, Uruguay Round, Formation of WTO, Advantages of WTO, WTO and Developing Countries, WTO and India	6
7	<b>Infrastructure and Policies:</b> India's Export-Import Policies; India's Foreign Trade; FDI in India – Different Theories of FDI, Modes of FDI, Determinants and Impacts of FDI, A Critical Appraisal; FEMA – Meaning, Capital Account Transactions, Current Account Transactions, Role of RBI, Exports of Goods and Services, Realisation and Repatriation of Foreign Exchange, Contravention and Penalties, FERA and FEMA – A Comparison	5
<b>Total lectures</b>		<b>42</b>

**Suggested Text Book(s):**

1. Shaikh Saleem: Business Environment, 4<sup>th</sup> Edition, Pearson, 2020.
2. Francis Cherunilam: Business Environment Text & Cases, 30<sup>th</sup> Edition, Himalaya Publishing House, 2023.

**Suggested Reference Book(s):**

1. Mishra & Puri: Economic Environment of Business, 11<sup>th</sup> Edition, Himalaya Publishing House, 2018.
2. Justin Paul: Business Environment Text and Cases, 4<sup>th</sup> Edition, McGraw Hills, 2018.
3. Newspapers, Magazines and Internet

**Evaluation Scheme:**

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Assignment (2) - 10 Quizzes(2) -10 Attendance - 5

**Course Outcomes (COs) contribution to the Programme Outcomes (POs)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Average
<b>CO1</b>	3	3	2	2	3	3	3	3	<b>2.8</b>
<b>CO2</b>	3	3	2	2	2	3	2	3	<b>2.5</b>
<b>CO3</b>	3	3	2	2	3	3	2	3	<b>2.6</b>
<b>CO4</b>	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>Average</b>	<b>3</b>	<b>3</b>	<b>2.3</b>	<b>2.3</b>	<b>2.8</b>	<b>3</b>	<b>2.5</b>	<b>3</b>	<b>2.7</b>

## MANAGERIAL ECONOMICS

COURSE CODE: 23BB1HS114

COURSE CREDITS: 4

CORE/ELECTIVE:

CORE L-T-P: 3-1-0

**Pre-requisite:** None

### Course Objectives:

1. To apply micro economics concepts and techniques in evaluating business decisions taken by firms.
2. To develop the ability to apply the concepts, tools and techniques of economics in analyzing and interpreting business decisions.

### Course Outcomes:

SN <sub>o</sub>	Course Outcomes	Level of Attainment
CO-1	Understand the roles of managers in firms	Familiarity
CO-2	Analyze the demand and supply conditions and assess the position of a company	Assessment
CO-3	Analyze real-world business problems with a systematic theoretical framework.	Assessment
CO-4	Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.	Usage
CO-5	Make optimal business decisions by integrating the concepts of economics, mathematics and statistics	Usage

### Course Contents:

Unit	Contents	Lectures required
1	<b>Demand, Supply and Market equilibrium:</b> Individual demand, market demand, individual supply, market supply, market equilibrium; Elasticities of demand and supply: Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply	8
2	<b>Theory of consumer behavior:</b> Cardinal utility theory, ordinal utility theory, marginal utility theory (indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and Giffen goods), revealed preference theory.	6
3	<b>Producer and optimal production choice:</b> Optimizing behavior in short run (geometry of product curves, law of diminishing margin productivity, three stages of production), optimizing behavior in long run (isoquants, isocost line, optimal combination of resources)	6
4	<b>Costs and scale:</b> Traditional theory of cost (short run and long run, geometry of cost curves, envelope curves), modern theory of cost (short run and long run), economies of scale, economies of scope.	6

5	<b>Theory of firm and market organization:</b> Perfect competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes) ; monopoly (basic features, short run equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes, comparison with perfect competition, welfare cost of monopoly), price discrimination, multi plant monopoly; monopolistic competition (basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity); oligopoly (Cournot's model, kinked demand curve model, dominant price leadership model, prisoner's dilemma)	10
6	<b>Factor market:</b> demand for a factor by a firm under marginal productivity theory (perfect competition in the product market, monopoly in the product market), market demand for a factor, supply of labour, market supply of labour, factor market equilibrium.	6
<b>Total lectures</b>		<b>42</b>

#### Suggested Text Book(s):

1. CH Peterson, WC Lewis and SK Jain: Managerial Economics, 4<sup>th</sup> Edition, Pearson, 2020.
2. Dominik Salvatore and Siddhartha Rastogi: Managerial Economics: Principles and Worldwide Applications, 9<sup>th</sup> Edition, Oxford University Press, 2020.

#### Suggested Reference Book(s):

1. Lipsey and Chrystal: Economics, 2<sup>nd</sup> Edition, Oxford University Press, 2022.
2. RSPindyck, DSRubinfeld and PL Mehta: Microeconomics, 7<sup>th</sup> Edition, Pearson Education India, 2009.
3. WAMcEacheren and Simrit Kaur: Micro ECON: A South Asian Perspective, 1<sup>st</sup> Edition, Cengage Learning, 2016.

#### Evaluation Scheme:

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Assignment (2) - 10 Quizzes(2) -10 Attendance - 5

#### Course Outcomes (COs) contribution to the Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Average
CO1	3	3	2	2	2	2	3	3	2.5
CO2	3	3	2	2	2	3	2	3	2.5
CO3	3	3	2	2	2	3	2	3	2.5
CO4	3	3	3	3	3	3	3	3	3.0
CO5	3	3	2	2	2	3	3	3	2.6
Average	3	3	2.2	2.2	2.2	2.8	2.6	3	2.6

## Ethics and Corporate Social Responsibility

COURSE CODE: 23BBWHS132

COURSE CREDITS: 4

CORE/ELECTIVE:

Elective L-T-P: 3-1-0

**Pre-requisite:** None

### Course Objectives:

1. Learn critical appreciation of the main currents in ethical thought applied to the businesses.
2. Learn the value of ethical thought in the development of business theory.
3. Learn to appraise ethical considerations presented in a variety of business settings.
4. Learn substantial debates regarding the implications of ethical arguments for business activity.
5. Learn the role of business ethics in the Indian as well as global business environment and to recognize the challenges of business social responsibility.
6. Learn to develop critical thinking skills via the application of concepts and theories to business cases.

### Course Outcomes:

SNo	Course Outcomes	Level of Attainment
CO-1	To increase the awareness of the ethical dimension of business and its decision making process across all functions.	Familiarity
CO-2	To become familiar with the social standards, values, ethical principles and moral philosophy that provide criteria for decision making.	Assessment
CO-3	The role of business ethics in the Indian as well as global business environment and to recognize the challenges of business social responsibility.	Assessment
CO-4	To develop critical thinking skills via the application of concepts and theories to business cases.	Assessment
CO-5	Critical appreciation of the main currents in ethical thought applied to the businesses.	Usage

### Course Contents:

Unit	Contents	Lectures required
1	<b>Introduction to Business Ethics:</b> Definition, Meaning and Concept; Principles of Business Ethics; Importance of Business ethics	2
2	<b>Ethical Dilemma:</b> Characteristics of Ethical Organizations; ethical decision making; ethical reasoning the dilemma resolution process	4
3	<b>Framing Business Ethics:</b> Corporate Social Responsibility; Stakeholders; Citizenship	3
4	<b>Managing CSR:</b> Organizational Mission, Vision and Values; Triple Bottom Line; Corporate Community Involvement	3
5	<b>Employees Professional Obligations:</b> Greed and conflicts of interest; Insider trading; Theft and fraud; Whistle-blowing	3
6	<b>Employees Rights:</b> Discrimination and harassment; Privacy; Health and safety	3
7	<b>Consumers Protection:</b> Consumer protection; Product recalls	3
8	<b>Relation between Corporate Social Responsibility and Corporate Governance:</b> Corporate Governance, Disclosure, and Executive Compensation	3
9	<b>Business values for 21<sup>st</sup> century:</b> Introduction; Requisite Business Values; Action needed	3



<b>10</b>	<b>Evaluating Business Ethics:</b> Normative Ethical Theories; Egoism; Utilitarianism; Ethics of duties; Rights and justice	<b>4</b>
<b>11</b>	<b>Safety, Risk, and Environmental Protection:</b> Work environment risks and controls; Environmental Technology for Sustainable Development; Risk Control; Regulating health and safety	<b>3</b>
<b>12</b>	<b>Global Business Ethics:</b> Bribery; Repressive Regimes; Overseas Suppliers	<b>3</b>
<b>13</b>	<b>Corporate Social Responsibility within the organization:</b> CSR and Society: Strategic; Planning and CSR; Environmental Aspects of CSR; CSR under the Companies Act, 2013; CSR Practices in India	<b>5</b>
<b>Total lectures</b>		<b>42</b>

#### Suggested Text Book(s):

1. Shelekar S.A., Bhat K.G. Ethics in Management. Himalayan Publishing House, Mumbai 2015
2. Crane A. Matten D. Business Ethics Managing Corporate citizenship and sustainability in the age of Globalization Oxford University Press 2016
3. Haran: Fundamentals of Computer Algorithms, 2nd Edition, Universities press, 2007

#### Suggested Reference Book(s):

1. Bajaj P.S. and Agarwal R. Business Ethics An Indian Perspective New Delhi
2. J.P. Sharma, Corporate Governance, Business Ethics & CSR, Ane Books Pvt. Ltd., New Delhi.
3. Fernando, A. C. Business Ethics and corporate governance. Pearson Education. (2010).

#### Other useful resource(s):

1. Link to topics related to course:
  - i. [https://onlinecourses.nptel.ac.in/noc21\\_mg46/preview](https://onlinecourses.nptel.ac.in/noc21_mg46/preview)
  - ii. [https://onlinecourses.nptel.ac.in/noc21\\_mg54/preview](https://onlinecourses.nptel.ac.in/noc21_mg54/preview)

#### Evaluation Scheme:

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Assignment (2) – 10 Quizzes (2) – 10 Attendance - 5

#### Course Outcomes (COs) contribution to the Programme Outcomes (POs)

Course outcomes	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	Average
CO-1	3	3	3	3	3	3	3	3	3
CO-2	3	3	3	3	3	3	3	3	3
CO-3	1	3	1	2	2	1	3	3	2
CO-4	1	1	1	1	1	1	2	3	1.3
CO-5	1	2	1	1	1	1	3	3	1.6
Average	1.8	2.4	1.8	2	2	1.8	2.8	3	2.2

# ORGANIZATION BEHAVIOUR

COURSE CODE: 23BB1HS211

COURSE CREDITS: 4

CORE/ELECTIVE: CORE

L-T-P: 3-1-0

**Pre-requisite:** None

## Course Objectives:

1. Explain organizational theory by learning about individual behavior
2. Analyze leadership styles and determine their effectiveness in employee situations
3. Identify methods to resolve organizational problems
4. Describe the impact of corporate culture on employee behavior
5. Analyze team dynamics, team building strategies and cultural diversity

## Course Outcomes:

SNo	Course Outcomes	Level of Attainment
CO-1	Understand the basic concepts of Organizational behavior	Familiarity
CO-2	Apply the components of individual behavior and learn the concepts of perception, attitude and values	Assessment
CO-3	Apply the theories of leadership and motivation in workplace. And thus, be able to distinguish between different styles of leadership and contribute to the effective performance of a team as a team leader.	Assessment
CO-4	Analyze group and team behavior and demonstrate skills required for working in groups (team building)	Usage
CO-5	Analyze organizational change and conflict working relationships within organization and demonstrate how to apply relevant theories to solve problems of change and conflict.	Usage

## Course Contents:

Unit	Contents	Lectures required
1	<b>Introduction to Organizational Behaviour:</b> Diversity in Organization	2
2	<b>The Individual :</b> Attitudes and Job Satisfaction , Emotions and Moods, Personality and Values, Perception and Individual Decision Making Motivation Concepts Motivation: From Concepts to Applications	18
3	<b>Foundations of Group Behavior :</b> Understanding Work Teams , Communication . Leadership . Power and Politics . Conflict and Negotiation . Foundations of Organization Structure	16
4	<b>Organizational Culture :</b> Human Resource Policies and Practices Organizational Change , Stress Management	6
<b>Total lectures</b>		<b>42</b>

**Suggested Text Book(s):**

1. Stephen P. Robbins and Timothy A. Judge: Essentials of Organizational Behavior. 14e, Pearson, 2019
2. Dipak Kumar Bhattacharya, Organizational Behaviour, 2e, 2014
3. Nelson, Quick, Khandelwal, ORGB, 2e. Cengage learning, 2012

**Suggested Reference Book(s):**

1. Working with Emotional Intelligence, Daniel Goleman
2. Organizational Behavior, K. Aswathappa
3. Organizational Behavior An Introduction, Christine Cross Ronan Carbery

**Evaluation Scheme:**

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Assignment (2) – 10 Quizzes (2) - 10 Attendance - 5

**Course Outcomes (COs) contribution to the Programme Outcomes (POs)**

Sr No	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	Average
CO-1	2	3	3	3	2	2	3	3	2.6
CO-2	2	3	3	3	2	2	3	3	2.6
CO-3	2	3	3	3	2	2	3	3	2.6
CO-4	2	3	3	3	2	2	3	3	2.6
CO-5	3	3	3	3	2	2	3	3	2.6
Average	<b>2.2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	

## MACROECONOMICS

COURSE CODE: 23BB1HS212

COURSE CREDITS: 4

CORE/ELECTIVE:

CORE L-T-P: 3-1-0

**Pre-requisite:** None

### Course Objectives:

1. To understand the basic theories and principles of macroeconomics.
2. To understand the linkages between major economic variables; level of output and prices, inflation, interest rates and exchange rates.
3. To study the impact of monetary and fiscal policy on the aggregate behavior of individuals.

### Course Outcomes:

SNo	Course Outcomes	Level of Attainment
CO-1	Understand the concepts of Macroeconomics and its interrelations with Microeconomics.	Familiarity
CO-2	Understand the concepts of national income, calculation methods of national income, and concepts related to national income.	Assessment
CO-3	Apply the principles of Macroeconomics in explaining the behaviour of different Macroeconomic variables at national as well as global level.	Assessment
CO-4	Analyze the interrelationship among different macroeconomic issues such as money, foreign exchange, inflation, unemployment, economic growth and foreign trade.	Usage
CO-5	Make optimal business decisions by applying the concepts of macroeconomics	Usage

### Course Contents:

Unit	Contents	Lectures required
1	<b>Measurement of macroeconomic variables:</b> National Income Accounts, Gross Domestic Product, National Income, Personal and Personal disposable income; Classical theory of income and employment: Quantity Theory of Money – Cambridge version, Classical aggregate demand curve, Classical theory of interest rate, effect of fiscal and monetary policy.	8
2	<b>Keynesian theory of Income and employment:</b> Keynesian model, components of aggregate demand, equilibrium income, changes in equilibrium, multiplier (investment, Government expenditure, lump sum tax, foreign trade), effect of fiscal and monetary policy, crowding out, composition of output and policy mix, policy mix in action; ISLM model : properties of ISLM curves, factors affecting the position and slope of ISLM curves, determination of equilibrium income and interest rates, effect of monetary and fiscal policy, relative effectiveness of monetary and fiscal policy.	10
3	<b>Money:</b> Functions of money, quantity theory of money, determination of money supply and demand, theory of money multiplier, indicators and instruments of monetary control	8

4	<b>Inflation:</b> Meaning, demand and supply side factors, consequences of inflation, anti-inflationary policies, natural rate theory, monetary policy- output and inflation, Phillips curve (short run and long run)	6
5	<b>Open Economy:</b> brief introduction to BoP account, market for foreign exchange and exchange rate, monetary and fiscal policy in open economy, Mundell Fleming model (perfect capital mobility and imperfect capital mobility under fixed and flexible exchange rate)	10
<b>Total lectures</b>		<b>42</b>

#### Suggested Text Book(s):

1. Mankiw: Principles of Macroeconomics with MindTap, 8<sup>th</sup> Edition, Cengage Learning, 2022.
2. WAMcEacheren and Simrit Kaur: Macro ECON: A South Asian Perspective, 2<sup>nd</sup> Edition, Cengage Learning, 2018.

#### Suggested Reference Book(s):

1. Olivier Blanchard: Macroeconomics, 7<sup>th</sup> Edition, Pearson, 2020.
2. RT Froyen: Macroeconomics, 10<sup>th</sup> Edition, Pearson, 2013.
3. AM Thomas: Macroeconomics: An Introduction, 1<sup>st</sup> Edition, Cambridge University Press, 2021.
4. R Dornbusch, S Fischer and R Startz: Macroeconomics, 12<sup>th</sup> Edition, TMH, 2018.

#### Evaluation Scheme:

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Assignment (2) - 10 Quizzes(2) -10 Attendance - 5

#### Course Outcomes (COs) contribution to the Programme Outcomes (POs)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Average
CO1	3	3	2	2	2	2	3	3	2.5
CO2	3	3	2	2	2	3	2	3	2.5
CO3	3	3	2	2	2	3	2	3	2.5
CO4	3	3	3	3	3	3	3	3	3.0
CO5	3	3	2	2	2	3	3	3	2.6
Average	3	3	2.2	2.2	2.2	2.8	2.6	3	2.6

## BUSINESS ACCOUNTING

COURSE CODE: 23BB1HS213

COURSE CREDITS: 4

CORE/ELECTIVE:

Core L-T-P: 3-1-0

**Pre-requisite:** None

### Course Objectives:

To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.

S. No.	Course Outcomes	Level of Attainment
CO-1	Understand the need for financial reporting and its various uses	Familiarity
CO-2	Understand the basics of double entry system of accounting.	Assessment
CO-3	Analyze Business transactions And their recording in journal and ledger	Assessment
CO-4	Analyze and prepare trial balance and final accounts	Usage
CO-5	Understand the fundamentals of company accounts	Usage

### Course Contents:

Unit	Contents	Lectures required
1	Introduction to Financial Accounting. Accounting as an Information System. Importance, Scope, and Limitations. Users of Accounting Information. Generally Accepted Accounting Principles. The Accounting Equation.	6
2	Nature of Accounts and Rules of Debit and Credit. Recording Transactions in General Journal. Recording Transactions in three- column Cash Book. An overview of Subsidiary books – Purchase Book, Purchase Returns Book, Sales Book, and Sales Returns Book. Opening and Closing Entries. Preparation of Ledger Accounts.	8
3	Introduction to International Financial Reporting Standards (IFRS). Understanding Accounting Standards issued by the ICAI related to Disclosure of Accounting Policies, Depreciation Accounting, and Revenue Recognition. Methods of charging Depreciation – Straight-line Method, and Written-down-value Method.	6
4	Preparation of Trial Balance. Adjustment Entries. Post-adjusted Trial Balance. Bank Reconciliation Statement.	6
5	Preparation of Financial Statements: Preparing Trading Account, Profit & Loss Account and Balance Sheet for a Sole Proprietor.	7
6	Understanding contents of Financial Statements of a Joint Stock Company as per Companies Act 2013. Understanding the contents of a Corporate Annual Report.	6
7	Preparation of Cash Flow Statement as per AS-3 (revised).	3
	<b>Total Lecture Hours</b>	<b>42</b>

**Suggested Text Book(s):**

1. S.N. Maheshwari, Suneel K. Maheshwari, and Sharad K. Maheshwari: *An Introduction to Accountancy*, Vikas Publishing House Pvt. Ltd, 2013.
2. R. Narayanaswamy: *Financial Accounting, A Managerial Perspective*, PHI Learning Pvt. Ltd., 2014

**Suggested Reference Book(s):**

1. Charles T. Horngren, Gart L. Sundem, John A. Elliott, and Donna R. Philbrick: *Introduction to Financial Accounting*, Pearson, 2011
2. J.R. Monga: *Financial Accounting: Concepts and Applications*, Mayur Paperbacks, 2017.
3. T.P. Ghosh: *Financial Accounting for Managers*, Taxmann Allied Services Pvt., 2009.

**Evaluation Scheme:**

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Class Performance - 10 Quizzes(2)-10 Attendance - 5

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	Average
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Average
CO-1	3	3	2	2	3	3	2	3	2.6
CO-2	3	3	2	2	3	3	2	3	2.6
CO-3	3	3	2	2	3	3	2	3	2.6
CO-4	3	3	3	3	3	3	3	3	3.0
CO-5	3	3	3	3	3	3	3	3	3.0
Average	3	3	2.4	2.4	3	3	2.4	3	2.8

## CRITICAL AND CREATIVE THINKING

COURSE CODE: 23BBWHS231

COURSE CREDITS: 4

CORE/ELECTIVE: CORE

L-T-P: 3-1-0

**Pre-requisite:** None

### Course Objectives:

1. Introduce students to the fundamental concepts, principles, and techniques of critical and creative thinking.
2. Cultivate students' ability to analyze complex problems, evaluate information, and identify logical fallacies.
3. Encourage students to think outside the box, generate innovative ideas, and explore diverse perspectives.

### Course Outcomes: Course Outcomes:

SNo	Course Outcomes	Level of Attainment
CO-1	Demonstrate an understanding of the foundational concepts and principles of critical and creative thinking.	Familiarity
CO-2	Analyze complex problems, evaluate evidence, and identify logical fallacies in reasoning.	Assessment
CO-3	Generate innovative ideas and explore multiple perspectives to approach challenges from different angles.	Assessment
CO-4	Apply decision-making strategies and critically evaluate options to make informed choices.	Assessment
CO-5	Utilize critical and creative thinking techniques to solve real-world problems in various contexts.	Assessment

### Course Contents:

Unit	Contents	Lectures required
1	<b>Realm of Creativity:</b> Definition, Lateral thinking, Traits of creative people, Essence Creativity, Elaborative Creativity and Expressive Creativity	5
2	<b>Influences on Creativity:</b> Motivation, Environment, Technology and Training	5
3	<b>Demographic specificity creative people:</b> Age, Gender, Race and Geography	3
4	<b>Mastering Creative Problem Solving:</b> Structuring of Ill-defined Problems Creative Problem Solving, Models of Creative Problem-Solving Useful Mechanisms of Convergent Thinking Mechanisms of Divergent Thinking	6



5	<b>Enhancing Critical and Creative Intelligence:</b> Creative Intelligence Abilities; A Model of Creative Intelligence, Concepts of Critical- Critical thinking standards, Benefits and Barriers of Critical thinking	7
6	<b>Acquiring A Creative Persona:</b> Traits Congenial to Creativity Creative Personality and Form of Creativity Motivation and Creativity Strategies for Changing Motivation	5
7	<b>Designing a Creativogenic Environment:</b> Environmental Stimulants of Creativity, Creative organizations, Force stimulating innovativeness, Designing innovative organizations.	5
8	<b>Techniques of Creative Problem Solving:</b> Principles and Techniques for Churning up Creative Ideas A Comparison of Creativity Techniques	6
<b>Total lectures</b>		<b>42</b>

#### Suggested Text Book(s):

1. Pradeep N. Khandwalla: Life Long Creativity: An Unending Quest, Tata Mc Graw Hill, 2004.
2. Robert Di Yanni: Critical and Creative Thinking, Wiley Blackwell, 1st Edition, 2015.

#### Suggested Reference Book(s):

1. Philip Carter: Test and Assess your brain quotient: Discover your true intelligence with tests of aptitude, logic, memory, EQ, creative and lateral thinking, Kogan Page Publishers, 2008.
2. Robert Platt Crawford: The Techniques of Creative Thinking: How to Use Your Ideas to Achieve Success, 2012.

#### Evaluation Scheme:

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Assignment (2) - 10 Quizzes (2) - 10 Attendance - 5

#### Course Outcomes (COs) contribution to the Programme Outcomes (POs)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Average
CO1	3	1	1	2	3	2	3	3	2.25
CO2	2	3	1	2	2	2	2	3	2.13
CO3	3	2	1	2	3	2	3	3	2.38
CO4	3	3	1	2	2	2	2	3	2.25
CO5	3	3	1	2	2	2	3	3	2.38
Average	2.8	2.4	1	2	2.4	2	2.6	3	2.28

## UNIVERSAL HUMAN VALUES II-Understanding Harmony

COURSE CODE: 23B11HS211

COURSE CREDITS: 3

CORE/ELECTIVE: CORE

L-T-P: 2-1-0

**Pre-requisite:** None

### Course Objectives:

1. Development of a holistic perspective based on self-exploration about themselves (human being), Family, society and nature/existence.
2. Understanding (or developing clarity) of the harmony in the human being, family, society and nature/ existence
3. Strengthening of self-reflection.
4. Development of commitment and courage to act.

### Course Outcomes:

SNo	Course Outcomes	Level of Attainment
CO-1	Self Awareness, Social awareness,,Sustainability in relationships and Critical thinking	Familiarity
CO-2	.Introspection and self reflection	Assessment
CO-3	Sensitive to commitment towards human values, human relationship and human society	Usage
CO-4	Developing commitment and courage	Usage

### Course Contents:

Unit	Contents	Lectures required
1	<b>Course Introduction - Need, Basic Guidelines, Content and Process for Value Education :</b> Purpose and motivation for the course, recapitulation from Universal Human Values-I , . Self-Exploration–what is it? - Its content and process; ‘Natural Acceptance’ and Experiential Validation- as the process for self-exploration, . Continuous Happiness and Prosperity- A look at basic Human Aspirations , . Right understanding, Relationship and Physical Facility- 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 , 6. Method to fulfill the above human aspirations: understanding and living in harmony at various levels.	6

2	<b>Understanding Harmony in the Human Being - Harmony in Myself:</b> 7. Understanding human being as a co-existence of the sentient 'I' and the material 'Body', Understanding the needs of Self ('I') and 'Body' - happiness and physical facility, 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 Health; correct appraisal of Physical needs, meaning of Prosperity in detail 12. Programs to ensure Sanyam and Health.	6
3	<b>Understanding Harmony in the Family and Society- Harmony in Human-Human Relationship:</b> Understanding values in human-human relationship; meaning of Justice (nine universal values in relationships) and program for its fulfilment to ensure mutual happiness; Trust and Respect as the foundational values of relationship , Understanding the meaning of Trust; Difference between intention and competence , Understanding the meaning of Respect, Difference between respect and differentiation; the other salient values in relationship 16. Understanding the harmony in the society (society being an extension of family): Resolution, Prosperity, fearlessness (trust) and co-existence as comprehensive Human Goals , Visualizing a universal harmonious order in society- Undivided Society, Universal Order- from family to world family.	5
4	<b>Understanding Harmony in the Nature and Existence - Whole existence as Coexistence:</b> Understanding the harmony in the Nature , . Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self regulation in nature, Understanding Existence as Co-existence of mutually interacting units in all-pervasive space, . Holistic perception of harmony at all levels of existence. Include practice sessions to discuss human being as cause of imbalance in nature (film "Home" can be used), pollution, depletion of resources and role of technology etc.	5
5	<b>Implications of the above Holistic Understanding of Harmony on Professional Ethics :</b> 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, c. Ability to identify and develop appropriate technologies and management patterns for above production systems. 26. 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	6
<b>Total lectures</b>		<b>28</b>

### Suggested Text Book(s):

1. Text Book 1. Human Values and Professional Ethics by R R Gaur, R Sangal, G P Bagaria, Excel Books, New Delhi, 2010
2. Jeevan Vidya: Ek Parichaya, A Nagaraj, Jeevan Vidya Prakashan, Amarkantak, 1999. 2. Human Values, A.N. Tripathi , New Age Intl. Publishers, New Delhi, 2004

**Suggested Reference Book(s):**

1. The Story of My Experiments with Truth - by Mohandas Karamchand Gandhi , Penguin Books, 2009
2. E. F Schumacher: Small is Beautiful : A Study of Economics As if People Mattered, Vintage, 1993

**Evaluation Scheme:**

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Assignment (2) – 10 Quizzes (2) - 10 Attendance - 5

**Course Outcomes (COs) contribution to the Programme Outcomes (POs)**

Sr No	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	Average
CO-1	2	2	3	3	2	1	3	3	2.3
CO-2	2	2	3	3	2	1	3	3	2.3
CO-3	2	2	3	3	2	1	3	3	2.3
CO-4	2	2	3	3	2	1	3	3	2.3
CO-5	2	2	3	3	2	1	3	3	2.3
Average	<b>2</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>3</b>	

# STATISTICS FOR BUSINESS DECISIONS

COURSE CODE: 23BB1HS311

COURSE CREDITS: 4

CORE/ELECTIVE: CORE

L-T-P : 3-1-0

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**Pre-requisite:** None

*Course Objectives:*

1. To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making.
2. To acquaint the students with the Analysis of numbers is required for taking decisions related to every aspect of business.

**Course Outcomes:**

SNo	Course Outcomes	Level of Attainment
CO-1	Understand the basic concepts like statistics and calculation of arithmetic mean, median and mode and different parameters of central tendency	Familiarity
CO-2	Understand the Probability and applications of probability theory, correlation and regression analysis	Assessment
CO-3	Comprehend the basics of data analysis, time-series and index number analysis and be able to use in optimal business decision	Usage
CO-4	Cultivate critical thinking skills to evaluate statistical information critically, identify patterns, trends, and anomalies in data, and apply statistical methods to solve real-world business problems.	Usage

**Course Contents:**

Unit	Contents	Lectures required
1	<b>Introduction:</b> Statistics as a subject, Functions, Importance and Limitations of Statistics, Planning and Execution of a statistical investigation, Census and sample investigation, Descriptive and Inferential statistics.	3
2	<b>Collection, Classification and Presentation of Data:</b> Primary data and secondary data, Methods of collection, Scrutiny of data. Discrete and Continuous Frequency Distribution, Tabulation of Data, Diagrammatic Presentation of data	4

3	<b>Measures of Central Tendency:</b> Definition and utility, Characteristics of a good average, Different measures of average, Arithmetic Mean, Median, Other positional measures – quartiles, deciles, percentiles, Mode, Relation between Mean, Median and Mode, Geometric and Harmonic Mean. Choice of a suitable measure of central tendency.	5
4	<b>Measures of dispersion:</b> Meaning and objective of dispersion, Characteristics of a good measure of dispersion, Different measures of dispersion – Range, Quartile deviation, Mean deviation, Mean Absolute deviation, Standard deviation, Comparison of the different measures of dispersion. Measures of relative dispersion – Coefficient of Variation. Combined mean and standard deviation. Chebyshev's Theorem. Graphical measure of dispersion – Lorenz curve, Gini coefficient.	7
5	<b>Moments, Skewness and Kurtosis:</b> Moments, Coefficients based on moments, Sheppard's correction, Skewness, Measures of skewness, Kurtosis and its measures.	5
6	<b>Correlation and Regression:</b> Analysis of Bivariate data. Correlation Analysis – Meaning of correlation, Scatter Diagram, Karl Pearson's coefficient of linear correlation, Calculation of the correlation coefficient from grouped data, Properties of the correlation coefficient, Advantages and limitations of the coefficient of correlation, Idea of rank correlation, Spearman's rank correlation coefficient. Regression Analysis – Two lines of regression, Some important results relating to regression lines, Correlation Coefficient and the two Regression Coefficients, Coefficient of determination, Concept of multiple regression.	5
7	<b>Index Numbers:</b> Definition, characteristic and uses of index numbers, Methods of constructing price and quantity indices (simple and aggregate), Value index, Comparison of Laspeyres' and Paasche's Index Numbers, Tests of adequacy, Chain-base index numbers, Base shifting, splicing and deflating, Consumer Price Index Numbers, Index Numbers of Industrial Production, Problems in the construction of index numbers.	5
8	<b>Probability and Theoretical Distributions:</b> Concepts and Importance of Probability, Theorems and Calculations of Probability, Bayes' Theorem, Mathematical Expectations, Different types of Probability Distributions, Properties of Binomial, Poisson and Normal Distributions,	8
<b>Total lectures</b>		<b>42</b>

**Suggested Text Book(s):**

1. N Anderson, Sweeney, Williams, Camm, Cochran, Fry and Ohlmann: Statistics for Business and Economics, 14<sup>th</sup> Edition, Cengage, 2020
2. SP Gupta: Statistical Methods, 46<sup>th</sup> Edition, Sultan Chand and Sons, 2021

*Suggested Reference Book(s):*

1. Levine, Szabat and Stephan: Business Statistics – A First Course, 8<sup>th</sup> Edition, Pearson, 2020.
2. McClave, Benson and Sincich: Statistics for Business and Economics, 14<sup>th</sup> Edition, Pearson, 2022.
3. SC Gupta and Indra Gupta: Business Statistics, 2<sup>nd</sup> Edition, Himalaya Publishing House.
4. Ken Black and Sanjeet Singh: Business Statistics For Contemporary Decision Making – An Indian Adaptation, 10<sup>th</sup> Edition, Wiley, 2022

*Evaluation Scheme:*

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Assignment (2) - 10 Quizzes (2) -10 Attendance - 5

**Course Outcomes (COs) contribution to the Programme Outcomes (POs)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Av
CO1	1	1	2	1	1	3	3	3	1.88
CO2	2	1	2	1	1	3	3	3	2.00
CO3	3	2	2	2	2	3	3	3	2.50
CO4	3	2	3	2	2	3	3	3	2.63
Av	2.25	1.5	2.25	1.5	1.5	3	3	3	2.25

## PRINCIPLES OF MARKETING

COURSE CODE: 23BB1HS312

CREDITS: 4 CORE/ELECTIVE: CORE

L-T-P: 3-1-0

*Pre-requisite: None*

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### Course Objectives:

1. To understand fundamental marketing principles and grasp key marketing concepts, terminologies, and strategies applicable in diverse corporate environments.
2. To interpret marketing strategies and develop the ability to analyze and interpret various marketing strategies employed in different sectors of the business world.
3. To explore marketing mix and examine the essential components of the marketing mix in product success.
4. To learn brand and relationship management and comprehend the principles of brand management and relationship marketing.

### Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Ability to demonstrate a comprehensive understanding of fundamental marketing principles, including key concepts, terminologies, and strategies used in diverse corporate environments.	Familiarity
CO-2	Ability to interpret and critically assess the effectiveness of marketing strategies across different industries and sectors.	Usage
CO-3	Students will be able to develop marketing mix strategies tailored to specific product or service offerings	Usage
CO-4	Students will understand the principles and importance of brand management in creating competitive advantage.	Assessment
CO-5	Students will be capable of developing strategies for effective relationship marketing and customer retention.	Assessment



**Course Contents:**

Unit	Contents	Lecture Hours
1	Defining Marketing And The Marketing Process <ul style="list-style-type: none"><li>Marketing: Creating Customer Value and Engagement</li><li>Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships</li></ul>	6
2	Understanding The Marketplace And Consumer Value <ul style="list-style-type: none"><li>Analyzing the Marketing Environment</li><li>Managing Marketing Information to Gain Customer Insights</li><li>Consumer Markets and Buyer Behavior</li><li>Business Markets and Business Buyer Behavior</li></ul>	12
3	Designing A Customer Value-Driven Strategy And Mix <ul style="list-style-type: none"><li>Target marketing –Segmentation, Targeting, Positioning</li><li>Marketing mix</li><li>Products, Services, and Brands: Building Customer Value</li><li>Developing New Products and Managing the Product Life Cycle</li><li>Marketing of Services - Unique Characteristics of Services, Marketing strategies for service firms – 7Ps.</li><li>Pricing: Understanding and Capturing Customer Value</li><li>Retailing and Wholesaling</li><li>Marketing Communications Strategy</li></ul>	18
4	Extending Marketing <ul style="list-style-type: none"><li>Creating Competitive Advantage</li><li>The Global Marketplace</li><li>Sustainable Marketing: Social Responsibility and Ethics</li></ul>	6
		<b>42</b>

**Suggested Text Book(s):**

1

Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E.: Principles of Marketing: A South Asian Perspective 19<sup>th</sup> Edition, 2023, Pearson.

**Suggested Reference Book(s):**

- 1 Kotler, P. & Keller, K. L.: Marketing Management, Pearson.
- 2 Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective-Indian Context, Macmillan Publishers India Limited..

Approved in Academic Council held on 13 December 2024

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3	T-3	35	2 Hours	Entire Syllabus
4	Teaching Assessment	25	Entire Semester	Case study– 10 Assignments & Exercises- 10 Attendance -5

### Evaluation Scheme:

### Course Outcomes (COs) contribution to the Programme Outcomes (POs)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Average
CO1	3	1	1	2	3	2	3	3	2.25
CO2	2	3	1	2	2	2	2	3	2.13
CO3	3	2	1	2	3	2	3	3	2.38
CO4	3	3	1	2	2	2	2	3	2.25
CO5	3	3	1	2	2	2	3	3	2.38
Average	2.8	2.4	1	2	2.4	2	2.6	3	2.28

# MANAGEMENT ACCOUNTING

COURSE CODE: 23BB1HS313

COURSE CREDITS: 4

CORE/ELECTIVE: Core

L-T-P: 3-1-0

**Pre-requisite:** None

## *Course Objectives:*

To familiarize students with intricacies of the managerial decision making in any organization. Most managerial decisions are based on accounting information which is difficult to understand for non finance managers.

Management accounting is a branch of accounting that simplifies financial information so that all managers can use it to take better decisions. The student should be able to understand and handle data organization and processing to facilitate management decisions at all levels in any organization.

S. No.	Course Outcomes	Level of Attainment
CO-1	Understand the need for management accounting.	Familiarity
CO-2	Understand the fundamentals of cost.	Familiarity
CO-3	Analyze financial statements and corporate reports.	Assessment
CO-4	Understand the importance of budgeting and learn to prepare effective budgets.	Usage
CO-5	Using marginal costing for decision making.	Usage

## *Course Contents:*

Unit	Contents	Lectures required
1.	Introduction to Management Accounting, Comparison of Management, Financial and Cost Accounting, Basic Cost Terms and Cost Flow, Costing System, Preparation of Cost Sheet, Costing in Service Industry, Preparation of Cost Sheet in Service Industry.	6
2.	Understanding Corporate Financial Statements and Reports, Financial Statement Analysis.	8
3.	Analysing financial statements through Funds Flow Statement and Cash Flow Statement	8

4.	Budgeting: Strategic Planning and Budgets, Budgeting Process, Types of Budgets, Benefits of Budgets, Approaches to Budget Preparation, Preparation of Master Budget, Budget Slack	10
5.	Marginal Costing and Profit Planning: Absorption vs. Marginal Costing, Behavior of Costs, Break-even Analysis, BEP in Multiproduct Environment, Pricing Decision  Make or Buy decision, Discontinuing product or closing down divisions, Optimal Product Mix, Operating Leverage..	10
	<b>Total Lecture Hours</b>	<b>42</b>

**Suggested Text Book(s):**

MY Khan and P.K. Jain: *Management Accounting*, Mc Graw Hill, 2021.

*Suggested Reference Book(s):*

Horngreen, C.T., Sundem, G.L. and Stratton, W.O., *Introduction to Management Accounting*, Pearson, 2022.

*Evaluation Scheme:*

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1.	T-1	15	1 Hour.	Syllabus covered upto T-1
2.	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Class Performance - 10  Quizzes(2)-10  Attendance - 5

**Course Outcomes mapped to Program Outcomes**

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	Average
CO-1	3	3	2	2	3	3	2	3	2.6
CO-2	3	3	2	2	3	3	2	3	2.6
CO-3	3	3	2	2	3	3	2	3	2.6
CO-4	3	3	3	3	3	3	3	3	3.0
CO-5	3	3	3	3	3	3	3	3	3.0
Average	3	3	2.4	2.4	3	3	2.4	3	2.8

## ENTREPRENEURSHIP DEVELOPMENT

COURSE CODE: 23BBWHS331

COURSE CREDITS: 4

CORE/ELECTIVE: CORE

L-T-P : 3-1-0

**Pre-requisite:** None

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### Course Objectives:

1. To acquaint students with behaviors that ensure business survival and success
2. To equip students with skills that will enable them launch new enterprises
3. To give students knowledge that will induce in them an entrepreneurial culture and help them
4. To equip students with innovative and creative skills in the business environment

### Course Outcomes:

S.No.	Course Outcomes	Level of Attainment
CO-1	Develop critical thinking and entrepreneurial skills that will enable to identify and evaluate entrepreneurial opportunities, manage risks and learn from the result	Assessment
CO-2	Analyze the process that enables entrepreneurs with limited resources to transform a simple idea into a sustainable success	Assessment
CO-3	Developed advanced knowledge about key processes necessary to bring new products and services to market and key challenges facing the entrepreneur at different stages of the entrepreneurial voyage	Usage
CO-4	Critique a plan for implementing entrepreneurial activities in a globalised and competitive environment being mindful of the social, ethical and Culture issues.	Familiarity
CO-5	Establish goals, identify resources and determine the steps required to start and manage a business.	Usage

### Course Contents:

Sr No	Content	Lectures required
Module I	<b>Entrepreneurial Perspectives:</b> Evolution, Concept of Entrepreneurship, Types of Entrepreneurs, Entrepreneurial Competencies, Capacity Building for Entrepreneurs. Entrepreneurial Training Methods; Entrepreneurial Motivations;	6

	Models for Entrepreneurial Development, The process of Entrepreneurial Development.	
<b>Module 2</b>	<b>New Venture Creation:</b> Introduction, Mobility of Entrepreneurs, Models for Opportunity Evaluation; Business plans Purpose, Contents, Presenting Business Plan, Procedure for setting up Enterprises, Central Level - Startup and State level - T Hub, Other Institutions initiatives.	<b>6</b>
<b>Module 3</b>	<b>Micro and Small-Scale Enterprises:</b> Classification of Business firms. The role of SME in Economic development. Advantages and disadvantages of SME. Challenges facing the development of SME in developing countries. The role of government in the development of SMEs	<b>6</b>
<b>Module 4</b>	<b>Managing Marketing and Growth of Enterprises:</b> Essential Marketing Mix of Services, Key Success Factors in Service Marketing, Cost and Pricing Branding, New Techniques in Marketing, International Trade	<b>6</b>
<b>Module 5</b>	<b>Strategic perspectives in Entrepreneurship:</b> Strategic Growth in Entrepreneurship, The Valuation Challenge in Entrepreneurship, The Final Harvest of New Ventures, Technology, Business Incubation, India way – Entrepreneurship; Women Entrepreneurs – Strategies to develop Women Entrepreneurs, Institutions supporting Women Entrepreneurship in India.	<b>6</b>
<b>Module 6</b>	<b>Entrepreneurial Environment:</b> Introduction to environmental analysis. Internal environmental analysis. External environmental analysis. Challenges in industrial analysis	<b>4</b>
<b>Module 7</b>	<b>Business Model Canvas:</b> Meaning of a business model canvas. Rationale for business model canvas. Nine elements of a business model canvas. Why a good value proposition is central to a successful business model canvas	<b>4</b>
<b>Module 8</b>	<b>Business Plan:</b> Essentials of a good Business Plan. Scope and value of the Business plan. Elements of a business plan. Business plan format	<b>4</b>
	<b>Total</b>	<b>42</b>

**Suggested Text Book(s):**

1. Gupta, C.B and Srinivasan, N.P: Entrepreneurial Development, Sultan, Chand and Sons Publishers, 2020
2. Kao John J: Entrepreneurship, Creativity and Organization. Prentice Hall International, 2010

**Suggested Reference Book(s):**

1. Alex. O, (2014): Value Proposition Design Inc., Hoboken, New Jersey. ISBN: 10 987654321.
2. Nielsen, C., & Lund, M. (2015), The Concept of Business Model Scalability
3. Eric Ries (2011): The learn startup (How todays Entrepreneurs use Continuous Innovation to Create Radically Successful Business), Crown Publishing Group ISBN: 978-0-307-88791-7

**Evaluation Scheme:**

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3	T-3	35	2 Hours	Entire Syllabus
4	Teaching Assessment	25	Continuous evaluation	10 marks case study 10 marks case study 5 marks Class participation

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Average Score
CO1	3	3	2	3	3	3	3	3	2.88
CO2	3	3	0	3	3	3	3	3	2.63
CO3	3	3	3	3	3	3	3	3	3.00
CO4	3	3	3	3	3	3	3	3	3.00
CO5	3	3	3	3	3	3	3	3	3.00
Average Score	3	3	2.2	3	3	3	3	3	2.90

# STATISTICAL SOFTWARE

COURSE CODE: 23BB7HS371

COURSE CREDITS: 2

CORE/ELECTIVE: CORE

L-T-P : 0-0-4

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**Pre-requisite:** None

*Course Objectives:*

1. To familiarize the students with various Statistical Data Analysis software like MS-Excel and R Language.
2. To acquaint the students with the software packages so that they can use it for problem solving and can take appropriate decisions related to every aspect of business.

**Course Outcomes:**

SNo	Course Outcomes	Level of Attainment
CO-1	Understand the basic concepts and components of computer as hardware and software	Familiarity
CO-2	Getting acquainted with software package like MS Excel and Python for doing statistical analysis	Assessment
CO-3	Use of MS Excel and Python for doing different types of Statistical calculations and analysis for taking optimal business decisions	Usage

**Course Contents:**

Unit	Contents	No of Labs required
1	<b>Introduction to MS Excel and Python:</b> Understanding Excel and Python IDE, Fundamental programming skills and syntax, Python packages.	3
2	<b>Collection and Presentation of Data:</b> Importing Dataset into excel and Python, Merging of Datasets, Diagrammatic Presentation of data using plots.	3
3	<b>Standardization and Normalization of Data:</b> Min-Max Normalization, Logarithmic Normalization, Polynomial Normalization, Power Normalization, and Gaussian Normalization.	3
4	<b>Measures of Central Tendency:</b> Measures of Arithmetic Mean, Median, and other positional measures – quartiles, deciles, percentiles, Mode. Diagrammatically representation of the impact of	3



	standardization and normalization of data on central measures.	
<b>5</b>	<b>Measures of dispersion:</b> Different measures of dispersion – Range, Quartile deviation, Mean deviation, Mean Absolute deviation, Standard deviation, Measures of relative dispersion – Coefficient of Variation.	<b>2</b>
<b>6</b>	<b>Moments, Skewness and Kurtosis:</b> Moments, Coefficients based on moments, Sheppard's correction, Skewness, Measures of skewness and Kurtosis.	<b>2</b>
<b>7</b>	<b>Correlation and Regression:</b> Scatter Diagram, Pearson's correlation coefficient matrix, Spearman's rank correlation coefficient matrix.	<b>4</b>
<b>8</b>	<b>Regression Analysis:</b> Simple linear regression model, Estimation of regression coefficients. Two lines of regression.	<b>4</b>
<b>9</b>	<b>Index Numbers:</b> Constructing price and quantity indices (simple and aggregate), Value index, Tests of adequacy, Chain-base index numbers, Base shifting, splicing and deflating.	<b>2</b>
<b>10</b>	<b>Probability Distributions:</b> Random Variables, Probability Distributions: Binomial, Poisson, Normal, exponential, and uniform distributions.	<b>2</b>
<b>Total Number of Labs required</b>		<b>28</b>
<b>Total Lab Hours required (1 Lab = 2 Hrs)</b>		<b>56</b>

**Suggested Text Book(s):**

1. John C Shovic and Alan Simpson: Python – All in One for Dummies, 2<sup>nd</sup> Edition, for Dummies, 2021
2. Paul McFedries and Greg Harvey: Excel All in One for Dummies, 8<sup>th</sup> Edition, for Dummies, 2022

*Suggested Reference Book(s):*

1. Luca Massaron and J.P. Mueller: Python – for Data Science for Dummies, 2<sup>nd</sup> Edition, for Dummies, 2019
2. Johann Strauss and Hayden Van Der Post, Excel 2024: Python, Pivots & More: Your Comprehensive Excel Guide For The Year 2024, 1<sup>st</sup> Edition, Reactive Publishing, 2024
3. Gil B. Dreher: Excel 2024: The Must-Have Guide to Master Microsoft Excel,

*Evaluation Scheme:*

<b>S. No</b>	<b>Exam</b>	<b>Marks</b>
1	Mid Sem. Evaluation	20
2	End Sem. Evaluation	20
3	Attendance	15
4	Lab Assessment	45
	Total	100

**Course Outcomes (COs) contribution to the Programme Outcomes (POs)**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>Average</b>
<b>CO1</b>	1	1	2	2	1	3	2	3	1.88
<b>CO2</b>	1	1	3	2	2	3	2	3	2.13
<b>CO3</b>	3	1	3	3	2	3	2	3	2.50
<b>Average</b>	<b>1.67</b>	<b>1.00</b>	<b>2.67</b>	<b>2.33</b>	<b>1.67</b>	<b>3.00</b>	<b>2.00</b>	<b>3.00</b>	2.17

# POLITICAL PROCESS IN INDIA

COURSE CODE: 23BB1HS314

COURSE CREDITS: 3

CORE/ELECTIVE:

L-T-P : 3-0-0

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Pre-requisite: None

Course Objectives:

1. To encompasses the functioning of electoral democracy in India in the context of a federal multicultural set up as well as the dynamics of political process in India.
2. To gain insights into the interconnections between social and economic relations and the political process in India
3. To look at the consequences of business' growing power on some important issue areas-labor, land, urban governance, and the media. To understand the nature of party functioning and their impact on coalition politics and voting behaviour.
4. To engage students with the various autonomy and regional movements. To take account of regional variation and analyze state-business relations.
5. To understand how religion and caste interacts in the political sphere bringing in the contending debates on secularism and caste politics interactions.
6. To understand the changing nature of the Indian state from its developmental and welfare perspectives.

**Course Outcomes:**

S.No.	Course Outcomes	Level of Attainment
CO-1	Understanding the functioning of electoral democracy in India in the context of a federal multicultural set up as well as the dynamics of political process in India.	Familiarity
CO-2	Understanding nature of party functioning and their impact on coalition politics and voting behavior.	Usage
CO-3	Understan and analyze the effect of dynamics of political process in business.	
CO-4	Understand the consequences of business' growing power on some important issue areas-labor, land, urban governance, and the media.	Familiarity

CO-5	Understand the forms how religion and caste interacts in the political sphere bringing in the contending debates on secularism and caste politics interactions, regional variation and analyze state-business relations.	Assessment
CO-6	Understand the changing nature of the Indian state from its developmental and welfare perspectives.	Usage

### Course Contents:

Unit	Contents	Lectures required
1	Introduction to Indian Political Process:	1
2	Indian Party System: Origin and Development of the Indian party system Nature and trends of Indian party system Regional parties: role and significance in Indian federalism Political defection in India	3
3	Coalition politics and parties : Role of opposition parties in Indian parliamentary system Business representation in Parliament Determinants of voting behavior: Populism Caste as a determinant of voting behavior	4
4	Ethnicity Region & Language as determinants of voting behavior: Class as a determinant of voting behavior Gender as a determinant of voting behaviour Voting behaviour of Rural-Urban India Global Acquisitions and Mergers of prominent Indian Business	3
5	Religion and voting behaviour : Determinants of voting behaviour: Cult/Charisma/Personality Regionalism in India: a conceptual analysis Regionalism and Indian federalism	3
6	Accommodation of regional aspirations—Linguistic reorganization Regional aspirations: Case study of Northeast India Autonomy and secessionism: Case of Punjab and Nagaland Statehood and Sub-regional movements: Jharkhand, Chattisgarh, and Uttarakhand	3
7	Social movements in civil society: Autonomy movements Impact of globalization on regional movements Exploring the nature of identity politics in India Meaning and nature of communalism	4

8	Variants of communal politics in post independent India: Factors responsible for the growth of communal politics in India Hindu nationalism: a historical analysis Rise of Hindutva politics in India: contemporary scenario	4
9	Indian aspect of secularism : Political economy of state politics in India Religion-State relationship: implications for right to equality Caste as an identity in India Dominant and entrenched caste and their role in Indian politics: a contemporary scenario	4
10	Caste and Indian constitutional provisions : Electoral politics and the changing nature of caste Political mobilization of caste identities in India Caste and politics: a changing scenario The middle class in India-politics , Economy and culture	4
11	Affirmative Action Policies in India: Sources, directions and implications for class, caste and tribes : A case of Affirmative Action in favour of the Adivasis: The Forest Rights Act The Reservation Policy in India Affirmative Action for women	3
12	Securing social justice through Affirmative Action : Role of Affirmative Action in achieving health equity in India Nature of the Indian state from Independence to 1990 Nature of the Indian state: post-liberalization era (1990 onwards)	3
13	Relevance of the concept of Welfare State in India : Poverty and Developmental issues in India The Indian state and its use of coercive power The Indian State: Welfare versus Development	3
Total lectures		42

*Suggested Text Book(s):*

1. Prakash C. Sarangi, Politics in India, Orient Black Swam, 2023
2. Akshay Prasad Singh & Krishna Murari, Political Process in Contemporary India, Pearson, 2019
3. Niraja Gopal Jayal & Pratap Bhanu Mehta, The Oxford Companion to Politics in India, Oxford University Press, New Delhi, 2010.
4. Rajni Kothari, Politics in India Orient Longman, Hyderabad, 1970.
5. Subrata K. Mitra, Politics in India: Structure Process and Policy, Routledge, New York, 2017
6. Partha Chatterjee (ed.), State and Politics in India, Oxford University Press, New Delhi, 2002.
7. Atul Kohli & Prerna Singh (eds.) Routledge Handbook of Indian Politics, Routledge, New York, 2016.

*Suggested Reference Book(s):*

1. Bidyut Chakrabarty Indian Politics and Society since Independence Events, processes and ideology, Routledge, New York, 2008
2. Achin Vanaik and R. Bhargava (eds.), Understanding Contemporary India: Critical Perspectives, Orient Blackswan, New Delhi, 2010

*Other useful resource(s):*

1. 'Economics and Politics of the World Social Forum', in "a (emphasis in original).
2. Raina (2004) notes particularly the 'divisions even among the movements sharing the same ideology', not to mention 'the historical differences between the le\$, the Gandhians, the dalits, the Socialists, the environmentalists, as well as the new and the traditional among the women, worker and peasant movements' (p. 13).
3. 'World Social Forum Controlled by Euro-American Bourgeoisie', Report of the Independent Media Centre (USA), January 2004.

**Evaluation Scheme:**

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Assignment - 5 Presentation - 10 Quiz - 5 Attendance - 5

*Course Outcomes (COs) contribution to the Programme Outcomes (POs)*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Av
CO1	2	2	2	3	0	2	3	3	2.1
CO2	2	2	2	2	3	2	3	3	2.3
CO3	3	2	2	2	3	2	3	3	2.5
CO4	2	2	2	2	2	2	3	3	2.5
CO5	2	2	2	2	2	2	3	3	2.2
CO6	3	3	3	3	3	3	3	3	3
Av	2.3	2.1	2.1	2.3	2.1	2.1	3	3	2.3

# BUSINESS RESEARCH

COURSE CODE: 24BB1HS411

COURSE CREDITS: 4

CORE/ELECTIVE: CORE

L-T-P: 3-1-0

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**Pre-requisite:** None

## Course Objectives:

3. To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners.
4. To give them an understanding of the basic techniques and tools of business research and its application in business decision making.
5. To develop scientific thinking for critically analyzing management problems and develop basic knowledge on qualitative, quantitative and mixed methods research, as well as relevant ethical and philosophical considerations.

## Course Outcomes:

SNo	Course Outcomes	Level of Attainment
CO-1	Understand and comprehend the nature, concept and scope of business research	Familiarity
CO-2	Understand the concepts of different types design, data collection methods	Assessment
CO-3	Demonstrate the ability to choose methods appropriate to research aims and objectives and Develop skills in qualitative and quantitative data analysis	Usage
CO-4	Identify and prepare various types of business research reports.	Usage

## Course Contents:

Unit	Contents	Lectures required
1	<b>Introduction:</b> Defining Business Research, Roadmap to learn Business Research, Scientific Process of Research, Methods used, Designing Research Design.	4

2	<b>Measurement and Scaling:</b> What should be measured, Scale of measurement, Four Levels of Data Measurement, Criteria of Good Measurement, Measurement Scale, Factors in selecting Appropriate Measurement Scale, Understanding and Designing Questionnaire	6
3	<b>Sampling and Sampling Distributions:</b> Sampling process, Sampling Design, Probability and Non-Probability Sampling, Errors in Sampling, Sampling Distribution	6
4	<b>Sources and Collection of Data:</b> Meaning, sources, benefits and limitations of Secondary Data Sources, Primary Data Sources and Experimentations	6
5	<b>Statistical Inference:</b> Hypothesis testing for Single Population, Hypothesis testing for to Populations, One Way and Two Way ANOVA, Hypothesis Testing for Categorical Data (Chi-Square Test)	13
6	<b>Non-Parametric Statistics:</b> Runs Test for Randomness of Data, Mann–Whitney U Test, Wilcoxon Matched-Pairs Signed Rank Test, Kruskal–Wallis Test, Friedman Test, Spearman’s Rank Correlation	5
7	<b>Report Writing:</b> Organization of the Written Report, Tabular Presentation of Data, Graphical Presentation of Data	2
<b>Total lectures</b>		<b>42</b>

**Suggested Text Book(s):**

3. Naval Bajpai: Business Research Methods, 2<sup>nd</sup> Edition, Pearson, 2019.

*Suggested Reference Book(s):*

5. Jonathan Wilson: Essentials of Business Research, 2<sup>nd</sup> Edition, Sage, 2024.
6. Roger Bougie and Uma Sekaran: Research Methods of Business – A Skill Building Approach, 8<sup>th</sup> Edition, Wiley, 2021.
7. Donald R. Cooper, Pamela S. Schindler and J.K. Sharma: Business Research Methods, 12<sup>th</sup> Edition, Mc Graw Hills, 2018.
8. Pervez Ghauri, Kjell Gronhuag and Roger Strange: Research Methods in Business Studies, 5<sup>th</sup> Edition, Cambridge University Press.



*Evaluation Scheme:*

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Assignment (2) - 10 Quizzes (2) -10 Attendance - 5

**Course Outcomes (COs) contribution to the Programme Outcomes (POs)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Av
CO1	2	2	3	1	2	2	3	3	2.25
CO2	2	2	3	1	2	3	3	3	2.38
CO3	3	2	3	1	2	3	3	3	2.50
CO4	3	1	3	2	2	2	3	3	2.38
Av	2.5	1.75	3	1.25	2	2.5	3	3	2.38

# HUMAN RESOURCE MANAGEMENT

COURSE CODE: 24BB1HS412

COURSE CREDITS: 4

CORE/ELECTIVE: CORE

L-T-P : 3-1-0

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**Pre-requisite:** None

*Course Objectives:*

1. To demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM
2. To demonstrate competence in development and problem-solving in the area of HR Management
3. To provide innovative solutions to problems in the fields of HRM
4. To be able to identify and appreciate the significance of the ethical issues in HR

*Course Outcomes:*

S.No.	Course Outcomes	Level of Attainment
CO-1	Competency to understand the various functions of Human Resource and HRIS in organization	Familiarity
CO-2	Integrated perspective on role of HRM in modern business. Ability to plan human resources and implement techniques of job design	Assessment
CO-3	Identify how wellness, training and work-life balance policies impact retention	Usage
CO-4	Apply best practices in performance management, performance appraisal, and employee development	Usage
CO-5	Ability to handle employee issues, standards of employment law and techniques for employee retention and evaluate the new trends in HRM	Usage

**Course Contents:**

Unit	Content	Lectures required
1	<b>Introduction to Human Resource Management:</b> Concept of HRM and Evolution of HRM. Functions and Role of HR Manager, The concept of job analysis, Job description, Job specification, Job enrichment, Job rotation, Job enlargement, Challenges before HRM	8
2	<b>HR Procurement:</b> Human Resource planning, Concept and	8

	importance of HRP .HR planning process. Concept of Recruitment, Factors affecting recruitment. Concept and importance of selection, Stages in selection process. Concept and importance of Induction	
3	<b>Training and Development:</b> Meaning and importance of Training Stages involved in training process (Training need Identification, Design of training, Implementation of training, Evaluation of training) On the job and off the job training method The concept of Management Development program	8
4	<b>Compensation management and Performance appraisal:</b> The Concept and objectives of Compensation management. Employee remuneration factors, Fringe benefits. Concept and objectives of Performance Appraisal Performance Appraisal Process. Performance appraisal methods.	10
5	<b>Managing employee relations:</b> Ethics, justice and fair treatment in HR Management, Labour Relations and Collective Bargaining, Employee Safety and Health, Managing Global Human Resources	4
6	<b>Strategic Human Resource Management:</b> HR's strategic challenges and Competitive Advantage. Creating a strategy-oriented HR System. Improving productivity through HRIS	4
	<b>Total</b>	<b>42</b>

**Suggested Text Book(s):**

1. Dessler, G.: Human Resource Management. New Delhi: Prentice Hall, 2010
2. Basak, S. P.: Human Resource Management: Text & Cases.: Pearson, 2012

**Suggested Reference Book(s):**

1. Rao, P. Subba (2014): Essentials of Human Resource Management & Industrial Management: Text & Cases. New Delhi: Himalaya Publication.
2. Armstrong, M. (2010) :Handbook of HRM Practice. USA: Kogan Page

**Evaluation Scheme:**

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1	T-1	15	1 Hour.	Syllabus covered upto T-1
2	T-2	25	1.5 Hours	Syllabus covered upto T-2
3	T-3	35	2 Hours	Entire Syllabus
4	Teaching Assessment	25	Continuous evaluation	10 marks case study 10 marks case study 5 marks Class participation

Sr No	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	Average Score
CO-1	3	3	3	3	3	3	3	3	3
CO-2	3	3	2	2	2	3	3	3	2.6
CO-3	2	3	3	3	2	3	3	3	2.75
CO-4	2	3	3	3	2	3	3	3	2.75
CO-5	3	3	3	3	2	3	3	3	2.8
Average Score	2.6	3	3	3	2.2	3	3	3	2.85

# FINANCIAL MANAGEMENT

COURSE CODE: 24BB1HS413

COURSE CREDITS: 4

CORE/ELECTIVE: Core

L-T-P : 3-1-0

**Pre-requisite:** None

**Course Objectives:** To understand the theoretical framework and issues of corporate finance and apply the concepts in practice so that one can make an optimal decision in corporate finance.

S. No.	Course Outcomes	Level of Attainment
CO-1	Understand the issues and framework of corporate finance.	Familiarity
CO-2	Analyze a firm's performance to determine its strengths and weaknesses, and be able to use financial analysis to improve performance.	Assessment
CO-3	Design a firm's financial needs and interpret its effect on the value of the firm.	Usage
CO-4	Analyze projects, how to apply them, and what to do if there are conflicting recommendations.	Usage
CO-5	Make optimal financial decisions by integrating the concepts of leverage, working capital and dividend.	Usage

## Course Contents:

Unit	Contents	Lectures required
1.	Financial Management: An Overview Nature and scope of financial management, Role of finance function, Finance decisions of the firm, Objective function in finance, Agency costs and corporate governance, Financial management and accounting, Financial objectives and organizational strategy.	3
2.	Sources of Finance Role of financial markets, Financial Markets- segments, products and services, Long-term sources of finance - Equity, Debt, Debentures/Bonds, Lease financing, Venture capital.	3

3.	<p>Comparative and Historical Analysis</p> <p>Balance sheet, Profit and loss account, Analysing financial statements – Ratio Analysis – liquidity ratios, capital structure ratios, working capital ratios, profitability ratios, valuation ratios, Interlinking the ratios- Dupont analysis, Uses and limitations of ratio analysis</p>	4
4.	<p>Time Value of Money</p> <p>Basics of time value, Finding future value, Discounting and present value, Future value of annuity,, Present value of annuity, Periodicity of compounding and discounting, Equated monthly instalments</p>	4
5.	<p>Risk and Return</p> <p>Introduction, Measuring expected return, probability distribution, Risk, Measures of Risk, Normal distribution.</p>	3
6.	<p>Valuation and Corporate Governance</p> <p>Factors affecting valuation, Methods of valuation, Value based management, Measures of value, Economic Value Added (EVA), Corporate Governance.</p>	4
7.	<p>Cost of Capital</p> <p>Opportunity cost of capital, Weighted average cost of capital (WACC), Cost of Debt, Cost of preference capital, Cost of equity, Assigning weights, WACC as discount rate and risk, Pure play approach, Factors affecting cost of capital</p>	3
8.	<p>Capital Structure – Theory</p> <p>Common assumptions for analysis, Net income approach, Net operating income approach, Traditional approach, MM theory without and with corporate taxes, Capital structure with personal taxes, Leverage and financial distress, Trade-off theory, Pecking order theory, Asymmetric information theory</p>	4
9.	<p>Designing Capital Structure</p> <p>Operating leverage, Financial leverage, EBIT-EPS analysis, ROI-ROE analysis, Ratios and industry norms for capital structure, Defining target/optimal capital structure</p>	3
10.	<p>Dividend Decisions</p> <p>Relevance of dividend, Walter’s model, Gordon’s model, Irrelevance of dividend, MM theory of irrelevance, Home made dividend, Factors affecting dividend policy, Alternative form of dividend</p>	3

11.	Capital Budgeting Features of capital budgeting decisions, Types of projects, Techniques of evaluation of capital budgeting decisions, Accounting rate of return, Payback period method, Net present value method, Internal rate of return, NPV and IRR – A comparison, Conflict between IRR and NPV, Advantages of NPV and IRR, Modified IRR, Projecting cash flows, Principles of cash flow projections, Cautions in capital budgeting and cash flow projection	5
12.	Working Capital Management Meaning of working capital, Scope of working capital management, Working capital needs of different types of businesses, Operating cycle and its relevance for WCM, Working capital financing policies, Working capital policy, Estimation of working capital requirements	3
	<b>Total lectures</b>	<b>42</b>

**Suggested Text Book(s):**

1. Rajiv Srivastava and Anil Misra: *Financial Management*, Oxford University Press, 2011
2. R. Narayanaswamy: *Financial Accounting, A Managerial Perspective*, PHI Learning Pvt. Ltd., 2014

*Suggested Reference Book(s):*

3. I. M. Pandey: *Financial Management*, Vikas Publishing House, 2021.
4. Eugene F. Brigham: *Fundamentals of Financial Management*, Thomson Learning, 2021.
5. Prasanna Chandra: *Financial Management*, Tata McGraw Hill, 2022.

**Evaluation Scheme:**

S. No	Exam	Marks	Duration	Coverage / Scope of Examination
1.	T-1	15	1 Hour.	Syllabus covered upto T-1
2.	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teaching Assessment	25	Entire Semester	Class Performance - 10 Quizzes(2)-10 Attendance - 5

**Course Outcomes (COs) contribution to the Programme Outcomes (POs)**

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	Average
CO-1	3	3	2	2	3	3	2	3	2.6
CO-2	3	3	2	2	3	3	2	3	2.6
CO-3	3	3	2	2	3	3	2	3	2.6
CO-4	3	3	3	3	3	3	3	3	3.0
CO-5	3	3	3	3	3	3	3	3	3.0
Average	3	3	2.4	2.4	3	3	2.4	3	2.8

## PRODUCTION AND OPERATIONS MANAGEMENT

COURSE CODE: 24BBWHS431

COURSE CREDITS: 4

CORE/ELECTIVE: Core

L-T-P: 3-1-0

**Pre-requisite:** None

### *Course Objectives:*

1. To understand the challenges faced by any organization in streamlining its production facility.
2. To understand the complexities of overall operations in any modern organisation.
3. To analyse the processes of an organization to understand how value can be created by efficiently managing operations.
4. To gain in depth knowledge on and creating competitive advantage through better operations management.
5. To gain insight into quality management as an inherent component of production and operation management.

S. No.	Course Outcomes	Level of Attainment
CO-1	Understand the intricacies of production and operations management.	Familiarity
CO-2	Understand the complexities of overall operations in any modern organization.	Assessment
CO-3	Analyse the processes of an organization to understand how value can be created by efficiently managing operations.	Assessment
CO-4	Gain indepth knowledge on creating competitive advantage through operations management	Usage
CO-5	Gain insight into quality management as an inherent component of production and operation management	Usage

### *Course Contents:*

Unit	Contents	Lectures required
1.	Introduction to operations management: Operations and productivity.	3
2.	Operations strategy in a Global Environment, Supply Chain Processes Lean Supply Chains, Logistics and Distribution Management Global Sourcing and Procurement	6



3.	Nature and Scope of Production Management, Functions of Production Management, Production Systems, Responsibilities of Production Manager, Production Planning and Control, Objectives of Production Planning and Control.	7
4.	Types of Manufacturing systems, Product Design and development, Design of services	6
5.	Plant Location and Layout: Plant Location, Plant Location Methods, Factors affecting location, Plant layout, Types of plant layout and factors affecting plant layout	5
6.	Materials management: Inventory control, Economic Order Quantity (EOQ), Lead Time, Re-order Level, ABC Analysis, Stock keeping,	7
5.	Quality Management: Definition of quality, Evolution of quality management, Quality Control, Phases of Quality control, Quality assurance, Quality circles, Cost of Quality, TQM, JIT, Statistical Quality Control.	8
<b>Total Lecture Hours</b>		<b>42</b>

**Suggested Text Book(s):**

1. F. Robert Jacobs, Ravi Shankar, Richard B. Chase: Operations and Supply Chain Management, Mc Graw Hill, 2023.
2. Kanishka Bedi: *Production and Operations Management*, Oxford, 2013.

*Suggested Reference Book(s):*

1. Roberta S. Russell, Bernard W. Taylor, Venkataramanaiah Saddikuti, Pavan Kumar, Gudavalleti: Operations and Supply Chain Management, Wiley, 2023.
2. Jay Heizer, Barry Render, Chuck Munson, Amit Sachan: *Operations Management*, Pearson, 2017
3. S.N. Chary: Production and Operations Management, Mc Graw Hill, 2019.
4. Edward A. Silver (Author), David F. Pyke (Author), Douglas J. Thomas (Author): Inventory and Production Management in Supply Chains, CRC Press, 2021.

*Evaluation Scheme:*

S.No	Exam	Marks	Duration	Coverage/Scope of Examination
1.	T-1	15	1 Hour.	Syllabus covered upto T-1
2.	T-2	25	1.5 Hours	Syllabus covered upto T-2
3.	T-3	35	2 Hours	Entire Syllabus
4.	Teacher's Assessment	25	Entire Semester	Class Performance -10 Quizzes (2)-10 Attendance-5

**Course Outcomes (COs) contribution to the Programme Outcomes (POs)**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>Average</b>
<b>CO1</b>	3	3	2	2	2	2	3	3	2.5
<b>CO2</b>	3	3	2	2	2	3	2	3	2.5
<b>CO3</b>	3	3	2	2	2	3	2	3	2.5
<b>CO4</b>	3	3	3	3	3	3	3	3	3.0
<b>CO5</b>	3	3	2	2	2	3	3	3	2.6
<b>Average</b>	<b>3</b>	<b>3</b>	<b>2.2</b>	<b>2.2</b>	<b>2.2</b>	<b>2.8</b>	<b>2.6</b>	<b>3</b>	<b>2.6</b>

## IT TOOLS FOR BUSINESS

COURSE CODE: 24BB7HS471

COURSE CREDITS: 2

CORE/ELECTIVE: CORE

L-T-P : 0-0-4

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**Pre-requisite:** None

*Course Objectives:*

1. To enable the development of IT Skills in students which are essential in today's work culture. The course provides knowledge about various operating systems, packages used for different applications, data base concepts and operations.
2. To enable them to learn basis computing skills, which will enhance their employability in general.

*Course Outcomes:*

S. No	Course Outcomes	Level of Attainment
CO-1	Make meaningful representations of data in the form of charts and pivot tables.	Usage
CO-2	Analyze data using spreadsheets and using interpretation to make decisions.	Usage
CO-3	Generate word documents with appropriate formatting, layout, proofing.	Usage
CO-4	Manage data for generating queries, forms and reports in a database.	Usage

**Course Contents:**

Unit	Contents	Lab Hours required
1	<b>Spreadsheets:</b> Introduction: Concept of worksheets and workbooks, creating, opening, closing and saving workbooks, moving, copying, inserting, deleting and renaming worksheets, working with multiple worksheets and multiple workbooks, controlling worksheet views, naming cells using name box, name create and name define. Using formulae and functions: Understanding absolute, relative and mixed referencing in formulas, referencing cells in other worksheets and workbooks, correcting common formula errors.	4
2	<b>Working with inbuilt function categories:</b> like mathematical, statistical, text, lookup, information, logical, database, date and time and basic financial functions.	4
3	<b>Consolidating worksheets and workbooks:</b> using formulae and data consolidate command Printing and Protecting worksheets:	2

	Adjusting margins, creating headers and footers, setting page breaks, changing orientation, creating portable documents and printing data and formulae. Implementing file level security and protecting data within the worksheet.	
4	<b>Creating charts and graphics:</b> Choosing a chart type, understanding data points and data series, editing and formatting chart elements, and creating sparkline graphics.	2
5	<b>Analyzing data using pivot tables:</b> Creating, formatting and modifying a pivot table, sorting, filtering and grouping items, creating calculated field and calculated item, creating pivot table charts, producing a report with pivot tables.	4
6	<b>Performing what-if analysis:</b> Types of what if analysis (manual, data tables, scenario manager), what-if analysis in reverse (goal-seek, solver), Exchanging data using clipboard, object linking and embedding.	4
7	<b>Wordprocessing:</b> Introduction: Creating and saving your document, displaying different views, working with styles and character formatting, working with paragraph formatting techniques using indents, tabs, alignment, spacing, bullets and numbering and creating borders. Page setup and sections: Setting page margins, orientation, headers and footers, end notes and foot notes, creating section breaks and page borders. Working with tables: Creating tables, modifying table layout and design, sorting, inserting graphics in a table, table math, converting text to table and vice versa. Create newspaper columns, indexes and table of contents.	4
8	<b>Spellcheck and Mail-Merge:</b> Spellcheck your document using inbuilt and custom dictionaries, checking grammar and style, using thesaurus and finding and replacing text. Create bookmarks, captions and cross referencing, adding hyperlinks, adding sources and compiling and bibliography. <b>Mail merge:</b> Creating and editing your main document and data source, sorting and filtering merged documents and using merge instructions like ask, fill-in and if-then-else. Linking and embedding to keep things together.	4
9	<b>Powerpoint Presentation-</b> Introduction: Creating a blank presentation using a design template, basing a new presentation on an existing one, creating and managing slides, using content place holders, creating graphs, tables, diagrams, organization charts, inserting clip art and images. Viewing and navigating a presentation: Organizing ideas in outline view, using slide sorter to rearrange a presentation, previewing presentation in slide show, understanding master views, using title master, slide master, handout master and notes master, working with headers and footers, using hyperlinks, advanced navigation with action settings, navigation short hand with action buttons	4

10	Animation and multimedia: Using and applying animation schemes, custom animation, understanding sound file formats and video types, adding music, sound and video clips. Final presentation: Applying transition to slides, controlling transition speed, using hidden slides, using custom shows, using on screen pen and adding and accessing notes during a presentation.	2
11	<b>Databases:</b> Introduction to Database Development: Database Terminology, Objects, Creating Tables, working with fields, understanding Data types, changing table design, Assigning Field Properties, Setting Primary Keys, using field validation and record validation rules, Indexing, working with multiple tables, Relationships & Integrity Rules, Join Properties, Record manipulation, Sorting & Filtering.	8
12	<b>Select data with queries:</b> Creating Query by design & by wizard (Select, Make Table, Append, Delete, Cross Tab, Update, Parameterized Query, Find Duplicate and Find Unmatched), Creating multi table queries, creating & working with table joins. Using operators & expressions: Creating simple & advance criteria.	6
13	<b>Working with forms:</b> Creating Basic forms, working with bound, unbound and calculated controls, understanding property sheet, Working with Data on Forms: Changing Layout, creating Sub Forms, creating list box, combo box and option groups.	4
14	<b>Working with Reports:</b> Creating Basic Reports, Creating Header & Footer, Placing Controls on reports, sorting & grouping, Creating Sub reports.	4
<b>Total lectures</b>		<b>56</b>

#### **Suggested Text Book(s):**

1. Joan Lambert: Microsoft Office Step By Step (Office 2021 and Microsoft 365), 1<sup>st</sup> Edition, Microsoft Press, 2022
2. Shelly Cashman: Microsoft Office 365 & Office 2021 – Technology for Success, 1<sup>st</sup> Edition, Cengage, 2024

#### *Suggested Reference Book(s):*

1. Peter Weverka: Office for Dummies, 10<sup>th</sup> Edition, for Dummies, 2022
2. Anthony DeBarros: Practical SQL: A Beginner's Guide to Storeytelling with Data, 1<sup>st</sup> Edition, No Starch Press, 2018

*Evaluation Scheme:*

S. No	Exam	Marks
1	Mid Sem. Evaluation	20
2	End Sem. Evaluation	20
3.	Attendance	15
4.	Lab Assessment	45
	Total	100

**Course Outcomes (COs) contribution to the Programme Outcomes (POs)**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Average
CO1	1	1	2	2	1	3	2	3	1.88
CO2	1	1	3	2	2	3	2	3	2.13
CO3	3	1	3	3	2	3	2	3	2.50
CO4	3	1	3	3	2	3	2	3	2.50
Average	2.00	1.00	2.75	2.50	1.75	3.00	2.00	3.00	2.25

## Oral and Written Communication

COURSE CODE: 24BB1HS414

COURSE CREDITS: 3

CORE/ELECTIVE: CORE

L-T-P : 2-1-0

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**Pre-requisite: None**

**Course Objectives:**

1. Students will be able to understand the concepts of effective oral and written communication.
2. Students will learn the importance of nonverbal communication and body language in diverse business environments.
3. Students will be able to effectively communicate orally in various communicative situations.
4. Students will understand and apply the concepts of effective business writing.
5. Students will be able to write effective business reports, proposals, letters and business plans.

**Course Outcomes:**

S No	Course Outcomes	Level of Attainment
CO-1	Help students understand the concepts of effective oral and written communication	Familiarity
CO-2	Help students understand the importance of non verbal communication and body language in diverse business environments	Familiarity and Usage
CO-3	Enable students to effectively communicate orally in various communicative situations	Assessment
CO-4	Help students understand and apply the concepts of effective business writing	Usage
CO-5	Enable students to write effective business reports, proposals, letters and business plans	Usage

**Course Contents:**

Unit	Contents	Lectures required
1	<b>Introduction to Oral and Written Business Communication</b>  <ol style="list-style-type: none"><li>1. Importance of effective oral and written communication for management professionals</li><li>2. Strategies to make communication better</li><li>3. Possible barriers to effective communication</li><li>4. Body language and Non-verbal Communication</li></ol>	3

<b>2</b>	<b>Oral Communication</b> <ol style="list-style-type: none"> <li>1. Types of oral communicative situations</li> <li>5. Public speaking for management professionals</li> <li>2. Extempore speech</li> <li>3. Panel discussion</li> <li>4. Group discussion</li> <li>5. Elevator's pitch</li> <li>6. Business plans presentations</li> </ol>	<b>8</b>
<b>3</b>	<b>Personal Interviews and Presentations</b> <ol style="list-style-type: none"> <li>1. Self-introduction</li> <li>2. Personal interview techniques</li> <li>3. Do's and don'ts of personal interviews</li> <li>4. Frequently asked questions and how to answer behavioral questions</li> <li>5. Delivering presentations</li> </ol>	<b>7</b>
<b>4</b>	<b>Written Communication</b> <ol style="list-style-type: none"> <li>1. Principles of effective business writing</li> <li>2. Making effective Résumé and Curriculum Vitae (CV)</li> <li>3. Using websites to create Résumé and CV</li> <li>4. Writing business reports, Proposals, Letters and Business plans</li> </ol>	<b>10</b>
	<b>Total Lectures</b>	<b>28</b>

**Suggested Text Book (s):**

1. Carol M Lehman, Debbie D Dufrene, Mala. Sinha, *BCOM – A South Asian Perspective*. Cengage Learning, 2016.
2. R.V Lesikar, M.E. Flatley, K Rentz, N Pande. *Business communication*, 12<sup>th</sup> Edition, McGraw Hill, 2009.

**Suggested Reference Book (s):**

1. H.S. Mukherjee: *Business Communication-connecting at work*, Oxford University Press, 2<sup>nd</sup> Edition 2013.
2. Kristen Bell De Tienne: *Guide to Electronic Communication*, Pearson, 1<sup>st</sup> Edition, 2011.
3. Karen Schneiter Williams, Joyce P Logan, A.C. Buddy Krizan, Patricia Merrier: *Communicating in Business*, Cengage Learning, 1<sup>st</sup> Edition 2012.

**Evaluation Scheme:**

S No	Examination	Marks	Duration	Coverage/Scope of Examination
1	T-1	15	1 Hour	Syllabus covered up to T-1
2	T-2	25	1.5 Hours	Syllabus covered up to T-2
3	T-3	35	2 Hours	Syllabus covered up to T-3
4	Teaching Assessment	25	Entire Semester	Assignments-10 Quizzes-10 Attendance-5



**Course Outcomes (COs) contribution to the Programme Outcomes (POs)**

	<b>PO-1</b>	<b>PO-2</b>	<b>PO-3</b>	<b>PO-4</b>	<b>PO-5</b>	<b>PO-6</b>	<b>PO-7</b>	<b>PO-8</b>	<b>AVG</b>
<b>CO-1</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2.4</b>
<b>CO-2</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>2</b>
<b>CO-3</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>
<b>CO-4</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1.9</b>
<b>CO-5</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>2</b>
<b>Average Score</b>	<b>2.6</b>	<b>1.2</b>	<b>3</b>	<b>3</b>	<b>1.4</b>	<b>2</b>	<b>2</b>	<b>2.8</b>	<b>2.6</b>