



**REVA**  
UNIVERSITY  
Bengaluru, India

# **SCHOOL OF MANAGEMENT STUDIES**

**BBA (Honors)**

**HAND BOOK**

**Batch 2020-2023**

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**Rukmini Educational**  
Charitable Trust

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## Chancellor's Message

“Education is the most powerful weapon which you can use to change the world.”

- Nelson Mandela.

There was a time when survival depended on just the realization of physiological needs. We are indeed privileged to exist in a time when ‘intellectual gratification’ has become indispensable. Information is easily attainable for the soul that is curious enough to go look for it. Technological boons enable information availability anywhere anytime. The difference, however, lies between those who look for information and those who look for knowledge.

It is deemed virtuous to serve seekers of knowledge and as educators it is in the ethos at REVA University to empower every learner who chooses to enter our portals. Driven by our founding philosophy of ‘Knowledge is Power’, we believe in building a community of perpetual learners by enabling them to look beyond their abilities and achieve what they assumed impossible.

India has always been beheld as a brewing pot of unbelievable talent, acute intellect and immense potential. All it takes to turn those qualities into power is a spark of opportunity. Being at a University is an exciting and rewarding experience with opportunities to nurture abilities, challenge cognizance and gain competence.

For any University, the structure of excellence lies in the transitional abilities of its faculty and its facility. I’m always in awe of the efforts that our academic board puts in to develop the team of subject matter experts at REVA. My faculty colleagues understand our core vision of empowering our future generation to be ethically, morally and intellectually elite. They



practice the art of teaching with a student-centered and transformational approach. The excellent infrastructure at the University, both educational and extra-curricular, magnificently demonstrates the importance of ambience in facilitating focused learning for our students.

A famous British politician and author from the 19th century - Benjamin Disraeli, once said 'A University should be a place of light, of liberty and of learning'. Centuries later this dictum still inspires me and I believe, it takes team-work to build successful institutions. I welcome you to REVA University to join hands in laying the foundation of your future with values, wisdom and knowledge.

Dr. P. Shyama Raju

The Founder and Hon'ble Chancellor, REVA University

## **Vice- Chancellor's Message**

The last two decades have seen a remarkable growth in higher education in India and across the globe. The move towards inter-disciplinary studies and interactive learning have opened up several options as well as created multiple challenges. India is at a juncture where a huge population of young crowd is opting for higher education. With the tremendous growth of privatization of education in India, the major focus is on creating a platform for quality in knowledge enhancement and bridging the gap between academia and industry.

A strong believer and practitioner of the dictum “Knowledge is Power”, REVA University has been on the path of delivering quality education by developing the young human resources on the foundation of ethical and moral values, while boosting their leadership qualities, research culture and innovative skills. Built on a sprawling 45 acres of green campus, this ‘temple of learning’ has excellent and state-of-the-art infrastructure facilities conducive to higher teaching-learning environment and research. The main objective of the University is to provide higher education of global standards and hence, all the programs are designed to meet international standards. Highly experienced and qualified faculty members, continuously engaged in the maintenance and enhancement of student-centric learning environment through innovative pedagogy, form the backbone of the University.

All the programs offered by REVA University follow the Choice Based Credit System (CBCS) with Outcome Based Approach. The flexibility in the curriculum has been designed with industry-specific goals in mind and the educator enjoys complete freedom to appropriate the syllabus by incorporating the latest knowledge and stimulating the creative minds of

the students. Bench marked with the course of studies of various institutions of repute, our curriculum is extremely contemporary and is a culmination of efforts of great think-tanks - a large number of faculty members, experts from industries and research level organizations. The evaluation mechanism employs continuous assessment with grade point averages. We believe sincerely that it will meet the aspirations of all stakeholders – students, parents and the employers of the graduates and postgraduates of REVA University.

At REVA University, research, consultancy and innovation are regarded as our pillars of success. Most of the faculty members of the University are involved in research by attracting funded projects from various research level organizations like DST, VGST, DBT, DRDO, AICTE and industries. The outcome of the research is passed on to students through live projects from industries. The entrepreneurial zeal of the students is encouraged and nurtured through EDPs and EACs.

REVA University has entered into collaboration with many prominent industries to bridge the gap between industry and University. Regular visits to industries and mandatory internship with industries have helped our students. REVA University has entered into collaboration with many prominent industries to bridge the gap between industry and University. Regular visits to industries and mandatory internship with industries have helped our students become skilled with relevant to industry requirements. Structured training programs on soft-skills and preparatory training for competitive exams are offered here to make students more employable. 100% placement of eligible students speaks the effectiveness of these programs. The entrepreneurship development activities and establishment of “Technology Incubation Centers” in the University extend full support to the budding entrepreneurs to nurture their ideas and establish an enterprise.

With firm faith in the saying, “Intelligence plus character –that is the goal of education” (Martin Luther King, Jr.), I strongly believe REVA University is marching ahead in the right direction, providing a holistic education to the future generation and playing a positive role in nation building. We reiterate our endeavor to provide premium quality education accessible to all and an environment for the growth of over-all personality development leading to generating “GLOBAL PROFESSIONALS”.

Welcome to the portals of REVA University!

**Dr. S. Y. Kulkarni**

Vice-Chancellor, REVA University

## Director's Message

Today, as you prepare to join our campus and start the next chapter of your lives, in what can only be described as an increasingly divided and fast-shifting world, I want to offer some thoughts specific to the challenging times in which we find ourselves. Your responsibilities as Management student to lead businesses are more important today than ever. You will be graduating into a world in which trust and faith in business has declined significantly, and you have to develop the personality reflecting honesty and Ethics.



As Business Student- leaders, part of your responsibility is to rebuild this trust between business and society. My hope is that the many discussions you will have, in courses as varied as Leadership and Corporate Accountability and Finance, Ethical Management, Governance, HRM, HR, have given you tools and perspectives that will serve as a guide to you in the future. I hope you will develop, and will continue to develop, both the competence and character of true leadership. You will need both to fulfill your responsibility to rebuild trust. The way that you can do so is by creating shared prosperity; in essence, by ensuring that you create value for others before you claim value for yourself.

You can exercise your responsibility to help rebuild trust not only by the big decisions you make while leading organizations, but also by the smaller interactions you have every day. Business Leaders—rightly—are scrutinized more carefully than others, so even small signs of arrogance, excessive pride, or self-interest will be magnified. Hold yourself to a higher standard.

Many of our alumni currently lead some of the most admired and most valuable companies on the planet. They have been crucial to the creation and evolution of entire industries, including management consulting, mutual funds, private equity, venture capital, and social entrepreneurship, HR, Marketing, Entrepreneurship, and the like.

If you want your lives to have that kind of impact, you must REACH, that is stretch for things in life that seem just a bit outside your grasp, just a bit audacious. When we reach, we take a risk that has the potential to fundamentally shift the trajectory of our lives and our organizations. We develop three types of behaviour in this school: 1. Modesty; 2. Honesty; and 3. Winning Attitude, focusing on knowledge, skills, and competency.

Often our biggest sense of accomplishment comes not when we reach for ourselves, but when we reach out on behalf of others. I experience this most often when I deal with our distinguished alumni who give back to so many causes. Today you join a group of alumni who are distinguished not only as leaders, but as philanthropists and energetic civic participants—people who lead and fund countless non-profits and philanthropies. It's a privilege for me to spend time with these people, and we ask that you RESPECT the people who are most important in your lives, and everyone with whom you interact along your road to leadership. Remember that nothing can be accomplished without the help of everyone in REVA University.

The Curriculum caters to and has relevance to local, regional, national, and global development needs. A maximum number of courses are integrated with cross-cutting issues with relevant to professional ethics, gender, human values, environment and sustainability.

Lastly, show respect on a daily basis to everyone you interact with: your co-students. As students, you will often get more credit than you deserve; be sure to share this credit by giving respect to all who contribute to any success. Let me in that spirit take a moment to thank your parents, guardian who have collectively helped to educate you and bring you to this wonderful moment of Management World.

As you begin this exciting journey, I wish you all the best.

**Dr Shubha A**  
**Director, School of Management Studies**



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## RUKMINI EDUCATIONAL CHARITABLE TRUST

It was the dream of late Smt. Rukmini Shyama Raju to impart education to millions of underprivileged children as she knew the importance of education in the contemporary society. The dream of Smt. Rukmini Shyama Raju came true with the establishment of Rukmini Educational Charitable Trust (RECT), in the year 2002. **Rukmini Educational Charitable Trust** (RECT) is a Public Charitable Trust, set up in 2002 with the objective of promoting, establishing and conducting academic activities in the fields of Arts, Architecture, Commerce, Education, Engineering, Environmental Science, Management Studies, Legal Studies, Performing Arts and Science & Technology, among others. In furtherance of these objectives, the Trust has set up the REVA Group of Educational Institutions comprising of REVA Institute of Technology & Management (RITM), REVA Institute of Science and Management (RISM), REVA Institute of Management Studies (RIMS), REVA Institute of Education (RIE), REVA First Grade College (RFGC), REVA

Degree College (Evening), REVA Independent PU College at Kattigenahalli, Ganganagar and Sanjaynagar and now REVA University. Through these institutions, the Trust seeks to fulfill its vision of providing world class education and create abundant opportunities for the youth of this nation to excel in the areas of Engineering, Commerce, Management, Education, Arts and Science & Technology.

Every great human enterprise is powered by the vision of one or more extraordinary individuals and is sustained by the people who derive their motivation from the founders. The Chairman of the Trust is Dr. P. Shyama Raju, a developer and builder of repute, a captain of the industry in his own right and the Chairman and Managing Director of the DivyaSree Group of companies. The idea of creating these top notch educational institutions was born of the philanthropic instincts of Dr. P. ShyamaRaju to do public good, quite in keeping with his support to other socially relevant charities such as maintaining the Richmond road park, building and donating a police station, gifting assets to organizations providing accident and trauma care, to name a few.

The Rukmini Educational Charitable Trust drives with the main aim to help students who are in pursuit of quality education for life. REVA is today a family of ten institutions providing education from PU to Post Graduation and Research leading to M. Phil and PhD degrees. REVA has well qualified experienced teaching faculty of whom majority are doctorates. The faculty is supported by committed administrative and technical staff. Over 14,000 students study various courses across REVA's three campuses equipped with exemplary state-of-the-art infrastructure and conducive environment for the knowledge driven community.

## **ABOUT REVA UNIVERSITY**

REVA University has been established under the REVA University Act, 2012 of Government of Karnataka and notified in Karnataka State Gazette dated 7th February, 2013. The University is recognised by UGC under Sec 2 (f) and empowered under Sec.22 of the UGC Act, 1956 to award degrees in any branch of knowledge. The University is a Member of Association of Indian Universities, New Delhi. The main objective of the University is to prepare students with knowledge, wisdom and patriotism to face the global challenges and become the top leaders of the country and the globe in different fields.

REVA University located in between Kempegowda International Airport and Bangalore city, has a sprawling green campus spread over 45 acres of land and equipped with state-of-the-art infrastructure that provide conducive environment for higher learning and research. The REVA campus has well equipped laboratories, custom-built teaching

facilities, fully air-conditioned library and central computer centre, the well-planned sports facility with cricket ground, running track & variety of indoor and outdoor sports activities, facilities for cultural programs. The unique feature of REVA campus is the largest residential facility for students, faculty members and supportive staff.

The University is presently offering 27 Post Graduate Degree programs, 29 Degree and PG Degree programs in various branches of studies and has 15000+ students studying in various branches of knowledge at graduate and post graduate level and 494 Scholars pursuing research leading to PhD in 18 disciplines. It has 900+ well qualified, experienced and committed faculty members of whom majority are doctorates in their respective areas and most of them are guiding students pursuing research leading to PhD.

The programs being offered by the REVA University are well planned and designed after detailed study with emphasis with knowledge assimilation, applications, global job market and their social relevance. Highly qualified, experienced faculty and scholars from reputed universities / institutions, experts from industries and business sectors have contributed in preparing the scheme of instruction and detailed curricula for this program. Greater emphasis on practice in respective areas and skill development to suit to respective job environment has been given while designing the curricula. The Choice Based Credit System and Continuous Assessment Graded Pattern (CBCS – CAGP) of education has been introduced in all programs to facilitate students to opt for subjects of their choice in addition to the core subjects of the study and prepare them with needed skills. The system also allows students to move forward under the fast track for those who have the capabilities to surpass others. These programs are taught by well experienced qualified faculty supported by the experts from industries, business sectors and such other organizations. REVA University has also initiated many supportive measures such as bridge courses, special coaching, remedial classes, etc., for slow learners so as to give them the needed input and build in them confidence and courage to move forward and accomplish success in their career. The University has also entered into MOUs with many industries, business firms and other institutions seeking their help in imparting quality education through practice, internship and also assisting students' placements.

REVA University recognizing the fact that research, development and innovation are the important functions of any university has established an independent Research and Innovation division headed by a senior professor as Dean of Research and Innovation. This division facilitates all faculty members and research scholars to undertake innovative research projects in engineering, science & technology and other areas of study. The interdisciplinary-multidisciplinary research is given the top most priority. The division continuously liaisons between various funding agencies, R&D Institutions, Industries and faculty members of REVA University to facilitate undertaking innovative projects. It encourages student research projects by forming different research groups under the guidance of senior faculty members. Some of the core areas of research wherein our young faculty members are working include Data Mining, Cloud Computing, Image Processing, Network Security, VLSI and Embedded Systems, Wireless Sensor Networks, Computer Networks, IOT, MEMS, Nano- Electronics, Wireless Communications, Bio-fuels, Nano-technology for coatings, Composites, Vibration Energies, Electric Vehicles, Multilevel Inverter Application, Battery Management System, LED Lightings, Renewable Energy Sources and Active Filter, Innovative Concrete Reinforcement, Electro Chemical Synthesis, Energy Conversion Devices, Nano-structural Materials, Photo-electrochemical Hydrogen generation, Pesticide Residue Analysis, Nano materials, Photonics, Nano Tribology, Fuel Mechanics, Operation Research, Graph theory, Strategic Leadership and Innovative Entrepreneurship, Functional Development Management, Resource Management and Sustainable Development, Cyber Security, General Studies, Feminism, Computer Assisted Language Teaching, Culture Studies etc.

The REVA University has also given utmost importance to develop the much required skills through variety of training programs, industrial practice, case studies and such other activities that induce the said skills among all students. A full-fledged Career Development and Placement (CDC) department with world class infrastructure, headed by a dynamic experienced Professor & Dean, and supported by well experienced Trainers, Counselors and Placement Officers. The University also has University-Industry Interaction and Skill Development Centre headed by a Senior Professor & Director facilitating skill related training to REVA students and other unemployed students. The University has been recognized as a Centre of Skill Development and Training by NSDC (National Skill Development Corporation) under Pradhan Mantri Kaushal Vikas Yojana. The Centre

conducts several add-on courses in challenging areas of development. It is always active in facilitating student's variety of Skill Development Training programs.

The University has collaborations with Industries, universities abroad, research institutions, corporate training organizations, and Government agencies such as Florida International University, Oklahoma State University, Western Connecticut University, University of Alabama, Huntsville, Oracle India Ltd, Texas

Instruments, Nokia University Relations, EMC2, VMware, SAP, Apollo etc, to facilitate student exchange and teacher-scholar exchange programs and conduct training programs. These collaborations with foreign universities also facilitate students to study some of the programs partly in REVA University and partly in foreign university, viz, M.S in Computer Science one year in REVA University and the next year in the University of Alabama, Huntsville, USA.

The University has also given greater importance to quality in education, research, administration and all activities of the university. Therefore, it has established an independent Internal Quality division headed by a senior professor as Dean of Internal Quality. The division works on planning, designing and developing different quality tools, implementing them and monitoring the implementation of these quality tools. It concentrates on training entire faculty to adopt the new tools and implement their use. The division further works on introducing various examination and administrative reforms.

To motivate the youth and transform them to become innovative entrepreneurs, successful leaders of tomorrow and committed citizens of the country, REVA organizes interaction between students and successful industrialists, entrepreneurs, scientists and such others from time to time. As a part of this exercise great personalities such as Bharat Ratna Prof. C. N. R. Rao, a renowned Scientist, Dr. N R Narayana Murthy, Founder and Chairman and Mentor of Infosys, Dr. K Kasturirangan, Former Chairman ISRO, Member of Planning Commission, Government of India, Dr. Balaram, Former Director I.I.Sc., and noted Scientist, Dr. V S Ramamurthy, Former Secretary, DST, Government of India, Dr. V K Aatre, noted Scientist and former head of the DRDO and Scientific Advisor to the Ministry of Defence Dr. Sathish Reddy, Scientific Advisor, Ministry of Defence, New Delhi and

many others have accepted our invitation and blessed our students and faculty members by their inspiring addresses and interaction.

As a part of our effort in motivating and inspiring youth of today, REVA University also has instituted awards and prizes to recognize the services of teachers, researchers, scientists, entrepreneurs, social workers and such others who have contributed richly for the development of the society and progress of the country. One of such awards instituted by REVA University is 'Life Time Achievement Award' to be awarded to successful personalities who have made mark in their field of work. This award is presented on occasion of the "Founders' Day Celebration" of REVA University on 6th January of every year in presence of dignitaries, faculty members and students gathering. The first "REVA Life Time Achievement Award" for the year 2015 has been awarded to Shri. Kiran Kumar, Chairman ISRO, followed by Shri. Shekhar Gupta, renowned Journalist for the year 2016, Dr K J Yesudas, renowned play back singer for the year 2017. REVA also introduced "REVA Award of Excellence" in the year 2017 and the first Awardee of this prestigious award is Shri Ramesh Aravind, Actor, Producer, Director, Screen Writer and Speaker.

REVA organizes various cultural programs to promote culture, tradition, ethical and moral values to our students. During such cultural events the students are given opportunities to unfold their hidden talents and motivate them to contribute innovative ideas for the progress of the society. One of such cultural events is REVAMP conducted every year. The event not only gives opportunities to students of REVA but also students of other Universities and Colleges. During three days of this mega event students participate in debates, Quizzes, Group discussion, Seminars, exhibitions and variety of cultural events. Another important event is Shubha Vidaaya, - Graduation Day for the final year students of all the programs, wherein, the outgoing students are felicitated and are addressed by eminent personalities to take their future career in a right spirit, to be the good citizens and dedicate themselves to serve the society and make a mark in their respective spheres of activities. During this occasion, the students who have achieved top ranks and won medals and prizes in academic, cultural and sports activities are also recognized by distributing awards and prizes. The founders have also instituted medals and prizes for sports achievers every year. The physical education department conducts regular yoga classes every day to students,



faculty members, administrative staff and their family members and organizes yoga camps for villagers around.

Within short span of time, REVA University has been recognised as a fast-growing university imparting quality higher education to the youth of the country and received many awards, ranks, and accolades from various agencies, institutions at national and international level. These include: Asia's Greatest Brand and Leaders, by Asia One, National Award of Leadership Excellence, by ASSOCHAM India, Most promising University, by EPSI, Promising Upcoming Private University in the Country, by The Economic Times, Best University of India (South), by Dialogue India, Gold Brand by QS University Ranking, placed under 151-200 band by NIRF, 6TH Rank in the Super Excellence category by GHRDC, 6TH Rank in All India Law School Survey, ranked among Top 30 Best B Schools by Business World, India's Best Law Institution by Careers 360, to mention a few.

## **Advisory Board**

<b>Sl. No.</b>	<b>Name of Members</b>
1	<b>Dr. B. Mahadevan</b> Professor, IIM – Bangalore, Bannerghatta Road, Bangalore Phone: +91-80-26993275 E-mail: <a href="mailto:b.mahadevan@iimb.ernet.in">b.mahadevan@iimb.ernet.in</a>
2	<b>Dr S Nayana Tara</b> Professor IIM- Bangalore, Bannerghatta Road, Bangalore Phone: +91-80-26993082 E-mail: <a href="mailto:tara@iimb.ernet.in">tara@iimb.ernet.in</a>
3	<b>Dr. D N S Kumar</b> Director (Research)

	Christ University, Bangalore (O) 40129018(M) 8880919142
4	<b>Dr. M. S. Moodithaya</b> Registrar, Nitte University Derlakatte, Mangalore (M) 9845370401
5	<b>Dr. A. H. Chachadi</b> Retired Professor, Karnataka University, Dharwad (M) 9448631340 ( R ) (0836) 2742820
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8	<b>Dr. Shanthi S K</b> Chair Professor - Union Bank Center for Banking Excellence, Greta Lakes University, Chennai--6303102 Email: <a href="mailto:shanthi.sk@greatlakes.edu.in">shanthi.sk@greatlakes.edu.in</a>
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## SUMMARY OF REVA UNIVERSITY REGULATIONS FOR CHOICE BASED CREDIT SYSTEM (CBCS) AND CONTINUOUS ASSESSMENT GRADING PATTERN (CAGP) FOR THREE YEARS GRADUATE DEGREE PROGRAMS

### 1. Teaching and Learning Process:

The teaching & learning process under CBCS – CAGP of education in each course of study will have three components, namely:

(i) L= Lecture (ii) T= Tutorial (iii) P=Practice; where:

**L** stands for **Lecture** session consisting of classroom instruction.

**T** stands for **Tutorial** session consisting participatory discussion / Self-study/ desk work/ brief seminar presentations by students and such other novel methods that make a student to absorb and assimilate more effectively the contents delivered in the Lecture classes.

**P** stands for **Practice** session and it consists of Hands-on Experience / Laboratory Experiments / Field Studies / Case Studies that equip students to acquire the much-required skill component.

## **2. Courses of Study and Credits**

- a. The study of various subjects in BBA (H) degree program is grouped under various courses. Each of these courses carries credits which are based on the number of hours of teaching and learning.
- b. In terms of credits, every **one-hour session of L amounts to 1 credit per Semester** and a minimum of **two-hour session of T or P amounts to 1 credit per Semester or a three-hour session of T / P amounts to 2 credits** over a period of one Semester of 16 weeks for teaching-learning process.
- c. **The total duration of a semester is 20 weeks inclusive of semester-end examination.**
- d. **A course shall have either or all the four components.** That means a course may have only lecture component, or only practical component or combination of any two or all the three components.
- e. The total credits earned by a student at the end of the semester upon successfully completing the course are  $L + T + P$ . **The credit pattern of the course is indicated as L: T: P**

Different **Courses of Study** are labeled and defined as follows:

**a. Core Course:**

A course which should compulsorily be studied by a candidate as a core-requirement is termed as a Core course. The CORE courses of Study are of THREE types, viz – (i) Foundation Course, (ii) Hard Core Course, and (iii) Soft Core Course.

**b. Foundation Course (FC):**

The foundation Course is a core course which should be completed successfully as a part of graduate degree program irrespective of the branch of study. These would include basic courses in Languages, courses of study prescribed by the University.

**c. Hard Core Course (HC):**

The **Hard-Core Course** is a Core Course in the main branch of study and related branch (es) of study, if any that the candidates have to complete compulsorily.

**d. Soft Core Course (SC):**

A Core course may be a **Soft Core** if there is a choice or an option for the candidate to choose a course from a pool of courses from the main branch of study or from a sister/related branch of study which supports the main branch of study.

**e. Open Elective Course:**

An elective course chosen generally from other discipline / subject, with an intention to seek exposure to the basics of subjects other than the main discipline the student is studying is called an **Open Elective Course**.

**f. Project Work / Dissertation:**

Project work / Dissertation work is a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A project work carrying **FOUR or SIX** credits is called **Minor Project work / Dissertation**. A project work of **EIGHT, TEN, TWELVE or SIXTEEN** credits is called **Major Project work / Dissertation**. A **Minor Project work may be a hard core or a Soft Core as decided by the BOS / concerned. But the Major Project shall be Hard Core**.

**3. Scheme, Duration and Medium of Instructions:**

3.1. The BBA (H) Degree program is of 6 semesters - 3 years duration. A candidate can avail a maximum of 12 semesters - 6 years as per double duration norm, in one stretch to complete the BBA (H) including blank semesters, if any. Whenever a

candidate opts for blank semester, he/she has to study the prevailing courses offered by the School when he/she resumes his/her studies.

3.2. The medium of instruction shall be English.

#### **4. Credits and Credit Distribution**

**4.1. A candidate has to earn 140 credits for successful completion of Three Year BBA (H) degree** with the distribution of credits for different courses as decided by the Board of Studies.

4.2. The concerned BOS based on the credits distribution pattern given above shall prescribe the credits to various types of courses and shall assign title to every course including project work, practical work, field work, self-study elective, as **Foundation Course (FC), Hard Core (HC) or Soft Core (SC) or Open Elective (OE).**

4.3. A candidate can enroll for a maximum of 30 credits and a minimum of 20 credits per Semester. However he / she may not successfully earn a maximum of 30 credits per semester. This maximum of 30 credits does not include the credits of courses carried forward by a candidate.

**4.4. Only such full time candidates who register for a minimum prescribed number of credits in each semester from I semester to VI semester and complete successfully 140 credits in 6 successive semesters shall be considered for declaration of Ranks, Medals, Prizes and are eligible to apply for Student Fellowship, Scholarship, Free ships, and such other rewards / advantages which could be applicable for all full time students and for hostel facilities.**

#### **Add- on Proficiency Certification:**

To acquire **Add on Proficiency Certification** a candidate can opt to complete a minimum of 4 extra credits either in the same discipline /subject or in different discipline / subject in excess to 130 credits for the Three Year BBA (H) Degree program.

#### **5. Add on Proficiency Diploma:**

5.1. To acquire **Add on Proficiency Diploma**, a candidate can opt to complete a minimum of 18 extra credits either in the same discipline /subject or in different discipline / subject in excess to 140 credits for the Three Year BBA (H) Degree program.

5.2. The **Add on Proficiency Certification / Diploma** so issued to the candidate contains the courses studied and grades earned.

## **6. Scheme of Assessment & Evaluation**

6.1. The Scheme of Assessment and Evaluation will have two parts, namely;

- i. Internal Assessment (IA); and
- ii. Semester End Examination

6.2. Assessment and Evaluation of each Course shall be for 100 marks. The Internal Assessment and Semester End Examination of UG non engineering programs and PG programs shall carry 50 marks each (i.e., 50 marks internal assessment; 50 marks semester end examination).

6.3. The 50 marks of Internal Assessment shall comprise of:

Internal Test	=	30 marks
Assignments	=	10 marks
Presentations / Quizzes / Case studies	=	10 marks

6.4. There shall be two internal tests conducted as per the schedule given below. The students have to attend all the two tests compulsorily.

- 1<sup>st</sup> test for 15 marks at the end of 8<sup>th</sup> week of the beginning of the Semester; and
- 2<sup>nd</sup> test for 15 marks at the end of the 16<sup>th</sup> week of the beginning of the Semester; and

6.5. The coverage of syllabus for the said two tests shall be as under:

- For the 1<sup>st</sup> test syllabus shall be 1<sup>st</sup> and 2<sup>nd</sup> unit of the course;
- For the 2<sup>nd</sup> test it shall be 3<sup>rd</sup> and 4<sup>th</sup> unit;

6.6. The Semester End Examination for 50 marks shall be held during 18<sup>th</sup> and 19<sup>th</sup> week of the beginning of the semester and the syllabus for the semester end examination shall be entire 4 units.

6.7. The duration of the internal test shall be 75 minutes and for semester end examination the duration shall be 3 hours.

### Summary of Continuous Assessment and Evaluation Schedule

Type of Assessment	Period	Syllabus	Marks	Activity
First Test	8 <sup>th</sup> Week	1 <sup>st</sup> and 2 <sup>nd</sup> Units	15	Consolidation of 1 <sup>st</sup> and 2 <sup>nd</sup> Unit
Allocation of Topics for Assignments	-	First Unit and second unit		Instructional process and Continuous Assessment
Submission of Assignments	-	First Unit and second unit	5	Instructional process and Continuous Assessment
Presentations / Quizzes/Case studies	-	First Unit and second unit	5	Instructional process and Continuous Assessment
Second Test	16 <sup>th</sup> Week	Third unit and Fourth unit	15	Consolidation of 3 <sup>rd</sup> and 4 <sup>th</sup> Unit
Allocation of Topic for 2nd Assignment	-	2 <sup>nd</sup> second and 3 <sup>rd</sup> Unit		Instructional process and Continuous Assessment
Submission of Assignments	-	2 <sup>nd</sup> second and 3 <sup>rd</sup> Unit	5	Instructional process and Continuous Assessment
Presentations / Quizzes / Case studies	-	2 <sup>nd</sup> second and 3 <sup>rd</sup> Unit	5	Instructional process and Continuous Assessment
Semester End Practical Examination	17 <sup>th</sup> Week	Entire syllabus	50	Conduct of Semester - end Practical Exams
Preparation for Semester–End Exam	16 <sup>th</sup> & 17 <sup>th</sup> Week	Entire Syllabus		Revision and preparation for semester–end exam
Semester End Theory Examination	18 <sup>th</sup> Week & 19 <sup>th</sup> Week	Entire Syllabus	50	Evaluation and Tabulation
	End of 20 <sup>th</sup> Week			Notification of Final Grades

**Note:** 1. *Examination and Evaluation shall take place concurrently and Final Grades shall*

*be announced latest by 5 days after completion of the examination.*

1. *Practical examination wherever applicable shall be conducted after 2<sup>nd</sup> test and before semester end examination. The calendar of practical examination shall be decided by the respective School Boards and communicated well in advance to the Registrar (Evaluation) who will notify the same immediately*

#### **7.0. Evaluation of Practical's and Minor Project / Major Project / Dissertation**

7.1. The performance in the practice tasks / experiments shall be assessed on the basis of:

- a) Knowledge of relevant processes;
- b) Skills and operations involved;
- c) Results / products including calculation and reporting.

7.2 The 50 marks meant for continuous assessment of the performance in carrying out Project shall further be allocated as under:

i	IA1 Report submission and Presentation	25 Marks
ii	IA2 Report submission and Presentation	25 Marks
	<b>Total</b>	<b>50 marks</b>

The 50 marks meant for Semester End Examination, shall be allocated as under:

i	Project Report	30 marks
iii	Viva Voce	20 marks
	<b>Total</b>	<b>50 marks</b>

7.3. The duration for semester-end practical examination shall be decided by the concerned School Board.

#### **7.4 Evaluation of Minor Project / Major Project / Dissertation:**

Right from the initial stage of defining the problem, the candidate has to submit the progress reports periodically and also present his/her progress in the form of seminars in addition to the regular discussion with the supervisor. At the end of the semester, the candidate has to submit final report of the project / dissertation, as the case may be, for final evaluation. The components of evaluation are as follows:



i	Periodic Progress and Progress Reports (25%)
ii	Results of Work and Draft Report (25%)
iii	Final Evaluation and Viva-Voce (50%). Evaluation of the report is for 30% and the Viva-Voce examination is for 20%.

### **8.1 Provision to Carry Forward the Failed Subjects / Courses:**

A student who has failed in a given number of courses in odd and even semesters shall move to next semester of immediate succeeding year and final year of the study. However, he / she shall have to clear all the courses of all semesters within the double duration, i. e., within six years of admission of the first semester failing which the student has to re-register to the entire program.

### **9.2 Re-Registration and Re-Admission:**

a) In case a candidate's class attendance in aggregate of all courses in a semester is less than 75% or as stipulated by the University, such a candidate is considered as dropped the semester and is not allowed to appear for end semester examination and he / she shall have to seek re-admission to that semester during subsequent semester / year within a stipulated period.

b) In such a case where in a candidate drops all the courses in a semester due to personal reasons, it is considered that the candidate has dropped the semester and he / she shall seek re-admission to such dropped semester.

### **10. Attendance Requirement:**

10.1 All students must attend every lecture, tutorial and practical classes.

10.2 In case a student is on approved leave of absence (e g:- representing the university in sports, games or athletics, placement activities, NCC, NSS activities and such others) and / or any other such contingencies like medical emergencies, the attendance requirement shall be minimum of 75% of the classes taught.

10.3 Any student with less than 75% of attendance in aggregate of all the courses including practical courses / field visits etc, during a semester shall not be permitted to appear to the end semester examination and such student shall seek re-admission as provided above.

10.4 Teachers offering the courses will place the above details in the School Board meeting during the last week of the semester, before the commencement of examination, and subsequently a notification pertaining to the above will be brought out by the Director of

the School before the commencement of examination. A copy of this notification shall also be sent to the office of the Registrar & Registrar (Evaluation).

### 11. Challenge Valuation

- a. A student who desires to apply for challenge valuation shall obtain a photo copy of the answer script by paying the prescribed fee within 10 days after the announcement of the results. He / She can challenge the grade awarded to him/her by surrendering the grade card and by submitting an application along with the prescribed fee to the Registrar (Evaluation) within 10 days after the announcement of the results. This challenge valuation is only for SEE.
- b. **The answer scripts for which challenge valuation is sought for shall be evaluated by the external examiner who has not involved in the first evaluation. The higher of two marks from first valuation and challenge valuation shall be the final.**

### 12. Grade Card and Grade Point:

- a. **Provisional Grade Card:** The tentative / provisional Grade Card will be issued by the Registrar (Evaluation) at the end of every semester indicating the courses completed successfully. The provisional grade card provides **Semester Grade Point Average (SGPA)**.
- b. **Final Grade Card:** Upon successful completion of BBA (H) Degree a Final Grade card consisting of grades of all courses successfully completed by the candidate will be issued by the Registrar (Evaluation).
- c. **The Grade and the Grade Point:** The Grade and the Grade Point earned by the candidate in the subject will be as given below:

Marks P	Grade G	Grade Point (GP=V x G)	Letter Grade
90>100	10	v*10	O
80>90	9	v*9	A+
70 > 80	8	v*8	A
60> 70	7	v*7	B+
55 > 60	6	v*6	B
50 > 55	5.5	V*5.5	C
40> 50	5	v*5	P
0-40	0	v*0	F
ABSENT			AB

*O - Outstanding; A-Excellent; B-Very Good; C-Good; D-Fair; E-Satisfactory; F - Fail*

Here, P is the percentage of marks ( $P=[(IA)+M]$ ) secured by a candidate in a course which is **rounded to nearest integer**. V is the credit value of the course. G is the grade and GP is the grade point.

**i. Computation of SGPA and CGPA**

The following procedure to compute the Semester Grade Point Average (SGPA)

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

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

where  $C_i$  is the number of credits of the  $i^{\text{th}}$  course and  $G_i$  is the grade point scored by the student in the  $i^{\text{th}}$  course.

**ii. Cumulative Grade Point Average (CGPA):**

Overall Cumulative Grade Point Average (CGPA) of a candidate after successful completion of the required number of credits (140) for BBA (H) degree is calculated taking into account all the courses undergone by a student over all the semesters of a program i. e.,

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

where  $S_i$  is the SGPA of the  $i^{\text{th}}$  semester and  $C_i$  is the total number of credits in that semester.

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

**CONVERSION OF GRADES INTO PERCENTAGE:**

Conversion formula for the conversion of CGPA into Percentage is:

Percentage of marks scored = CGPA Earned x 10

**Illustration:** CGPA Earned 8.11 x 10 = 81.10

**12.1 Classification of Results**

The final grade point (FGP) to be awarded to the student is based on CGPA secured by the candidate and is given as follows.

CGPA	Grade (Numerical Index)	Letter Grade	Performance	FGP
	G			Qualitative Index
9 >= CGPA 10	10	O	Outstanding	Distinction
8 >= CGPA < 9	9	A+	Excellent	
7 >= CGPA < 8	8	A	Very Good	First Class
6 >= CGPA < 7	7	B+	Good	
5.5 > = CGPA < 6	6	B	Above average	Second Class
> 5 CGPA < 5.5	5.5	C	Average	
> 4 CGPA < 5	5	P	Pass	Satisfactory
CGPA < 4	-	F	Fail	-

**Overall percentage=10\*CGPA**

## 12.2 Provision for Appeal

If a candidate is not satisfied with the evaluation, he/she can approach the grievance cell with the written submission together with all facts, the assignments, test papers etc, which were evaluated. He/she can do so before the commencement of semester-end examination. The grievance cell is empowered to revise the marks if the case is genuine and is also empowered to levy penalty as prescribed by the university on the candidate if his/her submission is found to be baseless and unduly motivated. This cell may recommend taking disciplinary/corrective action on an evaluator if he/she is found guilty. The decision taken by the grievance cell is final.

For every program there will be one grievance cell. The composition of the grievance cell is as follows:-

- The Registrar (Evaluation) - Ex-officio Chairman / Convener
- One Senior Faculty Member (other than those concerned with the evaluation of the course concerned) drawn from the school / department/discipline and/or from the sister schools / departments/sister disciplines – Member.
- One Senior Faculty Members / Subject Experts drawn from outside the University school / department – Member.

**12.3** With regard to any specific case of ambiguity and unsolved problem, the decision of the Vice-Chancellor shall be final.

## **ABOUT SCHOOL OF MANAGEMENT STUDIES**

The School of Management Studies offers BBA (Industry Integrated), BBA (Honours), BBA (Entrepreneurship) and MBA Programs. It also facilitates research leading to Doctoral degree. The BBA (Industry Integrated), BBA (Honours), BBA (Entrepreneurship) and MBA are designed to provide adequate scope students to enter into wide range of business spheres, entrepreneurship, and reduce the widening gap between Industries – Academia. The BBA (Industry Integrated) degree offered by this school enriches the students' knowledge horizon and enables them to work in different national and multinational organizations and face the global challenges arising there from. It not only aims at imparting knowledge and skills in different areas of management and accounting, but also provides inputs necessary for the overall development of the personality of the students. It prepares student's right from the inception to get equipped with required skills through continuous training programs that adopt various methods of learning - case studies, group discussions / analysis, simulation, games, debates, seminars, quiz and the like. The students are groomed with the right exposure to the practical events in the global market milieu.

The Masters degree in Management Studies not only provides adequate scope to enter into wide range of business spheres, and entrepreneurship but also teaching and research fields in different educational / research institutions. This program aims at imparting knowledge and skills in different areas of management, finance, accounting, marketing, human resource, banking and insurance, operations management and actuarial management. It further provides inputs necessary for the overall development of the personality of the students. It induces students' right from the beginning to get equipped with required skills through case studies, group discussions / analysis, simulation, games, debates, seminars, quiz and the like. The students are groomed with the right exposure to the practical environment through a semester long project work. The program also inculcates research culture and entrepreneurship.

The programs offered by REVA University are well planned and designed after detailed study with emphasis on knowledge assimilation, applications, global job market and their social relevance. Highly qualified, experienced faculty and scholars from reputed universities, institutions, experts from industries and business sectors have contributed in preparing schemes of instruction and curriculum for these programs.

### **Vision**

- To produce world class management experts through excellent teaching and research so as to offer professional services at National and International levels.

### **Mission**

- To provide high-standard, forward-looking, morally, socially and ethically responsive, coherent, interdisciplinary and career-oriented programs in a dynamic global education environment.
- To contribute to the enrichment and dissemination of knowledge through theoretical, applied and problem-oriented research for the benefit of students, faculty, and society in general;
- To serve the community by undertaking customer-oriented research, providing training and professional consultation for business, industry and government and pursue research in partnership with business and governmental organizations.

### **Values**

- Excellence in all our academic and research endeavours
- Dedication and service to our stakeholders
- Leadership through innovation
- Accountability and transparency
- Creating conducive academic environment with service motto
- Integrity and intellectual honesty
- Ethical and moral behaviour Freedom of thought and expression
- Adaptability to the change
- Team-work

### **Program Educational Objectives (PEO)**

**PEO 1:** Graduate after successful completion of the Program will be able to make decision and apply suitable quantitative and qualitative techniques in solving business problems.

**PEO 2:** Graduates after completion of the program will be able to work with diverse teams and are expected to take up Challenging tasks and take better decisions in complex situations.

**PEO 3:** Graduates will be able to incorporate social, ethical and moral principles in professional and personal life.

### **Program Specific Outcomes (PSO)**

<b>PSO</b>	<b>Description</b>
PSO1	Demonstrate understanding of the basic concepts and theoretical knowledge used in the different commerce and business related areas.
PSO2	Develop ideas for start –ups through knowledge and skills developed during the course of the degree.
PSO3	Apply different tools and techniques in solving problems related to Business and in day to day situations during their career

### **Programme Outcomes**

The School of Management studies was established in the year 2014 and BBA – Honors Program commenced in the year 2016, since then the School has defined Program Outcomes for the courses offered during the Board of Studies meeting. Based on the advice and suggestions of the BOS, EIGHT Program Outcomes have been formulated, keeping in view the Vision, Mission and Program Educational Objectives.

### **Description of the Program Outcomes**

<b>PO</b>	<b>Description</b>
PO1	Communicate effectively with various stake – holders using new techniques
PO2	Foster Analytical and critical thinking abilities for data – based decision making
PO3	Ability to develop Value based leadership Ability
PO4	Ability to understand and analyse Global Perspectives of Business
PO5	Engage in Research and apply statistical tools and techniques for Problem solving and decision making.
PO6	Enhance skills required for a particular domain by integrating practical and theoretical knowledge
PO7	Gain knowledge through inter- disciplinary and Multi – disciplinary courses

PO8	Apply knowledge of Theory and Practices to solve business problems and incorporate Social and ethical aspects in business
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**BBA (Honors) Program**  
**SCHEME OF INSTRUCTION**  
**(Duration: 6 Semesters - 3 Years)**  
**Semester-wise Summary of Credit Distribution**

Sl No .	COURSE CODE	Title of the Course	HC/SC /SE/CC	Credit Pattern			
First Semester				L	T	P	TOTAL
1	B20BH1010	Communicative English-I	CC	2	1	0	3
2	B20BH1021	Language – II: Kannada	CC	2	1	0	3
3	B20BH1022	Language – II: Hindi	CC				
4	B20BH1023	Language – II: Additional English	CC				
5	B20BH1030	Fundamentals of accounting	HC	3	0	1	4
6	B20BH1040	Business Economics	SC	2	1	0	3
7	B20BH1050	Management Principles and Application	SC	2	1	0	3
8	B20BH1060	Organizational Behaviour	SC	2	1	0	3
9	B20BH1070	Indian Constitution and Human Rights	FC	0	0	0	0
10	B20BH1080	SDC-1		0	0	0	0
	TOTAL CREDITS						19
Second Semester							
1	B20BH2010	Communicative English-II	CC	2	1	0	3
2	B20BH2021	Language – II: K annada	CC	2	1	0	3
3	B20BH2022	Language – II: Hindi	CC				
4	B20BH2023	Language – II: Additional English	CC				
5	B20BH2030	Business Statistics	SC	2	0	1	3
6	B20BH2040	Marketing Management	SC	2	1	0	3
7	B20BH2050	Accounting for Business	HC	3	0	1	4
8	B20BH2060	Human Resource Management	SC	2	1	0	3
9	B20BH2070	Environment Studies and Public Health	FC	0	0	0	0
10	B20BH2080	SDC-2		0	0	0	0
	TOTAL CREDITS						19
Third Semester							
1	B20BH3011	Language – III: K annada	CC	2	1	0	3
2	B20BH3012	Language – III: Hindi					
	B20BH3013	Language – III: Additional English					



3	B20BH3020	Organizational Psychology	HC	2	1	0	3
4	B20BH3030	Production and Operation Management	HC	2	0	1	3
5	B20BH3040	Financial Management	SC	3	0	1	4
6	B20BH3050	International Business Management	SC	2	1	0	3
7	B20BH3060	Supply Chain Management	SC	2	1	0	3
8	B20BH3070	Export and Import Management	SC	2	1	0	3
9	B20BH3080	Open Elective - Ethical Values For Business	OE	3	0	1	4
10	B20BH3090	SDC-3		0	0	0	0
	TOTAL CREDITS						26
Fourth Semester							
1	B20BH4011	Language –II: Kannada	CC	2	1	0	3
2	B20BH4012	Language – II: Hindi					
3	B20BH4013	Language – II: Additional English					
4	B20BH4020	Cost Accounting	HC	3	0	1	4
5	B20BH4030	Business Research Methodology	HC	3	0	1	4
6	B20BH4040	Business Law	HC	2	1	0	3
7	B20BH4050	Total Quality Management	SC	2	1	0	3
8	B20BH4060	Banking and Insurance	SC	2	1	0	3
9	B20BH4070	SDC 4		0	0	0	
10	B20BH4080	Minor Project -I (Summer Internship)	HC	0	0	4	4
Specializations (Soft Core Courses (SC)); * Choose any ONE of the following specializations							
I. Specialization – Finance							
1	B20BH4111	Advanced Financial Management Derivatives	SC	2	1	0	3
2	B20BH4112	Financial Markets and Services	SC	2	1	0	3
II. Specialization - Human Resource Management							
1	B20BH4211	International Human Resource Management	SC	2	1	0	3
2	B20BH4212	Performance Management Competency mapping	SC	2	1	0	3
III. Specialization – Marketing							
1	B20BH4311	Retail Management	SC	2	1	0	3
2	B20BH4312	Brand Management	SC	2	1	0	3
IV. Specialization - International Business							
1	B20BH4411	Foreign Exchange Management	SC	2	1	0	3
2	B20BH4412	International Business in Service Sector	SC	2	1	0	3
	TOTAL CREDITS						30
Fifth Semester							
1	B20BH5010	Direct Tax	HC	3	0	1	4
2	B20BH5020	Business Policy and Strategy	HC	3	1	0	4

3	B20BH5030	Project Management	HC	3	1	0	4
4	B20BH5040	Leadership and Ethics	HC	2	1	0	3
5	B20BH5050	Management Accounting	SC	3	1	0	4
6	B20BH5060	Entrepreneurship Development	SC	2	1	0	3
7	B20BH5070	SDC 5	RULO	0	0	0	0
I. Specialization – Finance							
1	B20BH5111	Stock and Commodity Market	SC	2	1	0	3
2	B20BH5112	International Financial Management	SC	2	1	0	3
II. Specialization - Human Resource							
1	B20BH5211	Talent Management	SC	2	1	0	3
2	B20BH5212	Organizational Change and Development	SC	2	1	0	3
III. Specialization – Marketing							
1	B20BH5311	Advertising	SC	2	1	0	3
2	B20BH5312	Consumer Behaviour	SC	2	1	0	3
IV. Specialization - International Business							
1	B20BH5411	International Marketing	SC	2	1	0	3
2	B20BH5412	Global Operations and Logistics	SC	2	1	0	3
	TOTAL CREDITS						28
Sixth Semester							
1	B20BH6010	Goods and Service Tax (GST)	HC	3	0	1	4
2	B20BH6020	Operational Research for Managerial Decision	HC	3	1	0	4
3	B20BH6060	Major Project (Based on Specialization)	HC	0	2	8	10
4	B20BH6070	SDC 6					
OR							
1	B20BH6010	Goods and Service Tax (GST)	HC	3	0	1	4
2	B20BH6020	Operational Research for Managerial Decision	HC	3	1	0	4
3	B20BH6030	Marketing Metrics	HC	2	1	0	3
4	B20BH6040	New Venture Creation	SC	3	0	1	4
5	B20BH6050	Supply Chain Management	SC	2	1	0	3
	TOTAL CREDITS						18
							140

**Semester-wise Summary of Credit Distribution**

# Detailed Syllabus

(Effective from Academic Year 2020-21)

## FIRST SEMESTER

<b>Course Title: Communicative English – I</b>
<b>Course Code:</b> B20BH1010
<b>Course Description:</b> This 3-credit course focuses on improving the spoken and written communication of the learners. The course develops personal, inter-personal and group skills among learners. It also addresses the functional aspects of language usage while providing specific linguistic tools through professional language learning software. The widespread reach of this course makes it highly practical and applicable.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To enhance functional communication skills.</li> <li>2. To develop functional use of language in professional contexts.</li> <li>3. To utilize oral presentations in multiple contexts.</li> <li>4. To apply effective written skills in formal communication.</li> </ol>
<b>Course Outcomes:</b> After the completion of the course, students will be able to: CO1: Identify pressing issues relating to society, environment and media. CO2: Develop a process-oriented approach to writing. CO3: Apply the grammatical skills developed during the course aptly. CO4: Demonstrate a good command over language usage and refined interpersonal skills.
<b>Course Pre-requisites:</b> The student must have knowledge of intermediate English Grammar and LSRW skills.
<b>Pedagogy:</b> Direct method, ICT, Collaborative learning, Flipped Classroom.
<b>LTP:</b> 2:1:0
<b>Course type:</b> CC
<b>Contact Hours:</b> 39 Hours

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Functional English:</b> Remedial Grammar: Past Simple; Past Continuous; Irregular Verbs Writing Skills: Paragraph Writing Activities: Conversations; Leaving Phone Messages Literature: Chief Seattle – The End of Leaving and Beginning of Survival	10	CO1	PO5	
Unit-2	<b>Interpersonal Skills:</b> Remedial Grammar: Present Simple & Present Continuous; Activity & State Verbs Writing Skills: Official Letters Activities: Making	10	CO2	PO5 & PO8	

	Apologies; Invitations & Making Arrangements Literature: Ruskin Bond – Tiger in the Tunnel				
<b>Unit -3</b>	<b>Multitasking Skills:</b> Remedial Grammar: Present Perfect; For, Since & How Long; -ed & -ing adjectives; Prefix & Opposites of Adjectives. Writing Skills: Note Making. activities: Agreeing & Disagreeing with Opinions Literature: Jesse Owens - My Greatest Olympic Prize	10	CO3	PO5 & PO8	
<b>Unit-4</b>	<b>Communication Skills:</b> Remedial Grammar: Collocations; Prepositions. Writing Skills: Precise Writing. Activities: Offers, Suggestions & Requests. Literature: Avijit Pathak – Onscreen Magic	09	CO4	PO5 & PO8	-

#### Reference Books:

1. Green, David. *Contemporary English Grammar Structures and Composition*. New Delhi: MacMillan Publishers, 2010.
  2. Thorpe, Edgar and Showick Thorpe. *Basic Vocabulary*. Pearson Education India, 2012.
  3. Leech, Geoffrey and Jan Svartvik. *A Communicative Grammar of English*. Longman, 2003.
  4. Murphy, Raymond. *Murphy's English Grammar with CD*. Cambridge University Press, 2004.
  5. Rizvi, M. Ashraf. *Effective Technical Communication*. New Delhi: Tata McGraw-Hill, 2005.
  6. Riordan, Daniel. *Technical Communication*. New Delhi: Cengage Publications, 2011.
- Sen et al. *Communication and Language Skills*. Cambridge University Press, 2015

**Course Title : PÀÈÀBqÀ – I**

**Course Code: B20BH1021**

#### Course Description:

“sÁµÉAiÀÄÈÄÄß ãÀiÁvÀÈÁqÀÄãÀ \$gÉAiÀÄÄãÀ PË±À®ã, Á»vÀãzÀ \$UÉÎ ÁÆÜ®ãÁV ¥ÀjZÀ-Ä,ÄÄãÀ ãÄÄÆ®PÀ «zÁãÿðUÀ¼À ãÀãQÛvÀé «PÁ,À °ÁUÄÄ ÁàzsÁðvÀäPÀ ¥ÀjÃPÉëUÀ¼ÀÈÄÄß UÀãÄÄÈÄzÀ°èlÄÖPÉÆAqÀÄ, ¥Àæ,ÄÄÛvÀ ÁAzÀ”sÄðPÉl «zÁãÿðUÀ¼ÀÈÄÄß ÁdÄÓUÉÆ½,Ä®Ä ¥ÀoÀããÆÄÄß gÄÆ!Ä~ÁVzÉ. Á»vÀã, PÀ~É, ãÁtÂdã, DqÀ½vÁvÀäPÀ ãÄÄvÀÄÛ «eÁÖÈÄzÀ «ZÁgÀUÀ½UÉ MvÀÛÈÄÄß ðÃqÀ~ÁVzÉ. EzÄÄ ãÉÆzÀ® JgÀqÀÄ É«Ä,ÄÖgì ãÄÄÆgÀÄ PÉærmïUÀ¼ÀÈÄÄß; ãÄÄÆgÀÄ ãÄÄvÀÄÛ ÈÄ®lÈÉ, É«Ä,ÄÖgì JgÀqÀÄ PÉærmïUÀ¼ÀÈÄÄß °ÉÆAczÉ.

**Course Objectives:**

£Á®Àì £«Ä,ÀÖgìUÀ¼À°è ,ÀªÄÄUÀæ PÀ£ÀßqÀ ,Á»vÀªªÀ£ÀÄÄß ¥ÀjZÀ-Ä,ÄªªÀ GzÉYÄ±ÀªÀ£ÀÄÄß °É£AÇzÉ. CzÀgÀAvÉ ¢É£zÀ®£ÉAiÄÄ £«Ä,ÀÖgì£À°è d£À¥ÀzÀ, ¥ÁæaÄ£À, ¢ÄÄzsÀªPÁ°Ä£À PÁªÄªUÀ¼ÄÄ, °É£,ÀUÀ£ÀßqÀzÀ ,ÀtÚPÀxÉUÀ¼ÄÄ °ÁUÄÄ £ÁIPÀ ,Á»vÀªªÀ£ÀÄÄß ¥ÀoÀªªÀ£ÁBV DAiÉÄì ¢ÄiÁrPÉ£AqÄÄ, «zÀÿyðUÀ¼À°è ,Á»vÀªzÀ §UÉí ,ÀzÀ©ügÀÄaAiÄÄ£ÀÄß ¢ÄÄ£r,À-ÁUÄÄvÀÜzÉ. ,Á,ÀìøwPÀ w¼ÄÄª¼PÉAiÄÄ eÉ£vÉUÉ ¢ÄªQÜvÀÉ «PÀ,À£ÀzÀ PÀqÉUÉ UÀªÄÄ£À ¢ÄqÀ-ÁUÄÄvÀÜzÉ.

1. "sÁµÉ, ,Á»vÀª, Ew°Á,À ¢ÄÄvÀÄÜ ,Á,ÀìøwUÀ¼À£ÀÄß PÀ£ÀßqÀ, PÀ£ÁðIPÀPÉì ,À§AÇü¹zÀAvÉ ¥ÀjZÀ-Ä,À-ÁUÄÄvÀÜzÉ.
2. «zÀÿyðUÀ¼À ,ÀªðvÉ£ÄªÄÄÄR "É¼ÀªÀtÁUÉUÉ C£ÄÄªÁUÄÄªÄAvÉ °ÁUÄ£ CªÀgÀ°è ¢ÄiÁ£ÀªÀ ,À§AÇzÀUÀ¼À §UÉí U£gÀªÀ, ,ÀªiÁ£AvÉ ¢ÄÄ£r¹, "É¼É,ÄªªÀ ¢nÖ£À°è ¥ÀoÀªUÀ¼À DAiÉÄìAiÄiÁVzÉ.
3. CªÀgÀ°è ,À£d£À²Ä°vÉ, ±ÄÄzÀþ "sÁµÉ, GvÀÜªÄÄ «ªÄ±Äð UÄt, ¢gÀUÄð¼À ,Á"sÁµAuÉ, "sÁµÀt PÀ-É °ÁUÄ£ §gÀª P£±ÀªUÀ¼À£ÀÄß "É¼É,ÄªªÀªzÀ UÄjAiÄiÁVzÉ
4. ,ÀªzÀðvÀªPÀ ¥ÀjÁPÉèUÀ½UÉ C£ÄÄPÀ£ªÁUÄªªAvÀª «µÄAiÄÄUÀ¼À£ÀÄß UÀªÄÄ£ÀzÀ°èèIÄÖPÉ£AqÄÄ ,À£PÀÜ ¥ÀoÀªUÀ¼À£ÀÄß DAiÉÄì ¢ÄiÁrPÉ£¼Ä¹-ÁVzÉ.

**Course Outcomes:**

d£À¥ÀzÀ, ¥ÁæaÄ£À, ¢ÄÄzsÀªPÁ°Ä£ÀzÀ ««zsÀ ¥ÁæPÁgÀzÀ PÁªÄªUÀ¼ÄÄ, °É£,ÀUÀ£ÀßqÀzÀ ,ÀtÚPÀxÉUÀ¼ÄÄ °ÁUÄÄ £ÁIPÀ ,Á»vÀª PÀ°PÉAiÄÄ ¢ÄÄ£ªPÀ PÁªzÀ 'ÜvÀªAvÀgÀUÀ¼À£ÀÄß CzÀgÀ M¼À£É£ÄiUÀ¼À£ÀÄß "É¼É,ÄªvÀÜzÉ.

CO1: ,ÁªiÁfPÀ, gÁdQÄAiÄÄ, zsÁ«ÄðPÀ, ,Á,ÀìøwPÀ, ¥Àj,ÀgÀ °ÁUÄ£ °ÁUÄ,À§AÇü «ZÁgÀUÀ¼ÉqÉ UÀªÄÄ£À °Àj,ÄªªÄzÀgÉ£AÇUÉ «zÀÿyðUÀ¼À°è ZÀZÁð ¢ÄÄ£É£Ä"sÁªªÄÄ "É¼ÉAiÄÄvÀÜzÉ.

CO2: fÄª£ÀzÀ°è §gÄªªÀ C©ü¥ÁæAiÄÄ "ÉÄzsÀUÀ¼ÄÄ, ,ÀªÄ,ÉªUÀ¼À£ÀÄß DzSÄÄªPÀ ,ÀzÀ"sÄðzÀ°è ¢ÄiÁ£À«ÄAiÄÄvÉAiÉ£AÇUÉ ¢Äªð»,ÄªªAvÉ ¥£æÄgÉÄ¹,ÄªvÀÜzÉ.

CO3: GvÀÜªÄÄ ,ÀªªªÀ£À PÀ-ÉAiÄÄ£ÀÄß "É¼É,ÄªªÀ GzÉYÄ±ÀªÀ£ÀÄß FqÉÄj,ÄªvÀÜzÉ.

CO4: ,Àª±É£ÄzÀ£À ¢ÄÄ£É£Ä"sÁªª ¢ÄÄvÀÄÜ ,ÀªzÀðvÀªPÀ ¥ÀjÁPÉèUÀ½UÉ «zÀÿyðUÀ¼À£ÀÄß ,ÀdÄÓUÉ£¼,ÄªvÀÜzÉ

**Course Pre-requisites:**

- PÀ£ÀßqÀ "sÁµÉAiÄÄ §UÉUÉ ¥ÁæxÀ«ÄPÀ w¼ÄÄª¼PÉ CUÄvÀª..
- "sÁµÉAiÄÄ£ÀÄß NzÀ®Ä ¢ÄÄvÀÄÜ §gÉAiÄÄ®Ä w¼ÇgÀ"ÉÄPÄÄ.
- ¥ÀzÀ« ¥Á£ªð²PÄëtZÀ°è PÀ£ÀßqÀ "sÁµÉAiÄÄ£ÀÄß NÇgÀ"ÉÄPÄÄ.

**Pedagogy:** Direct method, ICT and Digital support, Collaborative and Cooperative learning, Differentiated Instruction, Flipped Classroom

**LTP: 2:1:0**

**Course type: CC**

**Contact Hours: 39**

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<p>d£À¥ÀzÀ/¥ÁæaÄ£À/ªÄÄzsÀªPÁ°Ä£À PÁªÄª</p> <ol style="list-style-type: none"> <li>1. PÉgÉUÉ °ÁgÀ -d£À¥ÀzÀ PÁªÄª</li> <li>2. ,ÁªiÁ£ÀªªÉÄ §UÉAiÉÄ "sÄªvÉíÄ±À¥Á±À ¥Áæ¥ÄAZÀ? - ¥Äª¥Ä</li> <li>3. ¥££ªªÉÄAiÉÄ "ÉÄ,ÄÄ £À®ègÀ ¢ÉÄAiÉ£ª¼i - d£Àß</li> </ol>	10	CO1, CO2, CO3, CO4	PO5, PO8	00
Unit-2	ªÄÄzsÀªPÁ°Ä£À PÁªÄª	10	CO1,	PO5,	00





<b>Unit-1</b>	<b>इकाई - 1</b> 1 कहानी – तावान – प्रेमचंद 2 कहानी – उसकी रोटी – मोहन राकेश 3 व्यंग्य रचना – वैष्णव की फिसलन – हरीशंकर परसाई	10Hrs.	CO1& CO2	PO5& PO8	
<b>Unit-2</b>	<b>इकाई - 2</b> 1 कहानी -वापसी- उषा प्रियंवदा 2 कहानी -तीसरी बेटी के नाम- सुधा अरोड़ा 3 निबंध – अच्छी हिन्दी – रवीन्द्रनाथ त्यागी	10Hrs.	CO1& CO2	PO5& PO8	
<b>Unit-3</b>	<b>इकाई - 3</b> 4 कहानी – जल्लाद – पांडेय बेचन शर्मा 'उग्र' 5 रेखाचित्र – बुधिया कब आएगा – ज्ञानचंद मर्मज्ञ 6 एकांकी – अंधेर नगरी – भारतेन्दु हरिश्चंद्र	10Hrs.	CO3& CO4	PO5& PO8	
<b>Unit-4</b>	<b>इकाई - 4</b> अनुवाद अनुच्छेद )अंग्रेजी से हिन्दी में( संक्षेपण निबंध लेखन <b>सूचना : प्रत्येक इकाई 25 अंक केलिए निर्धारित है ।</b>	9Hrs.	CO3& CO4	PO5& PO8	

#### Reference Books:

1. हिन्दी पाठ्य पुस्तक – रेवा विश्वविद्यालय ।
2. सुबोध व्यवहारिक हिन्दी – डॉ. कुलदीप गुप्त
3. अभिनव व्यवहारिक हिन्दी – डॉ.परमानन्द गुप्त
4. हिन्दी साहित्य का इतिहास - डॉ. नागेन्द्र
5. आधुनिक हिन्दी साहित्य का इतिहास - डॉ. बच्चन सिंह
6. हिन्दी साहित्य का नवीन इतिहास - डॉ. लाल साहब सिंह
7. शुद्ध हिन्दी कैसे बोले कैसे लिखे- पृथ्वीनाथ पाण्डे
8. कार्यालय अनुवाद निदेशिका
9. संक्षेपण और पल्लवन - के.सी.भाटिया&तुमन सिंग
10. हिन्दी निबंध लेखन – प्रो. विराज
11. निबंध माला – योगेशचंद जैन



<b>Course Title: Additional English – I</b>
<b>Course Code:</b> B20BH1023
<b>Course Description:</b> This is a 3-credit course designed to help the learner gain competency in language through the introduction of various genres of literature. The course aims to inculcate a critical view among learners while sensitizing them to the contemporary issues around. It facilitates creative learning and helps to appreciate, assimilate and research on the various dimensions of society, culture and life.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To develop linguistic prowess of the students.</li> <li>2. To appraise different genres of literature.</li> <li>3. To illustrate the fundamentals of creative language.</li> <li>4. To enhance consistent reading habits.</li> </ol>
<b>Course Outcomes:</b> After the completion of the course, students will be able to: CO1: Demonstrate a thorough understanding of sensitive and critical social issues. CO2: Develop reading skills and a wide range of vocabulary. CO3: Critically analyze a piece of prose or poetry. CO4: Explain their opinion in a coherent and communicable manner.
<b>Course Pre-requisites:</b> The student must possess fundamentals of language skills and be aware of social issues.
<b>Pedagogy:</b> Direct method, ICT, Collaborative learning, Flipped Classroom.
<b>LTP:</b> 2:1:0
<b>Course type:</b> CC
<b>Contact Hours:</b> 39

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Values &amp; Ethics:</b> Literature: Rabindranath Tagore - Where the Mind is Without Fear William Wordsworth – Three Years She Grew in Sun and Shower Saki – The Lumber-room William Shakespeare – Extract from Julius Caesar (Mark Antony’s Speech) Language: Vocabulary Building	10Hrs.	CO1	PO5	
Unit-2	<b>Natural &amp; Supernatural:</b> Literature: John Keats – La Belle Dame Sans Merci Charles Dickens – The Signal Man Hans Christian Anderson - The Fir Tree William Shakespeare – An Excerpt from The Tempest Language: Collective Nouns	10Hrs.	CO2	PO8	
Unit-3	<b>Travel &amp; Adventure:</b> Literature: R.L.	10Hrs.	CO3	PO8	

	Stevenson – Travel.Elizabeth Bishop - The Question of Travel.H.G. Wells – The Magic Shop.Jonathan Swift – Excerpt from Gulliver’s Travels Book – I.Writing Skills: Travelogue				
Unit-4	<b>Success Stories:</b> Literature: Emily Dickinson – Success is Counted Sweetest.Rupert Brooke – Success.Dr. Martin Luther King - I Have a Dream Helen Keller – Excerpt from The Story of My Life Writing Skills: Brochure & Leaflet	09Hrs.	CO4	PO5&PO8	

### Reference Books:

1. Tagore, Rabindranath. Gitanjali. Rupa Publications, 2002.
2. Wordsworth, William. The Complete Works of William Wordsworth. Andesite Press, 2017.
3. Munro, Hector Hugh. The Complete Works of Saki. Rupa Publications, 2000.
4. Shakespeare, William. The Complete Works of William Shakespeare. Sagwan Press, 2015.
5. Chindhade, Shirish. Five Indian English Poets: Nissim Ezekiel, A.K. Ramanujan, ArunKolatkarr, DilipChitre, R. Parthasarathy. Atlantic Publications, 2011.
6. Dickens, Charles. The Signalman and Other Horrors: The Best Victorian Ghost Stories of Charles Dickens: Volume 2. Createspace Independent Publications, 2015.
7. Anderson, Hans Christian. The Fir Tree. Dreamland Publications, 2011.
8. Colvin, Sidney. The Works of R. L. Stevenson. (Edinburgh Edition). British Library, Historical Prints Edition, 2011.
9. Bishop, Elizabeth. Poems. Farrar, Straus and Giroux, 2011.
10. Swift, Jonathan. Gulliver’s Travels. Penguin, 2003.
11. Dickinson, Emily. The Complete Poems of Emily Dickinson. Createspace Independent Publications, 2016.
12. Brooke, Rupert. The Complete Poems of Rupert Brooke. Andesite Press, 2017.
13. King, Martin Luther Jr. & James M. Washington. I Have a Dream: Writings And Speeches That Changed The World. Harper Collins, 1992.
14. Keller, Helen. The Story of My Life. Fingerprint Publishing, 2016.
15. Green, David. Contemporary English Grammar Structures and Composition. New Delhi: MacMillan Publishers, 2010.
16. Thorpe, Edgar and Showick Thorpe. Basic Vocabulary. Pearson Education India, 2012.
17. Leech, Geoffrey and Jan Svartvik. A Communicative Grammar of English. Longman, 2003.
18. Murphy, Raymond. Murphy’s English Grammar with CD. Cambridge University Press, 2004.

<b>Course Title: Fundamentals of Accounting</b>					
<b>Course Code:</b> B20BH1030					
<b>Course Description:</b> The course introduces the basic framework of accounting to all students to understand accounting concepts and constraints, and help them in preparation of financial records, statements and analysis of the major financial statements.					
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To educate students about the accounting principles and practices</li> <li>2. To get detailed knowledge of the practice of accounting in different forms of business</li> <li>3. To gain the ability of using accounting information as a tool in applying solutions for managerial problems, evaluating the financial performance, and interpreting the financial structure.</li> </ol>					
<b>Course Outcomes:</b> CO1: Acquire conceptual knowledge of basics of accounting and Identify events that need to be recorded in the accounting records CO2: Identify and analyze the reasons for the difference between cash book and pass book balances CO3: Equip with the knowledge of accounting process and preparation of final accounts of sole trader & partnership firm CO4: Develop the ability to use accounting information to solve a variety of business problems					
<b>Course Pre-requisites:</b> Basic Accounts					
<b>Pedagogy:</b> Direct Method and ICT					
<b>LTP:</b> 3:0:1					
<b>Course type:</b> HC					
<b>Contact Hours:</b> 52 Hours					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>INTRODUCTION TO ACCOUNTING &amp; ACCOUNTING PROCESS</b> Introduction – Meaning and Definition-Objectives of Accounting – Functions of Accounting – Users of Accounting information- Limitations of Accounting – Accounting Principles –Accounting Concepts and Conventions. Meaning – Process of Accounting – Kinds of Accounts – Rules – Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trail Balance Problems	14 hrs	1	1,2	1
Unit-2	<b>SUBSIDIARY BOOKS</b> Meaning – Significance – Types of Subsidiary Books – Purchases Book – Sales Book – Purchase Returns Book – Sales Return Book – Bills Receivable Book – Bills Payable Book – Cash Book (Simple Cash Book, Double Column Cash Book, Three Column Cash Book and Petty Cash Book) and Journal proper. Reconciliation Statement – Preparation of Bank Reconciliation Statement	12 hrs	2	2,5	2

Unit -3	<b>FINAL ACCOUNTS OF SOLE PROPRIETORSHIP</b> Preparation of Trading and Profit and Loss account and Balance Sheet of sole trading concerns and partnership firms including all adjustments (vertical form).	14 hrs	3	3,5	2
Unit-4	<b>SINGLE ENTRY SYSTEM</b> Meaning – Features – Types – Merits – Demerits – Differences between single entry and double entry systems – Preparation of Opening Statement of Affairs, Closing Statement of Affairs, Computation of Profit/Loss and Revised Statement of Affairs. Conversion of single entry to double entry system.	12 hrs	4	5,6	3

#### Reference Books:

1. Libby, B., Libby, P., and Short, D., Financial Accounting, McGraw-Hill Publishing Company
2. Harrison, W.T. and Horngren, C.T., Financial Accounting, Prentice Hall
3. Nuhoglu, Irem, Principles of Accounting, 7<sup>th</sup> edition, 2014, Bogazici University Printhouse
4. S. P Jain and K. L. Narang ; Financial Accounting, Kalyani Publishers.
5. Dr. Alice Mani: Fundamentals of Accounting, SBH.
6. Dr. Venkataraman R. & others, Fundamentals of Accounting, VBH

<b>Course Title: Business Economics</b>
<b>Course Code: B20BH1040</b>
<b>Course Description:</b> Business economics is a field of applied economics that studies the financial, organizational, market-related, and environmental issues faced by corporations. Economic theory and quantitative methods form the basis of assessments on factors affecting corporations such as business organization, management, expansion, and strategy. Studies might include how and why corporations expand, the impact of entrepreneurs, the interactions among corporations, and the role of governments in regulation.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To provide knowledge about economic situation in the country.</li> <li>2. To impart knowledge and awareness about the basic issues hindering the development of the country</li> <li>3. To provide knowledge about the factors that influences the buying behaviour of the consumers</li> <li>4. To impart knowledge about those factors which influence the business economics</li> </ol>
<b>Course Outcomes:</b> <b>Student will be able to</b> CO1: Analyse the basic problems related to Indian Economy. CO2: Understand the concepts related to micro and macro economics. CO3: Understand the demand determinants which influence the decisions taken by corporate. CO4: Comprehend the concepts related to demand and supply elasticity.
<b>Course Pre-requisites:</b> Students should have basic understanding of the economic concepts.
<b>Pedagogy:</b> Lectures, Interactive sessions and class exercises using ICT models.
<b>LTP:</b> 3:1:0
<b>Course type:</b> HC

**Contact Hours: 52**

<b>Units</b>	<b>Detailed Syllabus</b>	<b>CH</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
Unit-1	<b>Unit-1: Introduction</b> Business Economics, Meaning, Scope, Importance, Goals of a business firm. Ordinal utility theory: (Indifference curve approach): Consumer's preferences; Budget line; Consumer's equilibrium; Effects on Consumer Equilibrium; Revealed preference theory.	13	CO1	1	1
Unit-2	<b>Unit-2: Consumer Theory</b> Demand and supply: Meaning, Determinants of demand, movements vs. shift in demand curve, Law of demand Criticisms of the law of demand, Determinants of supply, movement along a supply curve vs. shift in supply curve; -Market equilibrium and price determinants. Elasticity of demand and supply, application of demand and supply. Income Distribution and Factor Pricing: Demand for factors, Supply of factor, backward bending supply curve for labour concepts of economic rent; Functional Distribution of Income.	13	CO2	2,3	2
Unit -3	<b>Unit-3: Production and Cost</b> Production: Firm as an agent of production. Concepts of Production function. Law of variable proportions; Iso-quants; Return to scale; Economies and Diseconomies of scale. Costs: Costs in the short run, Costs in the long run, Profit maximization and cost minimization, Equilibrium of the firm, Technological change.	13	CO3	3,5	3
Unit-4	<b>Unit-4: Market Structure</b> Perfect Competition: Assumption; Theory of a firm under perfect competition; Demand and Revenue; The long run industry supply curve; Increasing, decreasing and constant cost industry. Allocation efficiency under perfect competition. Monopoly: Short-run and long-run equilibrium of monopoly firm; Concept of supply curve under monopoly; Allocation inefficiency and dead-weight loss monopoly; Price discrimination. Imperfect Competition: Difference between perfect and imperfect competitions, monopoly and imperfect competition, Monopolistic Competition: Features; Short-run Equilibrium; Long-run Equilibrium; Concepts of excess capacity; Empirical relevance. Oligopoly: Causes for the existence of oligopolistic firms in the market rather, Cooperative vs. Non cooperative firms, Behaviour and dilemma of	13	CO4	5	3

	oligopolistic firms.				
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### Reference Books:

- 1) Salvatore, D. Schaum's. "Outline of Theory and Problems of Microeconomic Theory", New Delhi: McGraw-Hill, International Edition.
- 2) Ahuja, H.L. Business Economics. New Delhi: S. Chand & Co.
- 3) Pindyck, R.S., and Rubinfeld, D.L. Microeconomics. Prentice-Hall of India Pvt. Ltd.
- 4) Deepashree, Business Economics, New Delhi: Ane Books Pvt. Ltd.
- 5) Varian, H.R. Intermediate Microeconomics: A Modern Approach, New Delhi: Affiliated East-West Press.

<b>Course Title: Management Principles and Application</b>
<b>Course Code: B20BH1050</b>
<b>Course Description:</b> Management Principles and Application is a field of management studies. It involves the study of various management concepts and their applicability. Enabling students to understand the basic concepts of management such as planning, organizing, directing and controlling. And their effect on the organization.
<b>Course Objectives:</b> 1. To provide knowledge about basic concepts of management. 2. To impart knowledge about various theories of the Management. 2. To impart knowledge and awareness about the applicability of the management concepts. 3. To provide knowledge about the factors that influences various management functions.
<b>Course Outcomes:</b> <b>This course will enable students to:</b> CO1: understand the various basic concepts of management. CO2: gain knowledge of the various management theories. CO3: analyse the various management functions. CO4: comprehend the concepts related to management.
<b>Course Pre-requisites:</b> Students should have basic understanding of the organization and management concepts.
<b>Pedagogy:</b> Lectures, E-content , ,ICT
<b>LTP:</b> 2:1:0
<b>Course type:</b> SC
<b>Contact Hours:</b> 39 Hours

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Unit-1: Introduction</b> Concept : Need for study; Managerial functions-An overview; Coordination Essence of management, Evolution of Management Thought : Classical approach-Taylor, Fayol, Neo classical and Human relations approach-Hawthorne experiments, Behavioural approach, Systems approach, Trends and Challenges of Management in Global Scenario Emerging issues in management	10	CO1	1,2	1
Unit-2	<b>Unit-2: Planning</b> Types of Plan – an overview to highlight the differences. Strategic planning – Concept, process,	10	CO2	2,3	2

	Importance and limitations. Environmental Analysis and diagnosis (Internal and external environment) -Definition, Importance and Techniques (SWOT/TOWS/ WOT SUP, BCG Matrix, Competitor Analysis), Business environment; Concept and Components. Decision – making – concept, importance.				
Unit -3	<b>Unit-3: Organizing</b> Concept, Process of organizing – An overview, Span of management, Different types of authority (line and staff and functional), Decentralization, Delegation Formal and Informal Structure Principle of Organizing	9	CO3	3,5	2
Unit-4	<b>Unit-4: Leading &amp; control</b> Leadership – Concept, Importance, Theories of Leadership (Likert's scale theory, Blake and Mouten's Grid theory). Transactional leadership, Transformational Leadership, Transforming Leadership Control : Concept, Process, Limitation, Principles of Effective Control, Major Techniques of control – Ratio Analysis (ROI), Budgetary Control, PERT/CPM. Emerging issues in Management	10	CO4	3,4	3

#### Reference Books:

1. Jones, G. R., & George, J. M. (2015). Essentials of Contemporary Management (6th international edition). Boston, MA: McGraw-Hill/Irwin.
2. Robbins, Coulter, DeCenzo (2012). Fundamentals of Management. 10th edition, Pearson.
3. Drucker, P. F. (1974). Management: Tasks, responsibilities, practices. New York: Harper & Row.
4. Koontz, H., O'Donnell, C., & Weihrich, H. (1982). Essentials of management. New York: McGraw-Hill

<b>Course Title: ORGANISATIONAL BEHAVIOUR</b>
<b>Course Code: B20BH1060</b>
<b>Course Description:</b> The course is designed to give students a comprehensive analysis of individual and group behavior in organizations. Its purpose is to provide an understanding of how organizations can be managed more effectively and at the same time enhance the quality of employees work life.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To acquaint the students with the fundamentals of Management and Organization Behavior.</li> <li>2. To help students interpret and summarize the Determinants and Theories of Personality.</li> <li>3. To help students acquaint and demonstrate the concepts of Learning and Learning Theories.</li> <li>4. To help students identify and express the difference between Values, Attitude and Beliefs.</li> </ol>
<b>Course Outcomes:</b> <p>CO1: Apply the concept of Organization and Organization Behavior to the Modern-day Management</p> <p>CO2: Develop the prospects and implications of Management to Organization.</p> <p>CO3: Demonstrate the practical applications of determinants of Personality.</p> <p>CO4: Analyze and Classify the difference between Values, Attitude and Behavior</p>

**Course Pre-requisites:** The student must have knowledge of intermediate English Grammar and LSRW skills.

**Pedagogy:** Direct Method, ICT, Flipped classroom and case study discussions (<http://college.cengage.com/business/moorhead/organizational/6e/students/cases/index.html>)

**LTP:** 2:1:0

**Course type:** SC

**Contact Hours:** 39 Hours

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>UNIT- 1: INTRODUCTION TO OB</b> Meaning - need and importance of organization – classification of organization – Difference between formal and Informal organization. prospectus of formal organization - Organizational Behavior – Nature and Scope – contribution from other discipline.	9	CO1	1	1
Unit-2	<b>UNIT -2: PERSONALITY &amp; LEARNING</b> Definition - Determinants of personality - Theories of personality – Erickson’s personality - Freudian theory and Trait theory - Meaning of learning – Learning process – Learning theory of Organizational Behavior – Classical - Operant conditioning- Cognitive- Observation Theory. Effectiveness of learning	10	CO2	3	2
Unit -3	<b>UNIT -3: ATTITUDE &amp; PERCEPTION</b> Meaning – Characteristics - Components and Formation of attitudes - Change in attitude - Barriers to change- How to minimize the barriers. Attitude formation. Perception: - Meaning and definition – Need - Factors influencing perception - perceptual consistency - Context and definition - Interpersonal perception.	10	CO3	3	2
Unit-4	<b>UNIT-4: GROUP BEHAVIOR AND GROUP DYNAMICS</b> Meaning – Types – Groups in the organization – Group size and status – Influences –Roles and relationship and group behavior – Characteristics – Behavior problem – Group dynamics Group norms/formation – Cohesiveness – features, Effects – Group thinking – Symptoms - Influence and Remedy – Group decision making techniques.	10	CO4	3	3

**Reference Books:**

1. Essential Reading Singh, K. (2012). Organizational Behaviour: Text and Case. New Delhi: Pearson Education.
2. Aswathappa, K. (2010). Organizational Behaviour (Text, Cases and Games). Bangalore: Himalaya Publication.
3. Greenberg, J., & Baron, R. A. (2008). Behaviour in Organizations. Pearson Prentice Hall. Nelson, D. L., & Quik, J. C. (2008).



4. Organization Behaviour. Thomson South Western. Robbins, S. P., Judge, T. A., & Vohra, N. (2011).

<b>Course Title: Indian Constitution and Human Rights</b>					
<b>Course Code:</b> B20BH1070					
<b>Course Description:</b> This course provides the student with indepth information about the Indian constitution, directive principles and Human rights, that every citizen of the country should know and follow. It provides a good understanding about constitutional, statutory and institutional aspects of human rights protection in India. It covers constitutional provisions dealing with human rights and special legislations regarding protection of human rights and minority rights.					
<b>Course Objectives:</b>					
1. To acquire the knowledge of evolution of the Indian constitution and to comprehend the union and state executive, legislature and judiciary function.					
2. To discuss the concepts and development human rights in India and to describe the protection of Human Right Act and evolution of human right in India.					
<b>Course Outcomes:</b>					
After the completion of the course, students will be able to:					
CO1: Acquire the knowledge of preamble, fundamental rights and duties.					
CO2: Identify and recognize how state legislature and judiciary function.					
CO3: Know aware the knowledge about of Human Rights Act.					
CO4: Understand the evolution, protection and judiciary activities of Human Rights in India.					
<b>Course Pre-requisites:</b> Basic Knowledge of Constitution					
<b>Pedagogy:</b> ICT & Digital Support					
<b>LTP:</b> 0:0:0					
<b>Course type:</b> FC					
<b>Contact Hours:</b> 30 Hours					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Indian Constitutional Philosophy:</b> Features of the Constitution and Preamble Fundamental Rights and Fundamental Duties, Directive Principles of State Policy	7	CO1		
Unit-2	<b>Union and State Executive, Legislature and Judiciary:</b> Union Parliament and State Legislature: Powers and Functions, President, Prime Minister and Council of Ministers State Governor, Chief Minister and Council of Ministers, The Supreme Court and High Court: Powers and Functions	8	CO2		
Unit -3	<b>Concept and Development of Human Rights:</b> Meaning Scope and Development of Human Rights, United Nations and Human Rights- UNHCR, UDHR 1948, ICCR 1996 and ICESCR 1966	8	CO3		
Unit-4	<b>Human Rights in India:</b> Protection of Human Rights Act, 1993(NHRC & SHRC) , First, Second and Third Generations-	7	CO4		-

	Human Rights, Judicial Activities and Human Rights				
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#### Reference Books:

1. M.P. Singh (ed.), V.N. Shukla, Constitutional Law of India (2000), Oxford.
2. S.C Kashyap, Human Rights and Parliament (1978) Metropolitan, New Delhi.
3. Durga Das Basu, Human Rights in Constitutional Law, Prentice – Hall of India Pvt. Ltd. New Delhi.
4. Subash Kashyap, Indian Constitution, National Book Trust.

### SECOND SEMESTER

<b>Course Title: Communicative English – II</b>					
<b>Course Code:</b> B20BH2010					
<b>Course Description:</b> This 3-credit course focuses on enhancing written proficiency required for professional enhancement. It also polishes the spoken skills of the learners to make them effective and confident presenters. It also addresses the functional aspects of language usage while providing specific linguistic tools through professional language learning software. The practical components discussed in this course enables a fruitful transition from academia to the industry of their choice.					
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1.To build skills essential for corporate communication.</li> <li>2.To enhance context specific language skills.</li> <li>3.To discover the creative linguistic potential through language and literature.</li> <li>4. To develop communication skills necessary for employability.</li> </ol>					
<b>Course Outcomes:</b> After the completion of the course, students will be able to: CO1: Apply acquired skills to communicate effectively in a corporate scenario. CO2: Demonstrate command over rhetoric of language. CO3: Develop critical and creative thinking through assimilated language skills. CO4: Utilize the communication skills learnt to match industry standards.					
<b>Course Pre-requisites:</b> The student must possess functional knowledge of LSRW skills.					
<b>Pedagogy:</b> Direct method, ICT, Collaborative learning, Flipped Classroom.					
<b>LTP:</b> 2:1:0					
<b>Course type:</b> CC					
<b>Contact Hours:</b> 39 Hours					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Language Acquisition</b> Remedial Grammar: Questions & Negatives; Questions Tags Writing Skills: Email Writing Activities: Group Discussions Literature: Alphonse Daudet - The Last Lesson	9	CO1	PO8	
Unit-2	<b>Persuasive Skills</b> Remedial Grammar: Past Simple & Past Perfect	10	CO2	PO8	



<p>·É¼É,ÀÄ°À ¢nÖÈÀ°è ¥ÀoÀâUÀ¼À DAIÉÄIÀiÀiÁVZÉ.</p> <p>3. CªAgÀ°è ,ÀÈd£À²Ã®vÉ, ±ÀÄzÀP ¨sÁµÉ, GvÀÛªÀÄ «ªÀ±Áð UÀÄt, ¢gÀUÀð¼À ,ÀA¨sÁµÀuÉ, ¨sÁµÀt PÀ-É °ÁUÀÆ §gÀÀ PÈ±À®âUÀ¼ÀÄ£ÀÄß ·É¼É,ÀÄªÀÄzÀÄ UÀÄjAiÀiÁVZÉ</p> <p>4. ,ÀàzsÀðvÀäPÀ ¥ÀjÃPÉèUÀ½UÉ C£ÀÄPÀÆ®ªUÀÄªÀAvÀ°À «µÀAiÀÄUÀ¼ÀÄ£ÀÄß UÀªÀÄ£ÀzÀ°èèlÄÖPÉÆAqÀÄ ,ÀÆPÀÛ ¥ÀoÀâUÀ¼ÀÄ£ÀÄß DAIÉÄIªÀiÁrPÉÆ¼ÀÄ- ÁVZÉ.</p>
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#### Course Outcomes:

ªÀÄzsÀäPÀ°Ã£ÀzÀ ««zsÀ ¥ÀæPÁgÀzÀ PªªÀâUÀ¼ÀÄ, -ÉÄR£ÀUÀ¼ÀÄªÀÄvÀÄÛ ,ÀAQÄtð §gÀÀ ,À»vÀª PÀ°PÉAiÀÄªÀÄÆ®PÀ PÀ®zÀ 'ÛvÀªAvÀgÀUÀ¼ÀÄ£ÀÄß CzÀgÀ Mª¼ÀÄ£ÉÆÄIÜÀ¼ÀÄ£ÀÄß ·É¼É,ÀÄvÀÛZÉ.

CO1: ,ÀªÀiÁfPÀ, gÁdQÄAiÀÄ, zsÀ«ÄðPÀ, ,ÀA,ÀløwPÀ, ¥Àj,ÀgÀ °ÁUÀÆ °AUÀ,ÀA§Açü «ZÁgÀUÀ¼ÉqÉ UÀªÀÄ£À °Àj,ÀÄªÀÄzÀgÉÆAçUÉ «zÁÿðUÀ¼À°è ZÀZÁðªÀÄ£ÉÆÄ¨sªªÀª ·É¼ÉAiÀÄvÀÛZÉ.

CO2: fªªÀ£ÀzÀ°è §gÀªÀ C®Û¥ÀæAiÀÄ ·ÉÄzsÀUÀ¼ÀÄ, ,ÀªÀÄ,ÉâUÀ¼ÀÄ£ÀÄß DzÀÄªPÀ ,ÀAzÀ¨sÀðzÀ°èªÀiÁ£À«ÄAiÀÄvÉAiÉÆAçUÉ ¢ªÀð»,ÀÄªÀAvÉ ¥ÉæÃgÉÄ! ,ÀÄvÀÛZÉ.

CO3: GvÀÛªÀÄ ,ÀªÀ°À£À PÀ-ÉAiÀÄ£ÀÄß ·É¼É,ÀÄªÀ GzÉÝÃªªÀ£ÀÄß FqÉÄj,ÀÄvÀÛZÉ.

CO4: ,ÀA±ÉÆÄzÀ£ÀªÀÄ£ÉÆÄ¨sªªÀªÀÄvÀÄÛ ,ÀàzsÀðvÀäPÀ ¥ÀjÃPÉèUÀ½UÉ «zÁÿðUÀ¼ÀÄ£ÀÄß ,ÀdÄÓUÉÆ½,ÀÄvÀÛZÉ.

#### Course Pre-requisites:

- PÀ£ÀßqÀ ¨sÁµÉAiÀÄ §UÉUÉ ¥ÀæxÀ«ÄPÀ w¼ÀÄªÀ½PÉ CUÀvÀª.
- ¨sÁµÉAiÀÄ£ÀÄß NzÀ®ªªÀÄvÀÄÛ §gÉAiÀÄ®ª w½çgÀ·ÉÄPÀÄ.
- ¥ÀzÀ« ¥ÀªªÀð²PÀëtzÀ°è PÀ£ÀßqÀ ¨sÁµÉAiÀÄ£ÀÄß NçgÀ·ÉÄPÀÄ.

**Pedagogy:** Direct method, ICT and Digital support (Links attached), Collaborative and Cooperative learning, Differentiated Instruction, Flipped Classroom

**LTP: 2:1:0**

**Course type:** CC

**Contact Hours:** 39 hours

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	ªÀÄzsÀäPÀ°Ã£À PªªÀª 1. UÁ£ÀgÀtÀAiÀÄgÀ ,ÀªªÀzÀ - gÁWªªAPÀ 2. ¹qÀ® ¥ÉÆlÖt PÀnÖ,ÉÄRªÀ PÉÆqÀªªÀgÉ - PÀªªÀiÁgÀªªÀ 3. ,ÀªÀðdÖ£ÀªÀzÀ£ÀUÀ¼ÀÄ - ,ÀªÀðdÖ	10	CO1, CO2, CO3, CO4	PO5, PO8	-
Unit-2	ªÀÄzsÀäPÀ°Ã£À PªªÀª 1. V½AiÀÄ ¥ÀAdgÀzÉÆ½®è - ¥ÀÄgÀAzÀgÀzÀ,À 2. J-ÁègÀªªÀiÁqÀªªÀªzÀ - PÀ£ÀPÀzÀ,À 3. J®ègÀAvÀªªÀ®è£À£ÀUÀAqÀ - ²±ÀÄ£À¼À ±ÀjÃ¥sÀ	10	CO1, CO2, CO3, CO4	PO5, PO8	-
Unit-3	-ÉÄR£ÀUÀ¼ÀÄ	10	CO1,	PO5,	-



17. 2<sup>nd</sup> AggÄzÄæ¥Äà f.J.i. PÀ£ÀßqÀ „Á»vÀå „À«ÄÄPÉë, ¥ÄæPÁ±ÀPÀgÄÄ „Àæ¥Äß  
§ÄPî °É, „ÉAUÀ¼ÄÆgÄÄ. 2013

**Course Title:** Hindi

**Course Code:** B20BH2022

**Course Description:**

यह पाठ्यक्रम नौसिखिया अपनी भाषा की क्षमता का विकास करने हेतु तथा विभिन्न साहित्यिक प्रक्रियाओं द्वारा समाज, संस्कृति एवं जीवन के मूल्यों को समझने हेतु अभिकल्पित है।

**Course Objectives:**

- 1.संदर्भानुसार उचित भाषा का प्रयोग करने की दक्षता को छात्रों में उत्पन्न करना।
- 2.साहित्य के माध्यम से समाज एवं मानवीय मूल्यों को समझाकर, उन मूल्यों की रक्षा हेतु प्रेरित करना।
- 3.छात्रों में पुस्तक पठन एवं लेखन की अकृतिम प्रवृत्ति स्थापित करना।
- 4.अध्येताओं में साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास करना।

**Course Outcomes:**

अध्ययन की समाप्ति पर अध्येता –

CO1: सामाजिक मूल्य एवं नैतिक जवाबदेही को स्वीकार कर सकता है।

CO2:साहित्य की प्रासंगिकता को जीवन में समझने की दक्षता रखता है।

CO3: समाज में अंतर्निहित पद्धतियाँ एवं विचारधाराओं का व्याख्यान करने में सक्षम बन सकता है।

CO4: साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास कर सकता है।

**Course Pre-requisites:**

- अध्येता, पी.यु.सी के स्तर पर द्वितीय भाषा के रूप में हिन्दी का अध्ययन करना चाहिए।
- हिन्दी साहित्य के इतिहास का संक्षिप्त ज्ञान की आवश्यकता है।
- हिन्दी व्याकरण का अवबोधन आवश्यक है।
- अंग्रेज़ी – हिन्दी अनुवाद से संबंधित जानकारी जरूरी है।

**Pedagogy:** ICT and Digital support, Collaborative and Cooperative learning, Flipped Classroom

**LTP: 2 :1:0**

**Course type: CC**

**Contact Hours:39**

Units	Detailed Syllabus	CH	CO	PO	PSO
<b>Unit-1</b>	<b>इकाई - 1</b> 1 कबीरदास के दोहे – कबीरदास 2 कविता -अर्जुन की प्रतिज्ञा– मैथिलीशरण गुप्त 3 कविता – वीरों का कैसा हो बसंत – सुभद्रकुमारी चौहान	10Hrs.	CO1	PO5& PO8	
<b>Unit-2</b>	<b>इकाई – 2</b> 1 तुलसीदास के पद –तुलसीदास	10Hrs.	CO2	PO5& PO8	

	<p>2 कविता – संध्या सुंदरी – सूर्यकांत त्रिपाठी 'निराला'</p> <p>3 कविता – करमवीर – अयोध्या सिंह उपाध्याय 'हरिऔध'</p>				
<b>Unit-3</b>	<p><b>इकाई – 3</b></p> <p>4 मीराबाई के पद – मीराबाई</p> <p>5 कविता – मधुशाला – हरिवंशराय बच्चन</p> <p>6 कविता – हम झुक नहीं सकते – अटलबिहारी बाजपेई</p>	10Hrs.	CO3	PO5& PO8	
<b>Unit-4</b>	<p><b>इकाई - 4</b></p> <p>अनुवाद अनुच्छेद )हिन्दी से अंग्रेजी(</p> <p>सृजनात्मक व्यक्तित्व</p> <p>अ कबीर, महादेवी वर्मा, प्रेमचंद</p> <p>आ महात्मा गांधी, डॉ बाबासाहेब आंबेडकर, अब्दुल कलाम</p> <p><b>सूचना : प्रत्येक इकाई 25 अंक के लिए निर्धारित है ।</b></p>	09Hrs.	CO4	PO5& PO8	

**Reference Books:**

1. हिन्दी पाठ्य पुस्तक – रेवा विश्वविद्यालय ।
2. सुबोध व्यवहारिक हिन्दी – डॉ. कुलदीप गुप्त
3. अभिनव व्यवहारिक हिन्दी – डॉ.परमानन्द गुप्त
4. हिन्दी साहित्य का इतिहास - डॉ. नागेन्द्र
5. आधुनिक हिन्दी साहित्य का इतिहास - डॉ. बच्चन सिंह
6. हिन्दी साहित्य का नवीन इतिहास - डॉ. लाल साहब सिंह
7. शुद्ध हिन्दी कैसे बोले कैसे लिखे- पृथ्वीनाथ पाण्डे
8. कार्यालय अनुवाद निदेशिका
9. संक्षेपण और पल्लवन - के.सी.भाटिया&तुमन सिंग

**Course Title: Additional English – II**

**Course Code: B20BH2023**

**Course Description:** This is a 3-credit course designed to help the learner gain competency in language through the introduction of various genres of literature. The course aims to inculcate a critical view among learners while sensitizing them to the contemporary issues around. It facilitates creative learning and helps to appreciate, assimilate and research on the various dimensions of society, culture and life.

**Course Objectives:**

- 1.To assess ecological and environmental concerns through literature.
- 2.To identify the unequal structures of power in society.
- 3.To compare the position of men and women in society.
- 4.To interpret the representation of society in popular culture.

**Course Outcomes:**

After the completion of the course, students will be able to:

CO1: Demonstrate a thorough understanding of sensitive and critical ecological and environmental issues.

CO2: Analyze the rigid structure of center and margin in our society.

CO3: To criticize the subordinate position of women in society.

CO4: To justify the depiction of society in popular culture.

**Prerequisites:** The student must possess fair knowledge of language and literature.

**Pedagogy:** Direct method / ICT / Collaborative Learning / Flipped Classroom.

**LTP:** 2:1: 0

**Course type:** CC

**Contact Hours:** 39

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Ecology &amp; Environment</b> Literature: Toru Dutt - Casuarina Tree Robert Frost – Stopping by Woods on a Snowy Evening Tomas Rivera –The Harvest C.V. Raman – Water – The Elixir of Life Language: Degrees of Comparis	10Hrs.	CO1	PO8	
Unit-2	<b>Voices from the Margin</b> Literature: Tadeusz Rozewicz – Pigtail Jyoti Lanjewar – Mother Sowvendra Shekhar Hansda – The Adivasi Will Not Dance Harriet Jacobs – Excerpt from Incidents in the Life of a Slave Girl Language: Prefix and Suffix	10Hrs.	CO2	PO8	
Unit 3:	<b>Women &amp; Society</b> Literature: Kamala Das – An Introduction Usha Navrathnaram – To Mother Rabindranath Tagore – The Exercise Book Jamaica Kincaid – Girl Writing Skills: Dialogue Writing	10Hrs.	CO3	PO5&8	



Unit 4:	<b>Popular Culture</b> Literature: Rudyard Kipling – The Absent-minded Beggar Sir Arthur Conan Doyle – The Hound of the Baskervilles Aldous Huxley – The Beauty Industry Writing Skills: Story Writing	09Hrs.	CO4	PO5	
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#### Reference Books:

1. Agrawal, K.A. Toru Dutt the Pioneer Spirit of Indian English Poetry - A Critical Study. Atlantic Publications, 2009.
2. Latham, Edward Connery (ed). The Poetry of Robert Frost. Holt Paperbacks, 2002.
3. Gale, Cengage Learning. A Study Guide for Tomas Rivera's The Harvest. Gale, Study Guides, 2017.
4. Basu, Tejan Kumar. The Life and Times of C.V. Raman. PrabhatPrakashan, 2016.
5. Rozewicz, Tadeusz. New Poems. Archipelago, 2007.
6. Manohar, Murli. Critical Essays on Dalit Literature. Atlantic Publishers, 2013.
7. Hansda, SowvendraShekhar. The Adivasi Will Not Dance: Stories. Speaking Tiger Publishing Private Limited, 2017.
8. Jacobs, Harriet. Incidents in the Life of a Slave Girl. Createspace Independent Publication, 2014.
9. Das, Kamala. Selected Poems. Penguin Books India, 2014.
10. Tagore, Rabindranath. Selected Short Stories of Rabindranath Tagore. Maple Press, 2012.

<b>Course Title:</b> Business Statistics					
<b>Course Code:</b> B20BH2030					
<b>Course Description:</b> The aim of the course is to help develop an understanding of the core quantitative techniques from statistics. A particular emphasis is placed on developing the ability to interpret the numerical information that forms the basis of decision-making in business. Enable students for using the computer program MS Excel, apply basic statistical techniques and methods for grouping, tabular and graphical display, analysis and interpretation of statistical data.					
<b>Course Objectives:</b> 1. Provide basic knowledge of the application of mathematics and statistics to business disciplines; 2. Develop the ability to analyze and interpret data to provide meaningful information to assist in making management decisions; 3. Develop an ability to apply modern quantitative tools (Microsoft Excel) to data analysis in a business context. 4. Develop the student's ability to deal with numerical and quantitative issues in business.					
<b>Course Outcomes:</b> CO1: Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis CO2: Critically evaluate the underlying assumptions of analysis tools CO3: Understand and critically discuss the issues surrounding sampling and significance CO4: Use a statistical package frequently used by practitioners to analyze the data using techniques					
<b>Course Pre-requisites:</b> Exposure to set theory, permutation and combination					
<b>Pedagogy:</b> Flipped class rooms, ICT					
<b>LTP:</b> 3:0:1:					
<b>Course type:</b> HC					
<b>Contact Hours:</b> 52 Hrs					
<b>Units</b>	<b>Detailed Syllabus</b>	<b>Contact</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>

		hours			
Unit-1	<b>Statistics an over view</b> Growth and development of Statistics– Definition– Application of Statistics in managerial decision making; Importance and scope of Statistics – Limitations of statistics, Presentation of data to convey meaning– Tables, Graphs and Frequency Distribution. Measures of Central Tendency: Arithmetic mean – Weighted mean, – Median, – Mode, Measures of dispersion: Range, – Quartile deviation, – Mean Deviation– Standard deviation, – Coefficient of variation, Skewness, Kurtosis.	14 hrs	1	2	3
Unit-2	<b>Correlation and Regression analysis</b> Correlation: Meaning and definition – Uses – Types –Karl Pearson’s coefficient of correlation – Probable error – Spearman’s Rank Correlation Coefficient. Regression: Meaning, Uses, Regression Line, Regression Equation. Correlation Coefficient through Regression, Coefficient Relation between Correlation coefficient and Regression coefficients.	12 hrs	2	5	3
Unit-3	<b>Statistical Inference</b> Introduction to Sampling Distributions and Estimation: The need for sampling distributions, sampling distribution of the mean and the proportion, sampling techniques. Estimation: Point and Interval estimation for population parameters of large sample and small samples, determining the sample size (simple Problems on sample size). Estimation theory and Hypothesis Testing: Sampling Theory; Formulation of Hypotheses; Application of Z-test, t-test and Chi-Square test. One way and two ways ANOVA.	14 hrs	3	2	3
Unit-4	<b>Use of Computers in Descriptive Statistical Analysis</b> Time Series Analysis and Forecasting: Importance, –Components, –Trend – Free hand method, – Method of semi averages, Method of moving averages, –Method of least squares. <b>Note:</b> Introduction and overview, using statistical packages for quantitative data analysis, simple statistical analysis using EXCEL. Modern and latest statistical Analysis	12 hrs	4	5	3

**Reference Books:**

1. Beri, G. C. (2014). *Business Statistics*, New Delhi: Tata McGraw Hill Educations Pvt Ltd.
2. Business Statistics by Ken Black, pub: Tata Macgraw Hill
3. Sharma, J. K. (2017). *Fundamentals of Business Statistics*. New Delhi: Vikas Publishers.

4. Gupta, S. P. (2014). *Statistical Methods*. New Delhi: Sultan Chand.
5. Sharma, J. K. (2011). *Business Statistics*, New Delhi: Pearson Publishers.
6. Business Statistics By Mr. R. S. Bharadwaj , pub: Excel Book

<b>Course Title : Marketing Management</b>					
<b>Course Code: B20BH2040</b>					
<b>Course Description:</b> This course covers topics such as role and importance of marketing in the firm and other organizations, marketing plans/strategies, marketing research, market segmentation, targeting, positioning and competitive strategies					
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1.To provide basic knowledge of concepts, principles, tools and techniques of marketing</li> <li>2.To give detailed knowledge about marketing environment and consumer behavior</li> <li>3.To create deep understanding about the marketing mix</li> <li>4.To make students aware about segmentation, positioning and competitive dynamics</li> </ol>					
<b>Course Outcomes:</b> <p>CO1: Describe the concepts, principles, tools and techniques of marketing</p> <p>CO2: Analyze the marketing environment and consumer behavior dimensions</p> <p>CO3: Apply the knowledge of marketing mix in business applications</p> <p>CO4: Explain the concepts of segmentation, positioning and competitive dynamics</p>					
<b>Course Pre-requisites:</b> prior knowledge of basic concepts of marketing					
<b>Pedagogy:</b> ICT and Digital support					
<b>LTP:</b> 2:0:1					
<b>Course type:</b> SC					
<b>Contact Hours:</b> 39					
Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	<b>Introduction to Marketing</b> Meaning & Definition – Goals – Concepts of Marketing – Approaches of Marketing – Functions of Marketing, Core Marketing Concepts, Role of Strategic Planning in Marketing, and Recent trends in Marketing	9 hours	1	1	1
Unit-2	<b>Marketing Environment and Consumer Behaviour</b> Marketing Research process; Importance of Macro & Micro environment (trends), factors measuring and forecasting Market Demand, Factors Influencing Consumer Behavior, Buying Decision Process, Difference between Business Market and Consumer Market.	10 hours	2	6	2
Unit-3	<b>Marketing Mix</b> Meaning, Elements, Product, Product Mix, Product Line, New product Development, PLC: Design Marketing Strategies for each Stage of the Product Lifecycle; Branding, Packaging, Labeling, Pricing – Objectives, Factors influencing Pricing Policy and	10 hours	3	6	1

	Methods of Pricing. Process of Pricing; Physical Distribution – Meaning – Types of Marketing channel, Factors affecting Channel Selection – Promotion – Meaning and Significance of Promotion Mix: Advertising, Sales Promotion, Personal Selling, Public Relations and Publicity				
Unit-4	<b>Segmentation, Targeting, Positioning, and Competitive Dynamics</b> Segment Consumer Markets based on Demographic Variables, Psychographic Variables, Behavioral Variables; Segmenting Business Markets, Effective segmentation criteria and Targeting Strategies; Examine Competitive Strategies for Market Leaders, Examine Competitive Strategies for Market Challengers and Followers, Develop and Establish an Effective Positioning Strategy.	10 hours	4	4	3

#### Reference Books:

1. Michael J. Etzel, Bruce J. Walker, and William J Stanton, (2019) Tata Mc Graw Hill, Publishing Co Ltd
2. Philip Kotler, Kevin Lane Keller (2015) 15th edition, Marketing Management, Pearson.
3. Kuranakaran, (2010) Marketing Management, Himalaya Publishers.
4. William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education.
5. Kotable and Helsen, Global Marketing Management, 7th edition, John Wiley

<b>Course Title: Accounting for Business</b>
<b>Course Code:</b> B20BH2050
<b>Course Description:</b> Continued in-depth analysis of the accounting standards and principles for preparing financial statements; recording, analyzing, and disclosing accounting information related to liabilities, owners' equities, Goodwill; conversion of partnership firm to limited company and related topics.
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1 To explore in the area of underwriting of shares &amp; its share value.</li> <li>2. To initiate the concept of goodwill and valuation methods</li> <li>3. To enable the students, analyze the rationale behind conversion of partnership into a limited company</li> </ol>
<b>Course Outcomes:</b> <p>CO1: To understand the fundamentals of underwriting in Companies.</p> <p>CO2: To understand the valuation of shares and goodwill and prepare financial statements accordingly</p> <p>CO3: To understand appropriate accounting techniques, standards, and perform the accounting treatment for each type of inter-entity relationship</p> <p>CO4: Describe and apply the basic techniques of financial statement analysis and Reporting to Management.</p>
<b>Course Pre-requisites:</b> Basic Knowledge of Financial Accounting concepts

<b>Pedagogy: ICT</b>					
<b>LTP:3: 0: 1</b>					
<b>Course type: HC</b>					
<b>Contact Hours: 52 Hrs.</b>					
<b>Units</b>	<b>Detailed Syllabus</b>	<b>Contact hours</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
Unit-1	<b>Underwriting of shares</b> Meaning - Terms used Underwriting-Underwriter-Marked Applications-Unmarked Applications - Partial underwriting- Complete Underwriting-Pure Underwriting-Firm Underwriting- Underwriting Commission- Determination of Net Liability and Total Liability.	13 hrs.	1	6	1
Unit-2	<b>Valuation of Goodwill and Shares</b> Goodwill Meaning- circumstance of valuation of Goodwill- Factors influencing the value of Goodwill- Methods of Valuation of Goodwill- Average Profit method- Super profit Method- Capitalization of Super profit method- Annuity Method- Capitalization of Profit Method problems. Shares meaning – need for valuation – factors affecting valuation- Methods of Valuation: intrinsic value method, yield method, Earning capacity method, Fair value method problems	13 hrs.	2	6	2
Unit-3	<b>Holding Company</b> Introduction- types of control –legal definition- preparation of accounts- Holding company and its subsidiary- Rules of preparation of Consolidated Balance sheet – investments in the subsidiary Company- minority interest –cost of control – goodwill or capital Reserve- Capital Profits – Revenue Profits – Intercompany transactions – goods sold on credit – Debtors – Bills Receivable – Creditors- Bills payable- Contingent liabilities – intercompany unrealized profits – Revaluation of Assets and Liabilities – dividends – Bonus issue.	13 hrs.	3	2	3
Unit-4	<b>FINANCIAL STATEMENTS ANALYSIS</b> Analysis of Financial Statement-Comparative Statements, Comparative Income Statement, Comparative Balance Sheet – Common Size Statements, Common Size Income Statement, Common Size Balance Sheet – Trend Analysis (Problems on financial analysis) Reporting to Management- Management Decision and Analysis.	13 hrs.	4	5	3

**Reference Books:**

1. Paul S.K, 2008 "Advanced Financial Accounting," New central Agency Book Private limited,
2. Anil Kumar, 2017 "Advance Financial Accounting" HPS,
3. Maheswari, S N & Maheshwari, S K, 2018 "Corporate Accounting", 7th Edition
4. Bhattacharya, Asish K, 2014 "Financial Accounting for Business Managers", , 5<sup>TH</sup> Edition

<b>Course Title: Human Resource Management</b>					
<b>Course Code:</b> B20BH2060					
<b>Course Description:</b> The course develops a critical understanding of the role and functions of the various human resource activities in an organization, providing students with a comprehensive review of key HRM concepts, techniques, and issues. Topics include job analysis and design, recruitment and selection, evaluation, performance management, occupational health and safety, and the strategic contribution of HRM to organizational performance and evaluating HRM effectiveness. Working with contemporary case studies, students not only engage in collaborative and individual work processes but use communication and discourse characteristic of the HRM context and environment.					
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To familiarize the students about the different aspects of managing people in the organization from the stage of acquisition to development and retention.</li> <li>2.To comprehend the various aspects of human resource development strategies for better management of people in the organizations</li> <li>3. HR skills and their ability to assess the constraints and opportunities associated with managing employees in different socio-economic and political context.</li> </ol>					
<b>Course Outcomes:</b> <p>CO1: Integrated perspective on role of HRM in modern business. Ability to plan human resources and implement techniques of job design</p> <p>CO2: Competency to recruit, train, and appraise the performance of employees</p> <p>CO3: To analyze the strategic issues and strategies required to select and develop manpower resources.</p> <p>CO4: To integrate the knowledge of HR concepts to take ethical business decisions</p>					
<b>Course Pre-requisites:</b> Basis knowledge of HR concepts and functions.					
<b>Pedagogy:</b> Lectures, Videos, Case studies, Role play					
<b>LTP:</b> 2:1:0					
<b>Course type:</b> SC					
<b>Contact Hours:</b> 39 Hours					
Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit 1	<b>Introduction to Human Resource Management:</b> Meaning and Objectives of HRM, Meaning and Objectives of HRP, Differences between HRM and HRP, functions of HRM, role of HR Manager, The Future of Human Resource Management, Globalization and HRM, Generational Differences, Future Trends in Human Capital and Talent Management, Impact of HRM practices on organizational	9 hrs.	1	1	1

	performance.				
<b>Unit 2</b>	<b>Recruitment, Selection And Training:</b> Recruitment, Meaning, Methods of Recruitment, Selection, Meaning, Steps in Selection Process, Induction, Problems Involved in Placement. Meaning and purpose of Induction: Training- Need for training, methods of training.	10 hrs.	<b>2</b>	<b>6</b>	<b>2</b>
<b>Unit 3</b>	<b>Compensation Function:</b> Job evaluation – Merit rating – Methods 'of wage, payment, incentive compensation – Types, advantages, perquisites. Wage system in India – Minimum wage, fair wage, living wage. Performance appraisal – purpose, factors, methods 360-degree feedback uses and application, human resource accounting.	10 hrs.	<b>1</b>	<b>6</b>	<b>3</b>
<b>Unit 4</b>	<b>Employee Mobility:</b> Meaning of Promotion, Purpose, basis of promotion, Meaning and reasons for demotion, meaning of transfer, reasons for transfer, types of transfer, right sizing of work force, need for right sizing. Retention – Meaning need and purpose Human Resource Maintenance And Development :Meaning of HRD, Role of training in HRD, Employee health and safety: Employee welfare: Social security (excluding legal provisions), Employer- employee relations- An overview: Grievance handling and redressal, Industrial disputes: Causes and settlement machinery	10 hrs.	<b>4</b>	<b>1</b>	<b>2</b>

#### Reference Books:

- 1.Dessler, G. (2015). Human resource management. Pearson Education India.
- 2.Bratton, J., & Gold, J. (2017). Human resource management: theory and practice. Palgrave.
- 3.DeCenzo, D.A.& Robbins (2017). Fundamentals of Human Resource Management, New York: John Wiley & Sons.
- 4.Rao, V.S.P (2017) Human Resource Management - Text and Cases, Excel Books.
- 5.K. Ashwathappa, (2017), Human Resources Management: Text and cases, Mc-Graw Hill India, 8th Edition

**Course Title : Environment Studies and Public Health**

**Course Code: B20BH2070**

**Course Description:** The course would enable the students to get indepth knowledge about environmental aspects and public health issues. The student comprehends and is able to apply the concepts of climate change, implications on health, waste management, policies and practices related to environment protection and diseases in contemporary society.

**Course Objectives:**

1. To provide detailed information about environment and health.
2. To create awareness about climate change and implications on public health.
3. To develop basic understanding about diseases in contemporary society and interventions in public health.

**Course Outcomes:**

**At the end of the course student shall be able to-**

CO1: Apply the knowledge about environment and health in improving personal health.

CO2: Appreciate and apply the awareness about climate change and implications on personal health.

CO3: Explain the diseases in contemporary society

CO4: Discuss about the perspectives and interventions in public health.

**Course Pre-requisites:** Basic knowledge about science and environment

**Pedagogy:** ICT, Lectures, Flip classrooms, collaborative methods

**LTP:**

**Course type:** Foundation course

**Contact Hours:** 30 hours

Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	<b>Linkages Between Environment and Health:</b> Understanding linkages between Environment and Public Health Effect of quality of air, water and soil on health. Perspective on Individual health: Nutritional, socio –cultural and developmental aspects, Dietary diversity for good health; Human developmental indices for public health.	6 Hours	1	1	1,2
Unit-2	<b>Climate Change and Implications on Public Health:</b> Global warming – Agricultural practices (chemical agriculture) and Industrial technologies (use of non-biodegradable materials like plastics, aerosols, refrigerants, pesticides): Manifestations of Climate change on Public Health-Burning of Fossil fuels, automobile emissions and Acid rain. <i>Environmental Management Policies and Practices.</i> Municipal solid waste management: Definition,	8hours	2	1	1,2



	sources, characterization collection and transportation and disposal methods. Solid waste management system in urban and rural areas. Municipal Solid waste rules.Policies and practices with respect to Environmental Protection Act, Forest Conservation Act, Wild life protection Act, Water and Air Act, Industrial, Biomedical and E waste disposal rules.				
Unit-3	<b>Diseases in Contemporary Society:</b> Definition – need for good health- factors affecting health. Types of diseases – deficiency, infection, pollution diseases-allergies, respiratory, cardiovascular, and cancer Personal hygiene-food – balanced diet. Food habits and cleanliness, food adulterants, avoiding smoking, drugs and alcohol.Communicable diseases: Mode of transmission –epidemic and endemic diseases. Management of hygiene in public places – Railway stations, Bus stands and other public places. Infectious diseases: Role of sanitation and poverty case studies on TB, diarrhea, malaria, viral diseases. Non-communicable diseases: Role of Lifestyle and built environment. Diabetes and Hypertension.	8 hours	3	1	1,2
Unit-4	<b>Perspectives and Interventions in Public Health :</b> Epidemiological perspective – Disease burden and surveillance; Alternative systems of medicine – Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH); Universal Immunization Programme (UIP); Reproductive health-Youth Unite for Victory on AIDS (YUVA) programme of Government of India. Occupational health hazards-physical-chemical and biological, Occupational diseases-prevention and control.	8 hours	4	1	1,2

**Reference Books:**

1. Singh, Y.K, Environmental Science, New Age International, 2006.
2. Arvind Kumar, A Textbook on Environmental Science, APH Publishing, 2004.
3. Desai R.G. - Environmental studies. Himalaya Pub. House.

- Groom, Martha J. Gary K. Meffe and Carl Ronald carroll Principles of Conservation Biology.



2. 1. Å«ÀiÁwÃvÀ PÀ£ÀßqÀ ,Á»vÀå ZÀjvÉæ ,AA¥ÀÀi 1,2,3,4,5 æÀvÀÀÛ 6, PÀÀæÉA¥ÀÀ PÀ£ÀßqÀ CzsÀåAiÀÀ£À ,AA,ÉÜ, æÉÆ,ÀÆgÀÀ «±Àé«zÀå«®AiÀÀ, æÉÆ,ÀÆgÀÀ. 2014
3. qÁ. CgÀ«AzÀ æÀiÁ®UÀwÜ, ,Á»vÀå ,AA,Àìøw æÀvÀÀÛ zÀ°vÀ ¥ÀæeÉÖ, ¥ÀæPÀ±ÀPÀgÀÀ PÀ£ÀßqÀ ,Á»vÀå ¥ÀjµÀvÀÀÛ, "ÉAUÀ¼ÀÆgÀÀ. 2014
4. qÁ. F.J.Ì. DæÀÀÆgÀ, PÀ£ÀßqÀ PÀxÀ£À ,Á»vÀå : PÁzÀÀ§j, ¥ÀæPÀ±ÀPÀgÀÀ ,Àé¥Àß §ÄPì æÉ,Ì, "ÉAUÀ¼ÀÆgÀÀ. 2016
5. zÉÃ±À¥ÀAQÉ J.Ì.Ì.Ì., "ÉÃAzÉæ ±Àj¥ÀsÀgÀ PÀæÀAiÀiÀ£À, ¥ÀæPÀ±ÀPÀgÀÀ zÉÃ' ¥ÀÀ,ÀÜPÀ, "ÉAUÀ¼ÀÆgÀÀ. 2013
6. QÃvÀð£AxÀ PÀvÀðPÉÆÃn, PÀ£ÀßqÀ ,Á»vÀå ,AAUÁw, ¥ÀæPÀ±ÀPÀgÀÀ PÀvÀðPÉÆÃn æÉæÉÆjAiÀÀ"Ì læ,ÌÖ, zsÁgÀæÁqÀ. 2009
7. ±ÀæÀgÀAiÀÀ vÀ.ÀÀ., PÀ£ÀßqÀ ,Á»vÀå ZÀjvÉæ, ¥ÀæPÀ±ÀPÀgÀÀ vÀ¼ÀAQ£À æÉAPÀtÚAiÀÀ ,ÀgÀPÀ UÀæAxÀæÀiÁ"É, æÉÆ,ÀÆgÀÀ -2014
8. ,AA. qÁ! 1. Dgì. ZÀAzÀæ±ÉÄRgì, æÀÀÀAzÀ¼ÀvÀ£ÀzÀ ®PÀètUÀ¼À£ÀÀß "É¼É'PÉÆ¼ÀÀiæÀzÀ æÉÄUÉ?, ¥ÀæPÀ±ÀPÀgÀÀ £ÀæPÀ£ÀðIPÀ ¥À©èPÉÄµÀ£ì ¥ÀæöÉæÉmì °«ÄmÉqì. 2010
9. DzsÀÄxPÀ PÀ£ÀßqÀ PÀæÀ "sAUÀ-2, PÀÀæÉA¥ÀÀ PÀ£ÀßqÀ CzsÀåAiÀÀ£À ,AA,ÉÜ, æÉÆ,ÀÆgÀÀ «±Àé«zÀå«®AiÀÀ, æÉÆ,ÀÆgÀÀ. 2004
10. æÀgÀzÀæ¥Àà f.J.Ì. PÀ£ÀßqÀ ,Á»vÀå ,À«ÄPÉè, ¥ÀæPÀ±ÀPÀgÀÀ ,Àé¥Àß §ÄPì æÉ,Ì, "ÉAUÀ¼ÀÆgÀÀ. 201

#### Course Title: Hindi

Course Code: B20BH3012

#### Course Description:

यह पाठ्यक्रम नौसिखिया अपनी भाषा की क्षमता का विकास करने हेतु तथा विभिन्न साहित्यिक प्रक्रियाओं द्वारा समाज, संस्कृति एवं जीवन के मूल्यों को समझने हेतु अभिकल्पित है

#### Course Objectives:

- 1.संदर्भानुसार उचित भाषा का प्रयोग करने की दक्षता को छात्रों में उत्पन्न करना।
- 2.साहित्य के माध्यम से समाज एवं मानवीय मूल्यों को समझाकर, उन मूल्यों की रक्षा हेतु प्रेरित करना।
- 3.छात्रों में पुस्तक पठन एवं लेखन की अकृतिम प्रवृत्ति स्थापित करना।
- 4.अध्येताओं में साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास करना।

#### Course Outcomes:

अध्ययन की समाप्ति पर अध्येता –

- CO1: सामाजिक मूल्य एवं नैतिक जवाबदेही को स्वीकार कर सकता है।
- CO2:साहित्य की प्रासंगिकता को जीवन में समझने की दक्षता रखता है।
- CO3: समाज में अंतर्निहित पद्धतियाँ एवं विचारधाराओं का व्याख्यान करने में सक्षम बन सकता है।
- CO4: साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास कर सकता है।

#### Course Pre-requisites:

- 1.अध्येता, पी.यु.सी के स्तर पर द्वितीय भाषा के रूप में हिन्दी का अध्ययन करना चाहिए।
- 2.हिन्दी साहित्य के इतिहास का संक्षिप्त ज्ञान की आवश्यकता है।
- 3.हिन्दी व्याकरण का अवबोधन आवश्यक है।
- 4.अंग्रेज़ी – हिन्दी अनुवाद से संबंधित जानकारी जरूरी है।

**Pedagogy:** ICT and Digital support, Collaborative and Cooperative learning, Flipped Classroom  
**LTP: 2:1:0**  
**Course type: CC**  
**Contact Hours:39**

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>इकाई - 1</b> नाटक - आधे - अधूरे - मोहन राकेश नाटक विधा का परिचय - आधे अधूरे - प्रथम अंक	10 Hrs.	CO1, CO2	PO5&8	
Unit-2	<b>इकाई - 2</b> नाटक - आधे - अधूरे - मोहन राकेश आधे - अधूरे - वितीय अंक	10 Hrs.	CO1, CO2	PO5&8	
Unit-3	<b>इकाई - 3</b> नाटक - आधे - अधूरे - मोहन राकेश आधे - अधूरे - तृतीय अंक	10 Hrs.	CO3, CO4	PO &8	
Unit-4	<b>इकाई - 4</b> नगदी रहित व्यवहार अ 1 चेक तथा बैंक प्रणाली द्वारा भुगतान 2 कम्प्यूटर इंटरनेट प्रणाली द्वारा भुगतान आ 3 स्वैप (POS) मशीन द्वारा भुगतान 4 भ्रमणध्वनि द्वारा भुगतान इ 5 ए टी एम द्वारा भुगतान 6 विभिन्न बैंकों के ऐप द्वारा भुगतान	9 Hrs.	CO3, CO4	PO5&8	

**Reference Books:**

1. नाटक - आधे - अधूरे - मोहन राकेश
2. हिन्दी नाटक उद्भव और विकास -दशरथ ओझा
3. हिन्दी साहित्य का इतिहास नागेन्द्र .डॉ -
4. आधुनिक हिन्दी साहित्य का इतिहास बच्चन सिंह .डॉ -
5. हिन्दी साहित्य का नवीन इतिहास लाल साहब सिंह .डॉ -
6. शुद्ध हिन्दी कैसे बोले कैसे लिखेपृथ्वीनाथ पाण्डे -
7. हिन्दी नाटक और रंगमंच - डॉ.रामकुमार वर्मा
8. कंप्यूटर सूचना प्रणाली विकास - रामबंसल वाज्ञाचर्या
9. कंप्यूटर के भाषिक अनुपयोग - विजयकुमार मल्होत्रा

**Course Code:** B20BH3013

**Course Description:** This 3-credit course allows the learners to explore the various socio-political aspects represented in literature. The concepts discussed in the course provide learning exposure to real life scenarios. The course is designed to develop critical thinking ability among learners, through the socio-political aspects discussed in literature. Thus, the aim is to produce responsible and sensitive individuals.

**Course Objectives:**

- 1.To outline the global and local concerns of gender and identity.
- 2.To identify the complexities of human emotions through literature.
- 3.To assess the struggles of human survival throughout history.
- 4.To compare and contrast between the various dimensions of childhood.

**Course Outcomes:**

After the completion of the course, students will be able to:

CO1: Evaluate the pressing gender issues within our society.

CO2: Criticize human actions through a humane and tolerant approach.

CO3: Perceive the human conflicts with an empathetic perspective.

CO4: To disprove the assumption of a privileged childhood.

**Pre requisites:** The student must possess fair knowledge of language, literature and society.

**Pedagogy:** Direct method / ICT / Collaborative Learning / Flipped Classroom.

**LTP:** 2:1:0

**Course type:** CC

**Contact Hours:** 39

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Gender &amp; Identity:</b> Anne Sexton – Consorting with Angels. Eugene Field – The Doll’s Wooing Vijay Dan Detha – Double Life Charlotte Perkins Gilman – The Yellow Wallpaper	09Hrs.	CO1	PO5	
Unit-2	<b>Love &amp; Romance:</b> Literature: Tadeusz Rozewicz – Pigtail Jyoti Lanjewar – Mother Sowvendra Shekhar Hansda – The Adivasi Will Not Dance Harriet Jacobs – Excerpt from Incidents in the Life of a Slave Girl Language: Prefix and Suffix	10Hrs.	CO2	PO5	
Unit-3	<b>War &amp; Trauma:</b> Lord Alfred Tennyson – The Charge of the Light Brigade TaufiqRafat – The Medal Guy de Maupassant – Two Friends Sadaat Hasan Manto – Toba Tek Singh	10Hrs.	CO3	PO5&8	
Unit-4	<b>Children’s Literature:</b> William Blake – The Chimney Sweeper.D.H. Lawrence – Discord in Childhood. Anna Sewell – The Black Beauty (Extract). Rudyard Kipling – The Jungle Book (Extract)	10Hrs.	CO4	PO8	

**Reference Books:**

1. Sexton, Anne. The Complete Poems. Houghton Mifflin, 1999.
2. Namjoshi, Suniti. Feminist Fables. Spinifex Press, 1998.
3. Vanita, Ruth & Saleem Kidwai (ed.) Same Sex Love in India. Penguin India, 2008.
4. Gilman, Charlotte Perkins. The Yellow Wallpaper. Rockland Press, 2017.
5. Gale, Cengage Learning. A Study Guide for Alfred Noyes's "The Highwayman". Gale, Study Guides, 2017. (Kindle Edition Available)
6. Shakespeare, William. Poems and Sonnets of William Shakespeare. Cosimo Classics, 2007.
7. Stockton, Frank Richard. The Lady, or the Tiger? Create space Independent Publications, 2017.
8. Wilde, Oscar. The Collected Works of Oscar Wilde. Wordsworth Editions Ltd., 1997.
9. Tennyson, Lord Alfred. The Complete Works of Alfred Tennyson. Forgotten Books, 2017.
10. Blake, William Erdman, David V. (ed.). The Complete Poetry and Prose (Newly revised ed.). Anchor Books, (1988).
11. Maupassant, Guy de. Guy de Maupassant-The Complete Short Stories. Projapati, 2015.
12. Manto, Sadaat Hasan. Manto: Selected Short Stories. RHI, 2012.
13. Ricks, Christopher. Metaphysical Poetry. Penguin, 2006.
14. Sewell, Anna. The Black Beauty. Maple Press, 2014.
15. Kipling, Rudyard. The Jungle Book. Amazing Reads, 2018.

<b>Course Title: Organizational Psychology</b>
<b>Course Code:</b> B20BH3020
<p><b>Course Description:</b> The course provides a combination of applied Psychology and core areas of Management helping the students to develop an evidence-based approach to problem solving. The course helps the students in developing an inquisitive mind, superior social skills and a practical business orientation. Knowledge of psychology with management skills provide the students with scientific understanding of human experience, including behavior, mental process, emotions and development.</p> <p><b>Course Objective:</b></p> <ol style="list-style-type: none"> <li>1.To acquaint the students with the fundamentals of individual behavior required for managing business</li> <li>2.To know in-depth about the concepts and significance of personality, perception, attitude and emotions at workplace.</li> <li>3.To understand individual and group behavior at work place so as to improve the effectiveness of an organization.</li> </ol>
<p><b>Course Outcomes:</b></p> <p>On successful completion of this course students shall be able to:</p> <ol style="list-style-type: none"> <li>1.Develop a deep understanding of the various dimensions of individual behaviour</li> <li>2.Describe and analyse the theories of personality, attitude, leadership and group behaviour</li> <li>3.Design ways to improve behaviour, personality, attitude and leadership styles.</li> <li>4.Analyse group behaviour and adopt specific decision-making techniques</li> </ol>
<b>Course Pre-requisites:</b> Knowledge about management and psychological components
<b>Pedagogy:</b> Direct method, ICT, Collaborative learning, Flipped Classroom, case studies
<b>LTP:</b> 2:1:0
<b>Course type:</b> HC

**Contact Hours:** 39 Hours

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	Concepts of OB; Management functions, Roles, Skills and activities; Disciplines that contribute to OB; Scope of OB; Types of Organizational Design; Challenges facing management; Emerging organizations. Emotions -Introduction, Basic Emotions, Sources, Theories, Emotional Intelligence, Applications of Emotions and Moods in organizations and decision making.	10	1	1	1
Unit-2	Personality: Introduction, Determinants of personality, Theories –Psychoanalytical, Socio-psychological, Trait theories, Erikson’s Theory, Myers-Briggs Type Indicator, Big Five Personality, Other personality traits. Values: Introduction, Types, Terminal versus Instrumental, Generational, International, how to develop ethical values? Case studies on personality. Learning: Concept of Learning, Principles of learning, Process, Theories of Learning-Cognitive, Behavioural, Social learning theory.	10	2	3	2
Unit -3	Perception: Introduction, Factors influencing perception, Process, Attribution theory, Halo effect, Contrast effect, Stereotyping, Selective perception, Barriers to perception. Attitude: Characteristics, Components, Functions, Attitude formation, Attitude measurement. Cross cultural teams, Cross functional teams, Leadership, Leading teams, Project teams, Self-managed teams; Teams; Team work; working with virtual teams.	10	3	3	2
Unit-4	Groups: Characteristics, Why groups in organizations, Types, Stages, Group development process, Group properties –roles, norms, status, size cohesiveness & diversity, Groupthink and group shift. Bounded rationality perspective; Business ethics; Cognitive psychology; Decision making; Decision making techniques -Divergent and convergent decision-making techniques, Decision making tools; Group decision making; Intuitive decision making.	09	4	8	3

**Reference Books:**

1. Fred, L. (2011). *Organizational behavior: an evidence-based approach* (12 ed.). New York: McGraw-Hill/Irwin.
2. Don, H., & Slocum, J. W. (2004). *Organizational behavior* (10 ed.). Mason, Ohio Thomson/South-Western.
3. Dwivedi. (2008). *Human Relations and Organisational Behaviour* (5 ed.). Laxmi Publications.
4. Jerald, G. (2010). *Behaviour in Organizations* (10 ed.). Pearson.
5. Stephen, P. R., & Timothy, A. J. (2015). *Organizational Behavior* (15 ed.). Pearson education.



**Course Title : Production and Operation Management**

**Course Code: B20BH3030**

**Course Description:** This course reviews the management of operations in manufacturing, service, and government organizations. Topics includes a review of the activities and responsibilities of operations management, the tools and techniques available to assist in running the operation, and the factors considered in the design of the system.

**Course Objectives:**

The objective of this course is to enable students to:

1. Obtain adequate knowledge regarding the basic manufacturing facilities
2. Understand the service activities that have attained significance and need of managerial skills to address the problems.
3. understand how to manage resources to achieve superior quality through statistical process control and using the methods involved in forecasting demand
4. to provide with insights on material management concepts applied in the business

**Course Outcomes:**

On successful completion of this course students shall be able to:

1. Conduct Facility planning by making location and layout decisions.
2. Plan and implement suitable materials handling principles and practices in the operations.
3. Analyze and develop a balanced line of production & scheduling and sequencing techniques in operation environments.
4. Demonstrate an understanding of production as a process of converting or transforming resources into products;

**Course Pre-requisites:** This course requires knowledge of basic mathematics and managerial economics

**Pedagogy: ICT tools**

**LTP: 3:0:1**

**Course type: HC**

**Contact Hours: 52**

Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit 1	<b>INTRODUCTION TO PRODUCTION &amp; OPERATIONS MANAGEMENT:</b> Definition of Production and Operations. An overview of Manufacturing processes, Historical Evolution of Production and Operations Management, Concept of Production, Production System, Classification of Production System, Objectives of Production Management, Objectives of Operations Management, Managing Functions of Production, Planning & Control. Interface of Product Life Cycle & Process Life Cycle. Process design – Project, Job, Batch, Assembly and Continuous process.	13	1	5,6	1
Unit 2	<b>PLANT MANAGEMENT AND WORK STUDY :</b> Capacity Planning, factory location, plant layout – types of layout. Sequencing of Jobs: n-Jobs with one, two and three facilities. Maintenance Management: Repair Programme,	13	2	2,6	2

	Break down, Preventive and Corrective maintenance. Productivity and Work Study: The concept and various techniques of methods analysis and work measurement				
<b>Unit 3</b>	<b>QUALITY CONTROL, DEMAND FORECASTING</b> Quality Control: Introduction, Quality, Fundamental Factors Affecting Quality, Need for Controlling Quality Inspection, Types of Quality Control, Steps in Quality Control, Objectives of Quality Control, Benefits of Quality Control, Seven old and new Tools for Quality Control, Causes of Variation in Quality, Statistical Process Control Introduction. Methods of Demand Forecasting, Theory and Problems of Demand Forecasting	13	1	5,6	3
<b>Unit 4</b>	<b>MATERIAL HANDLING AND MATERIALS MANAGEMENT :</b> Introduction and Meaning, Objectives of Material Handling, Principles of Material Handling, Selection of Material Handling Equipment's, Evaluation of Material Handling System, Guidelines for Effective Utilization of Material Handling Equipment. Materials Management: Introduction and Meaning, Scope or Functions of Materials Management, Material Planning and Control, Purchasing, Stores Management, Inventory Control or Management, Standardization, Simplification, Just-In-Time (JIT) Manufacturing, Six Sigma concept	13	4	5,7	3

**Reference Books:**

1. S.N. Chary, "Production & Operation Management" 5th Edition, Tata-McGraw – Hill Publishing Company Ltd.
2. N.G. Nair, "Production and Operation Management", 2nd Edition, Tata-McGraw – Hill Publishing Company Ltd.
3. Kanishka Bedi, 2007, "Production and Operations Management", 3rd Edition, Oxford University Press.
4. S. Anil Kumar and N Suresh, (2015) "Production and Operations Management, New Age International publishers.
5. K. Aswathappa, G. Sudarsana Reddy, M Krishna Reddy, (2013) Production and Operations Management, Himalaya Publishers.
6. Gaither, N & Frazier, (2002) Production & Operations Management, Thomson Learning Publications

**Course Title: Financial Management**

**Course Code: B20BH3040**

**Course Description:**

This course will introduce students to the concept of Financial Management, functions and objectives. The course helps the students to understand and analyse how different decisions of finance manager affect the firm's profitability using time value of money, capital budgeting, working capital management, cash management, receivables management, inventory management etc. and also minimizing the firm's risk using leverages. The course helps in estimation of working capital requirements and cost of capital of the firm for decision making.

**Course Objectives:**

The objective of this course is to enable students to:

1. know the functions and objectives of financial management, evaluate the feasibility of assets.
2. understand the measurement of cost of capital and the influence of capital structure over the value of the firm.
3. understand dividend policies a firm can adopt and its influence on the value of the firm.
4. forecast the working capital requirements of a firm and financing the working capital.

**Course Outcomes:**

On successful completion of this course students shall be able to:

CO1: evaluate the feasibility of an asset for investment using time value of money concept.

CO2: measure the overall cost of capital of a firm and analyse the influence of capital structure over the value of the firm.

CO3: analyse the impact of dividend policy of a firm over its value and estimate the level of risk of a firm using leverages.

CO4: estimate the working capital requirements of an organization and financing working capital requirements of a firm.

**Course Pre-requisites:** basic knowledge of accounting, components of accounting.

**Pedagogy: ICT Tools**

**LTP: 3:0:1=4**

**Course type: HC**

**Contact Hours: 52**

Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	<b>Capital Budgeting Decisions:</b> Introduction to Financial Management, Nature, Scope, Functions and Objectives of Financial Management. Time Value of Money: Discounting and Compounding techniques. Capital Budgeting Decisions: Capital Budgeting Process, Cash Flow Estimation, Discounting and Non-Discounting Techniques of Capital Budgeting. (Theory and Problems)	13	1	2,6	
Unit-2	<b>Financing Decisions:</b> Introduction of Capital Structure: Determinants of capital structure-Factors influencing Capital Structure-Leverages: Operating & Financial Leverage-Computation & Analysis of EBIT - EBT EPS- Point of Indifference-Problems.	13	2	2,5	
Unit-3	<b>Dividend Decisions:</b> Types of Dividends, Dividend Policies, Determinants of dividend policy, Theories of Dividend – Relevance and Irrelevance Theories of Dividends, Dividend	13	3	2,6	

	Policies in Practice. (Theory only) <b>Working Capital Management:</b> Concepts of Working Capital, Operating Cycle, Cash Cycle, Estimation of Working Capital requirements (Problems), Factors affecting working capital requirements, Sources of short-term finance. Components of Working Capital Management: Cash Management, Receivables Management, Inventory Management. (Theory only)				
Unit-4	<b>Sources of Finance and Cost of Capital:</b> Sources of Long-term finance, Types of Capital -Cost of Capital: measurement of specific costs – Methods of Calculating Cost of Equity, Cost of Debt, Cost of Preference Share Capital, Cost of Retained Earnings, and Overall cost of capital (WACC).	13	4	2,6	

#### Reference Books:

1. M Y Khan & P K Jain, 2018 8/e, “Financial Management – Text, Problems and Cases, “ McGraw Hill Education (India) Private Limited,.
2. Prasanna Chandra, 10/e, 2019. “Financial Management – Theory and Practice,” McGraw Hill Education (India) Private Limited,
3. Pandey I. M, 11/e, 2015, “Financial Management, “ Vikas Publishing House Private Limited,.
4. James C. VanHorne, 12/e, 2012. “Financial Management & Policy,” Pearson Education,
5. Dr. R. P. Rustagi, 4/e, 2010.” Financial Management - Theory, Concepts And Problems, “ Taxmann Publications Pvt. Limited,
6. Preeti Singh, 3/e, 2011.” Fundamentals of Financial Management,” Ane Books Pvt Ltd.,
7. Rajiv Srivatsava and Anil Mishra, 2/e, 2012. , “Financial Management,” Oxford University Press India,

<b>Course Title :International Business management</b>	
<b>Course Code:</b> B20BH3050	
<b>Course Description:</b> This course enables students to understand and analyse the various processes of International Business . It also enables students to understand the global business requirements.	
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To expose students to the concept, importance and dynamics of international business</li> <li>2. To differentiate business activities domestically and internationally</li> <li>3. To elaborate on different economic integrations and International Trade</li> <li>4. To enable the student to gain the knowledge on foreign exchange transactions</li> </ol>	
<b>Course Outcomes:</b> The outcome of this course is to enable students to : CO1: Apply the knowledge of International Business Activities and international business operations in organizational scenario. CO2 :Understand the impact of regional integration on various aspects of International	

Trade and the role of International trade organizations in international business. CO 3: Understand the flows of funds from different countries and its impact on the global trade CO4 : Gain the knowledge on exchange rates and its impact on trade promotions and understand the export and import process. Course Pre-requisite : Basic understanding of Business concepts and Globalization trends.					
<b>Pedagogy:</b> ICT tools, case studies <b>L:T:P – 2:1:0</b>					
<b>Course Type:</b> SC <b>Contact Hours:</b> 39 hours					
UNITS	Detailed Syllabus	Contact hours	CO	PO	PSO
<b>Unit-1</b>	<b>International Business and Environment</b> Introduction to International Business: Globalization and its growing importance in world economy: Impact of globalization; International business contrasted with domestic business – complexities of international business; Internationalization Stages and Orientations Modes of entry into international business. International Business Environment: National and foreign environments and their components - Physical, economic, demographic, cultural and political- legal environments; Global trading environment – recent trends in world trade in goods and services; Trends in India's foreign trade	9	1	2,4	1
<b>Unit-2</b>	<b>International Trade and Regional Economic</b> Integration International Trade – Theories of International Trade, tariff and non-tariff measures; Balance of payment account and its components. Regional Economic Integration: Forms of regional integration; Integration efforts among countries in Europe, North America and Asia, Cost and benefit of regional economic Integration, RTB. Overview, objectives, role and importance: WTO- IMF- WORLD BANK-International Trade Organizations– NAFTA, SAARC, BRICS & ASEAN - International Trade Centre-EU trade policy- -GATS-TRIPS & TRIMS.	10	2	3,4	1
<b>Unit-3</b>	<b>International Financial Environment</b> International Financial Environment: International financial system and institutions; Foreign exchange markets, Spot market, spot rate quotations, bid-ask spreads, Trading in spot markets, Cross exchange rates; Forward Market; forward rate, long and short forward positions, forward premium and discount, Arbitrage, hedging	10	3	4,6	3

	and speculation; Foreign investments – types and flows; Foreign investment in Indian perspective.				
<b>Unit-4</b>	<b>Exchange Rate Determination and Foreign Trade Promotions</b> Exchange Rate Determination: Factors affecting exchange rate – Relative inflation rates, relative interest rates, relative income levels, government controls, expectations, etc. Government intervention and government influence on exchange rates. Theories of exchange rate – Purchasing Power Parity, Interest Rate Parity and Fisher's effect. Foreign Trade promotions measures and organizations in India: Special economic zones (SEZs) and 100% export oriented units (EOUs); Measures for promoting foreign investments; Indian joint ventures and acquisitions abroad. Meaning and Definition of Export –Registration Formalities Export Licensing – Selection of Export Product – Identification of Markets – Methods of Exporting – Pricing Quotations – Payment Terms – Letter of Credit. – Commercial Invoice – Shipping Bill – Certificate of Origin – Consular Invoice – Mate's Receipt – Bill of Lading –Import Documents – Transport Documents – Bill to Entry.	<b>10</b>	<b>4</b>	<b>4,8</b>	<b>3</b>

#### **Suggested Readings:**

1. Subba Rao, P 2014, "International Business", , 4<sup>th</sup> Edition
2. Aswathappa, K, 2015 ,"International Business" , 6<sup>th</sup> Edition
3. Daniels, John D, Radebaugh, Lee H. et al., 2014, "International Business," 5<sup>th</sup> Edition
4. Paul,Justin , 2011, "International Business" 5<sup>th</sup> Edition
5. Czinkota, Michael R & others, 2013 ," International Business" 8<sup>th</sup> Edition
6. RBI, Report on currency and Finance.
- Griffin, Ricky W, and Michael W, Pustay, International Business – A Managerial Perspective, Prentice Hall.
8. Sharan, V. International Business, Pearson Education.

#### **Course Title : Supply Chain Management**

#### **Course Code: B20BH3060**

**Course Description:** This course focuses on understanding of fundamental concepts of supply chain and functional areas of supply chain. It will be valuable for students who would like to pursue a career in consulting or take a position in operations, marketing or finance functions in a manufacturing or distribution firm.

#### **Course Objectives:**

1. understanding of basic concepts in Supply Chain Management
2. An understanding of the management components of supply chain management
3. understanding SCM Distribution network
4. gain knowledge about importance of inventory management

**Course Outcomes:**

CO1: Basic understanding of the different aspects of Supply Chain Management with a focus on to create a successful venture

CO2: Understanding the applications and process of Supply Chain Management

CO3: Define the designing and planning distribution network in supply chain management

CO4: Apply knowledge to evaluate and manage an effective Inventory management

**Course Pre-requisites:** knowledge about supply, distribution and inventory concepts

**Pedagogy:** ICT and Digital support, case analysis

**LTP:** 2:1:0=3

**Course type:** SC

**Contact Hours:** 39

Units	Detailed Syllabus	Contact hours	CO	PO	PSO
<b>Unit-1</b>	<b>Introduction to Supply Chain Management</b> Concept & Definitions in Supply Chain, Physical Distribution, Logistics & Supply Chains, Generalized SC Model, Concept of SC Management, supply chain drivers - obstacles – framework - facilities -inventory-transportation-information-sourcing-pricing.	<b>9</b>	<b>1</b>	<b>2,3</b>	
<b>Unit-2</b>	<b>Process management of supply chain</b> Information/Material Flow, Push/Pull System, Sourcing - In-house or Outsource Globalization, Bullwip Effect, Customer Satisfaction, Value added services, Concept of Logistics, Objectives of logistics, Types of logistics, Concept of Logistics Management	<b>10</b>	<b>2</b>	<b>2,4</b>	
<b>Unit-3</b>	<b>Distribution network</b> Role of distribution - factors influencing distribution - design options - e-business and its impact – distribution networks in practice, Role of transportation - modes and their performance – transportation infrastructure and policies - design options and their trade-offs tailored transportation.	<b>10</b>	<b>3</b>	<b>5,6</b>	
<b>Unit-4</b>	<b>Inventory Management</b> Concept of Inventory, Types of Inventory, Importance of inventory management, Objectives of inventory management, Different Types of Inventory Costs, Economic order quantity (EOQ), Reorder point, Safety stock	<b>10</b>	<b>4</b>	<b>6,8</b>	

**Reference Books:**

1. Sunil Chopra & Peter Meindl, 2016 Stanford University,” Supply Chain Management: Strategy, Planning, and Operation,” 6th Edition, Pearson.
2. Janat Shah, 2016. “Supply Chain Management: Text and Cases,” 2nd Edition, Pearson Education India,
3. Joel D. Wisner, Keah-Choon Tan, G. Keong Leong, 2012 “Principles of Supply Chain

Management: A Balanced Approach” , 3<sup>rd</sup> edition, Cengage Learning,

**Course Title:** Export and Import Management

**Course Code:** B20BH3070

**Course Description:**

The course aims to inculcate the Legal frame work of import and export as well as procedure, and also course aims to understand the key organization and foreign trade environment for promoting Export and import trade in India, the students can gain the knowledge in terms of export product selection and pricing the export goods

**Course Objectives:**

1. To provide basic knowledge of Import and export procedure
2. To expose the students to the explore the international trade environment
3. To enable the students to identify the international trade organization and its role in import and export
4. To give insight knowledge about the entry in foreign markets as well as selection of export products

**Course Outcomes:**

CO1: Understand the various steps in import and export procedure and procedure for getting licences  
 CO2: Understand the international trade blocks in foreign trade environment  
 CO3: Understand the Federation of Indian Export Organization and its role in export and import  
 CO4: Gain the knowledge about how to identify and select the export product.

**Course Pre-requisites:** Basic knowledge of export or import process .

**Pedagogy:** Lecture method and case based learning. ICT tools

**LTP:** 2:0:1=3

**Course type:** SC

**Contact Hours:** 39

Units	Detailed Syllabus	Contact hours	CO	PO	PSO
<b>Unit 1</b>	<b>Import - Export Management and Procedure</b> Meaning, Definition, role, features and scope of export management, the process of export management, Legal frame work of import and export, anti-dumping duties, Trade procedure and other non-tariff barriers, government participation in export trade, Registration with regional licensing authority and obtaining IEC code, Conditions of license, Customs clearance of imported goods, Regulatory framework for exporters, Export license, Registration, Register with export promotion council.	<b>9</b>	<b>1</b>	<b>2,4</b>	<b>1</b>
<b>Unit 2</b>	<b>International Trade Environment:</b> Meaning and definition of international trade, factors influencing international trade, problems in international trade, regulations in international trade, trade blocks, recent Foreign trade policies, Relaxation in Industrial Licensing policies/MRTP/FERA and Liberal Import of Capital Goods; Export Processing Zones (EPZ), Export Oriented Units	<b>10</b>	<b>2</b>	<b>4,6</b>	<b>2</b>



	EOU); Special Economic Zones (SEZs).				
<b>Unit 3</b>	<b>Export Promotion Institutes:</b> Export promotion organization, its objectives, Government policies and consultation, Indian trade promotion ITPO, Indian Institution of Packing (IIP), Over view of Federation of Indian Export Organization (FIEO), WTO in international trade. Export import policies of India, Objectives, Implication of EXIM policies, Reforms in EXIM policies, EXIM bank in export finance, role of ECGC in export.	<b>10</b>	<b>3</b>	<b>4,5</b>	<b>3</b>
<b>Unit 4</b>	<b>Export Product Planning and Pricing</b> Entry in foreign markets, Criteria for selection of products for exports, new product selection process, identifying foreign markets for export of products, Product packaging and labelling, Export Pricing – Factors determining export price, Export pricing objectives, Export pricing quotations, Export pricing strategies. Stages in export procedure, Shipping and Customs formalities, Banking procedure, Procedure for realization of export incentives, Main export incentives available to Indian exporters	<b>10</b>	<b>4</b>	<b>4,8</b>	<b>3</b>

**Reference Books:**

1. Export Management – P. K. Khurana – Galgotia Publishing Company, New Delhi.
2. Export Management – T. A. S. Balagopal – Himalaya Publishing House, Mumbai.
3. Export Management – D. C. Kapoor – Vikas Publishing House Pvt. Ltd., New Delhi.
4. Export Management – Francis Cheruulim – Himalaya Publishing House, Mumbai.
5. International Marketing and Export Management – Pearson Publication, New Delhi.
6. International Marketing Management – An Indian Perspective – R. L. Varshney and B. Bhattacharya, Sultan Chand & Sons.
7. International Marketing – P. K. Vasudeva – Excel Books, New Delhi.
8. Pepsi Handbook Of India Exports – Global Business Press, New Delhi.
9. Export Import Policy, Publisher: Ministry Of Commerce, Government Of India, New Delhi.
10. Usha Kiran Rai, 2010 “Export - Import And Logistics Management” Phi Learning Pvt. Ltd,
11. [https://www.fieo.org/view\\_section.php?lang=0&id=0,34,551](https://www.fieo.org/view_section.php?lang=0&id=0,34,551)

**Course Title : Open Elective - Ethical Values For Business**

**Course Code:** B20BH3080

**Course Description:**

The course aims to develop an understanding of the business ethics which are relevant to the contemporary business environment. It is designed to foster candidates' understanding of the ethical influences on economic, financial, managerial and environmental aspects of business. The course further aims to develop a candidate's ability to critically analyses ethical issues in business. Business ethics is the study to understand Business ethics in order to implement the best practices of business ethics.

**Course Objectives:**

1. To understand the Business Ethics and to provide best practices of business ethics.
2. To learn and Practice the Professional Ethics, Values and Moral at the Workplace.
3. To develop various Ethics in Functional Area and Practice.
4. To understand the various rules and regulation and committees with respect Business Ethics..

**Course Outcomes:**

**This course will enable students to :**

After the completion of the course, students will be able to:

CO1:Articulate issues in business ethics, the ethical business environment and their potential effect on personal and managerial decisions.

CO2:Apply the Professional Ethics, Values and Moral at the Workplace.

CO3:Critically evaluate the concepts and mechanics of Ethics in Functional Area.

CO4:Evaluate the roles and responsibilities of decision makers.

**Course Pre-requisites:**

Students should have basic understanding of the values, assumptions and beliefs.

**Pedagogy:** Lectures, E-content , ,ICT .

**LTP:** 3:0:1=4

**Course type:** OE

**Contact Hours:** 52

Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	<b>Unit-1: Introduction</b> <b>Business Ethics:</b> Meaning of Ethics– Objectives -Types of Ethics – Characteristics –Nature of Ethics- Ethical Theories- Ethical Decision Making- Definition of Business Ethics-Arguments for and against business ethics –Scope of Business Ethics – Nature of Business Ethics-Factors influencing Business Ethics	13	1	2,3	1
Unit-2	<b>Unit-2: Professional Ethics, Values and Moral at the Workplace:</b> introduction- Significance of Ethics at the Workplace- Importance of Professional Ethics - Relationship between Ethics, Values and Moral-Leadership Values and Workplace Ethics-Code of conduct of different Professionals- Examples of professional ethics: medical, journalistic, military, lawyer Ethics, ethics of the social worker. Reasons of crisis of professional ethics and possibility of its Permission.	13	2	3,8	2
Unit-3	<b>Unit-3: Ethics in Functional Area:</b> Ethical aspects in marketing: Ethics in Marketing-Reasons for unethical Practices – Ethics in regulations in pricing-Ethics in Personal Selling-Ethical social issues in Advertising-Ethical consumerism- Ethics in HRM: Privacy Issues-Ethical Implications of variation in HRM practices – Individualism vs. Collectivism in HRM practices- Sexual harassment	13	3	6,8	2
Unit-4	<b>Unit-4: Business and Ethics. :</b> Meaning- Definition-Importance of Business- Objectives of Business – Types of Business, Theories of business- Models of Business, Ethical policies and Business Practices. Importance of Business Ethics - Code of Ethics- Codes of Conduct-Ethical and unethical behavior and its impact on business.	13	4	3,8	3

**Reference Books:**

1. Alexander Brink, Corporate Governance and Business Ethics, Springer Science & Business Media, 12-Aug-2011.
2. Murthy CSV: Business Ethics, Himalaya Publishing House, 2010
3. A. C. Fernando, Business Ethics and Corporate Governance, Pearson Education India, 2011.
4. Anil Kumar Jyotsna Rajan Arora, Corporate Governance Business Ethics&

<b>Course Title:</b> PÄĖÄßqÄ – IV					
<b>Course Code:</b> B20BH4011					
<b>Course Description:</b> "sÁµÉAiÄÄÄÄß ãÀiAvÄEÁqÄÄãÀ §gÉAiÄÄÄãÀ PË±À®å, Á»vÅázÀ §UÊĬ ÄÆÜ®ÄV ¥ÀjZÀ-ÄÄÄãÀ äÄÄÆ®PÄ «zÁâýðUÄ¼À ãÄQÛvÄé «PÁ,Ä °ÁUÄÄ ÄàzsÄðvÄäPÄ ¥ÀjÃPÉëUÄ¼ÄÄÄß UÄÄÄÄÄzÀ°èĬÄÖPÉÆAqÄÄ, ¥ÄæÄÄÛvÄ ÄAzÀ"sÄðPÊĬ «zÁâýðUÄ¼ÄÄÄß ÄdÄÓUÉÆ½,ÄÄ ¥AoÄãÄÄÄß gÄÆĬÄÄVzÉ. Á»vÅå, PÄÉ, ÄtÄdå, DqÄ½vÄvÄäPÄ ÄÄvÄÄÛ «eÄÖÄÄzÄ «ZÄgAUÄ¼UÉ MvÄÛÉÄÄß ÅÄqÄÄÄVzÉ. EzÄÄ ÄÉÆzÄ® JgÄqÄÄ É«ÄÄÖgi ÄÄÄÆgÄÄ PÉærmĭUÄ¼ÄÄÄß; ÄÄÄÆgÄÄ ÄÄvÄÄÛ ÉÄĬÉÉÄ É«ÄÄÖgi JgÄqÄÄ PÉærmĭUÄ¼ÄÄÄß °ÉÆAczé.					
<b>Course Outcomes:</b>  ÈÄÉÇÄzÄAiÄÄ PÄÄå, ÈÄÄå PÄÄå, ÄtÄdå PÄÈÄßqÄ, ÄÉÈÄÖxPÄ ÉÄRÆAUÄ¼ÄÄ ÄÄvÄÄÛ KPÄAPÄ ÉÄIPÄzÄ PÄPÉAiÄÄ ÄÄÄÆ®PÄ PÄ®zÄ ¹ÜvÄåAvÄgÄUÄ¼ÄÄÄß CzÄgÄ M¼ÄÉÆÄĬUÄ¼ÄÄÄß É¼ÉÄÄvÄÛzÉ. CO1: ÄÄiÄfPÄ, gÄdQÄAiÄÄ, zsÄÄöPÄ, ÄÄÄĬøwPÄ, ¥ÄjÄgÄ °ÁUÄÆ °AUÄÄÄSÄcü «ZÄgAUÄ¼ÉqÉ UÄÄÄÄÄÄ ÄjÄÄÄÄzÄgÉÆAcUÉ «zÁâýðUÄ¼ÄÄ ZÄZÄð ÄÄÄÉÆÄÄ"sÄÄÄÄÄ É¼ÉÄiÄÄÄvÄÛzÉ. CO2: fÄÄÄÄzÀ°è §gÄÄãÀ C©ü¥ÄæAiÄÄ ÉÄzsÄUÄ¼ÄÄ, ÄÄÄÄÄÄUÄ¼ÄÄÄß DzÄÄÄxPÄ ÄAzÄ"sÄðzÀ°è ÄiÄÉÄÄÄÄÄvÉÄÉÆAcUÉ xÄð», ÄÄÄÄAvÉ ¥ÉæÄgÉÄĬÄÄvÄÛzÉ. CO3: GvÄÛÄÄÄ ÄÄÄÄÄÄÄÄ PÄÉÄiÄÄÄÄÄß É¼ÉÄÄÄÄÄ GzÉÝÄÄÄÄÄÄß FqÉÄjÄÄvÄÛzÉ. CO4: ÄÄÄÉÆÄÄÄÄ ÄÄÄÉÆÄÄÄÄÄÄÄ ÄÄÄvÄÄÛ ÄàzsÄðvÄäPÄ ¥ÀjÃPÉëUÄ¼UÉ «zÁâýðUÄ¼ÄÄÄß ÄdÄÓUÉÆ½ÄÄvÄÛzÉ.					
<b>Course Pre-requisites:</b> <ul style="list-style-type: none"> <li>PÄÈÄßqÄ "sÁµÉAiÄÄ §UÉUÉ ¥ÄæxÄ«ÄPÄ w¼ÄÄÄ¼PÉ CUÄvÄå..</li> <li>"sÁµÉAiÄÄÄÄÄß NzÄ®Ä ÄÄvÄÄÛ §gÉAiÄÄ®Ä w¼çgÄÉÄPÄÄ.</li> <li>¥ÄzÄ« ¥ÄÆÄð²PÄëtZÀ°è PÄÈÄßqÄ "sÁµÉAiÄÄÄÄÄß NçgÄÉÄPÄÄ.</li> </ul>					
<b>Pedagogy:</b> Direct method, ICT and Digital support (Links attached), Collaborative and Cooperative learning, Differentiated Instruction, Flipped Classroom					
<b>LTP: 2:1:0</b>					
<b>Course type:</b> CC					
<b>Contact Hours: 39 hours</b>					
Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	zÄ°vÄ §AqÄAiÄÄ PÄÄå	9 Hrs.	CO1,	PO5,	00



10. 2020-21 f.j.i. PÅEÀBqÀ ,Á»vÀÀ ,À«ÄÄPÉë, ¥ÀæPÁ±ÀPÀgÀÄ ,Àé¥ÀB §ÄPì °É,í,  
 "ÉAUÀ¼ÀÆgÀÄ. 2013

<b>Course Title:</b> Hindi						
<b>Course Code:</b> B20BH4012						
<b>Course Description:</b> यह पाठ्यक्रम नौसिखिया अपनी भाषा की क्षमता का विकास करने हेतु तथा विभिन्न साहित्यिक प्रक्रियाओं द्वारा समाज, संस्कृति एवं जीवन के मूल्यों को समझने हेतु अभिकल्पित है।						
<b>Course Objectives:</b> 1.संदर्भानुसार उचित भाषा का प्रयोग करने की दक्षता को छात्रों में उत्पन्न करना। 2.साहित्य के माध्यम से समाज एवं मानवीय मूल्यों को समझाकर, उन मूल्यों की रक्षा हेतु प्रेरित करना। 3.छात्रों में पुस्तक पठन एवं लेखन की अकृतिम प्रवृत्ति स्थापित करना। 4.अध्येताओं में साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास करना।						
<b>Course Outcomes:</b> अध्ययन की समाप्ति पर अध्येता – CO1: सामाजिक मूल्य एवं नैतिक जवाबदेही को स्वीकार कर सकता है। CO2: साहित्य की प्रासंगिकता को जीवन में समझने की दक्षता रखता है। CO3: समाज में अंतर्निहित पद्धतियाँ एवं विचारधाराओं का व्याख्यान करने में सक्षम बन सकता है। CO4: साहित्य के माध्यम से प्रभावी एवं कुशल संचार का विकास कर सकता है।						
<b>Course Pre-requisites:</b> 1.अध्येता, पी.यु.सी के स्तर पर द्वितीय भाषा के रूप में हिन्दी का अध्ययन करना चाहिए। 2.हिन्दी साहित्य के इतिहास का संक्षिप्त ज्ञान की आवश्यकता है। 3.हिन्दी व्याकरण का अवबोधन आवश्यक है। 4.अंग्रेज़ी – हिन्दी अनुवाद से संबंधित जानकारी जरूरी है।						
<b>Pedagogy:</b> ICT and Digital support, Collaborative and Cooperative learning, Flipped Classroom <b>LTP:2:1:0</b> <b>Course type:</b> CC <b>Contact Hours:</b> 39						
Units	Detailed Syllabus	CH	CO	PO	PSO	
Unit-1	<b>इकाई - 1</b> उपन्यास ममता कालिया - दौड़ -	9 Hrs.	CO1, CO2	PO5,08		
Unit-2	<b>इकाई – 2</b> उपन्यास ममता कालिया - दौड़ -	10 Hrs.	CO1, CO2	PO5,08		
Unit-3	<b>इकाई -3</b> उपन्यास ममता कालिया - दौड़ -	10 Hrs.	CO3, CO4	PO5,08		
Unit-4	<b>इकाई - 4</b> <b>अ भाषाई कम्प्यूटर</b> 1 यूनिकोड की वर्तमान स्थिति 2 हिन्दी में पावर पॉइंट का	10 Hrs.	CO3, CO4	PO5,08		

	महत्व					
	3	हिन्दी में एम एस वर्ड, एक्सल शीट निर्माण विधि				
	<b>आ ब्लॉग लेखन</b>					
	1	ब्लॉग लेखन का महत्व				
	2	हिन्दी में ब्लॉग लेखन की प्रविधि				
	3	इंटरनेट पर सामाग्री सृजन एवं यू ट्यूब पर प्रकाशन				

**Reference Books:**

1. उपन्यास - ममता कालिया - दौड़-
2. हिन्दी उपन्यास का विकास – मधुरेश
3. हिन्दी टंकण सिद्धांत – शिवनारायण चतुर्वेदी
4. हिन्दी साहित्य का इतिहास - डॉ. नागेन्द्र
5. आधुनिक हिन्दी साहित्य का इतिहास - डॉ. बच्चन सिंह
6. हिन्दी साहित्य का नवीन इतिहास - डॉ. लाल साहब सिंह
7. शुद्ध हिन्दी कैसे बोले कैसे लिखे- पृथ्वीनाथ पाण्डे
8. प्रयोजनमूलक हिन्दी – डॉ. अम्बादास देशमुख
9. कंप्यूटर के भाषिक अनुपयोग – विजयकुमार मलहोत्रा

**Course Title: Additional English – IV**

**Course Code: B20BH4013**

**Course Description:** This 3-credit course helps the learner explore various socio-cultural issues through literature. The course provides insight on matters like education and culture that are pertinent in the contemporary society. The course also offers multi-dimensional perspective in the genres of literature and contributes for language enrichment.

**Course Objectives:**

1. To infer the myths from the contemporary perspective.
2. To outline the idea of family represented in literature.
3. To interpret horror and suspense as a genre of literature.
4. To assess the impact of education in building a society

**Course Outcomes:**

After the completion of the course, students will be able to:

CO1: Examine the relevance of myths and mythology.

CO2: Demonstrate family values and ethics essential to live in the society.

CO3: Analyze horror and suspense as a significant genre of literature.

CO4: Evaluate the applicability of academic contribution in building a society.

Prerequisites: The student must possess fair knowledge of language, literature, culture and society.

Pedagogy: Collaborative Method, Flipped Classroom, Blended Learning

LTP: 2:1:0

Course type: CC

Contact Hours: 39 Hours

Units	Detailed Syllabus	CH	CO	PO	PSO
Unit-1	<b>Myths &amp; Mythology</b> John W. May – Narcissus W.B. Yeats – The Second Coming Devdutt Pattanaik - Shikhandi and the Other Stories They Don't Tell you (Extracts)	9	CO1	PO5&8	
Unit-2	<b>Family &amp; Relationships</b> Nissim Ezekiel – Night of the Scorpion Langston Hughes – Mother to Son Kate Chopin – The Story of an Hour Henrik Ibsen – A Doll's House (Extract)	10	CO2	PO5&8	
Unit-3	<b>Horror &amp; Suspense</b> Edgar Allan Poe – The Raven Bram Stoker – A Dream of Red Hands Satyajit Ray – Adventures of Feluda (Extract)	10	CO3	PO5&8	
Unit-4	<b>Education</b> The Dalai Lama – The Paradox of Our Times Kamala Wijeratne – To a Student Sudha Murthy – In Sahyadri Hills, a Lesson in Humility Frigyes Karinthy – Refun	10	CO4	PO5&8	

**Reference Books:**

- 1.Finneran, Richard J. The Collected Works of W.B. Yeats(Volume I: The Poems: Revised Second Edition). Simon & Schuster, 1996.
- 2.Pattanaik, Devdutt. Shikhandi: And Other 'Queer' Tales They Don't Tell You. Penguin Books, 2014.
- 3.Ezekiel, Nissim. Collected Poems (With A New Introduction By John Thieme). OUP, 2005.
- 4.Hughes, Langston. The Collected Poems of Langston Hughes. Vintage, 1995.
- Chopin, Kate. The Awakening and Selected Stories of Kate Chopin. Simon & 5.Schuster, 2004.
- 6.Ibsen, Henrik. A Doll's House. Maple Press, 2011.
- 7.Poe, Edgar Allan. The Complete Poetry of Edgar Allan Poe. Penguin USA, 2008.
- 8.Stoker, Bram. Dracula. Fingerprint Publishing, 2013.
- 9.Ray, Satyajit. The Complete Adventures of Feluda (Vol. 2). Penguin Books Ltd.,2015.

10.Lama, Dalai. Freedom In Exile: The Autobiography of the Dalai Lama of Tibet. Little, Brown Book Group, 1998.

11.Murthy, Sudha. Wise and Otherwise: A Salute to Life. Penguin India, 2006.



<b>Course Title: Cost Accounting</b>						
<b>Course Code:</b> B20BH4020						
<b>Course Description:</b> This course consists of a discussion of cost accounting concepts and objectives, an in-depth study of cost accounting systems and accumulation procedures and a search into the elements of material, labor and factory overhead costs.						
<b>Course Objectives:</b> 1. To familiarize students with the basic concepts of cost and various methods and techniques of costing. 2. Explain the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies 3. Use accounting methods of cost calculation.						
<b>Course Outcomes:</b> CO1: Aimed to familiarize the concept of cost accounting & Helps to gather knowledge on preparation of cost sheet in its practical point of view CO2: To facilitate the idea and meaning of material control with pricing methods and develop the knowledge about remuneration and incentives. CO3: To introduce the concept of overhead cost CO4: To understand the concepts of Reconciliation of cost and Financial accounts.						
<b>Course Pre-requisites: Basic Financial Accounting</b>						
<b>Pedagogy: Direct Method and ICT</b>						
<b>LTP:</b> 3:0:1=4						
<b>Course type:</b> HC						
<b>Contact Hours:</b> 52 Hrs						
Units	Detailed Syllabus	Contact hours	CO	PO	PSO	
Unit-1	<b>Introduction of Cost Accounting</b> Introduction - Meaning & Definition of Cost, Costing and Cost Accounting- Objectives of Costing-Comparison between Financial Accounting and Cost Accounting-Application of Cost Accounting-Designing and Installing a Cost Accounting System-Cost Concepts-Classification of Costs-Cost Unit-Cost Centre-Elements of Cost-Preparation of Cost Sheet- Tenders and Quotations.	14 hrs	1	2,5	1	
Unit-2	<b>Material Cost and Labour cost Control</b> Meaning-Types-DirectMaterial-Indirect Material-Material Control- -Techniques of Inventory Control-Setting of Stock Levels-EOQ- ABC Analysis-VED Analysis-Just in Time-Perpetual Inventory System-Methods of Pricing Material Issues-FIFO-LIFO-Weighted Average Price Method and Simple Average Price Method- Problems Labour Cost Control: Meaning-Types-Direct Labour-Indirect Labour- Timekeeping-Time booking-	14 hrs	2	2,6	2	

	IdleTime-Overtime-Labour Turn Over. Methods of Labour Remuneration-Time Rate System-Piece Rate System-Incentive Systems-Halsey plan-Rowan Plan-Taylor's differential Piece Rate System and Merrick's Differential Piece Rate System- Problems				
Unit-3	<b>Overhead Cost Control</b> Meaning and Definition -Classification of Overheads-Procedure for Accounting and Control of Overheads-Allocation of Overheads- Apportionment of Overheads-Primary Overhead Distribution Summary-Secondary Overhead Distribution Summary-REPEATED Distribution Method and Simultaneous Equations Method-Absorption of Factory Overheads-Methods of Absorption-Machine Hour Rate-Problems.	10 hrs	3	3,5	3
Unit-4	<b>Reconciliation of Cost and Financial Accounts and Operating Costing</b> Reconciliation of Cost and Financial Accounts: Meaning, need for Reconciliation-Reasons for differences in Profit or Loss shown by Cost Accounts and Profit or Loss shown by Financial Accounts-Preparation of Reconciliation Statement and Memorandum Reconciliation Account. Operating Costing: Meaning and application of operating costing, Power house costing or boiler house costing , canteen or hotel costing, hospital costing (Theory only) and Transport Costing – Problems on Transport costing	14 hrs	4	2,6	3

#### Reference Books:

1. Horngren: Cost Accounting – A Managerial Emphasis, Prentice Hall.
2. V. Rajesh Kumar & R.K. Sreekantha, Cost Accounting – I, Vittam Publications.
3. Jain & Narang: Cost Accounting, Kalyani Publishers.
4. M.L. Agarwal: Cost Accounting, Sahithya Bhawan Publications.
5. M. N. Arora: Cost Accounting, HPH
6. J. Madegowda, Advanced Cost Accounting, Himalaya Publishing House

**Course Title : Business Research Methodology**

**Course Code:** B20BH4030

#### Course Description:

All Business Management students require the ability to deal with quantitative material/ including the collection, collation and analysis of the data collected. This course introduces students to the business research methods and models in business mainly centered on statistical aspects also provides them with experience in designing questionnaires and report writing. Statistical analysis and computation of data helps various research projects. This course reinforces experience gained in their Computing for Business course and is aimed at providing

understanding of the research methodology. It also enables students to understand the importance of ethical research.

**Course Objectives:**

1. Gain knowledge and understanding of the basic framework of research and research process.
2. Comprehend research instruments and methodologies to apply to a specific research project
3. Apply essential skills in analyzing both quantitative and qualitative data.
4. Evaluate the importance of report writing and presentation in business research. And study the ethics in Research. .

**Course Outcomes:**

**This course will enable students to :**

After the completion of the course, students will be able to:

CO1: Identify and apply different research approaches and methodologies

CO2: Develop data collection instrument and tools according to the underlying theoretical framework

CO3: Interpret and present the results of an independently conducted statistical analysis.

CO4: Understand the process of report writing and presentation in business research and importance of ethical research.

**Course Pre-requisites:**

Basic knowledge about Research.

**Pedagogy:** Lectures, E-content , ,ICT . case study

**LTP:** 3:0:1=4

**Course type:** HC

**Contact Hours:** 52

Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	<b>Unit-1: Introduction</b> <b>INTRODUCTION TO RESEARCH</b> Meaning - Purpose and scope of Research - Steps in Research - identifying the research problem - concepts, Constructs and theoretical framework - Types and Methods of research. Principles of good research. Review of Literature: Need - sources to collect review - how to write review of literature, survey using Internet.	13	1	1,5	1
Unit-2	<b>Unit-2: DATA COLLECTION:</b> Data Meaning - types of Data - Sources of Data - primary Data – Secondary data - Data collection instruments - Questionnaire- Interview Schedule Preparation model - Pilot study. Processing of Data: Editing Data, Coding, Interpretation Classification of Data - Tabulation of Data.	13	2	5,6	2
Unit-3	<b>Unit-3: POPULATION SAMPLING TECHNIQUES:</b> Difference between population and sample. Census v/s Sampling Characteristics of Good Sample - Advantages and Limitations of Sampling - Sampling Techniques or Methods	13	3	5,8	3

	(Probability and Non-Probability) - Sample design - Sampling frame - Criteria for selecting Sampling Techniques, sampling procedure, sample size and determination of sample size				
Unit-4	<b>Unit-4: STATISTICAL METHODS, REPORT WRITING and ETHICS IN RESEARCH:</b> Hypothesis Testing - Concept - Need - Characteristics of Hypothesis - Types of Hypothesis- procedure for Hypothesis –hypothesis testing for means and proportions, Chi Square Test – ANOVA(theory and one way table)- Report Writing - Introduction - types - Format - Principles of Writing report - Documentation: Footnotes and Endnotes – Bibliography. References, Ethics in Research	13	4	6,8	3

#### Reference Books:

1. C R Kothari, Gaurav Garg; Research Methodology, New Age International. 2019.
2. Business Research Methods, S. L. Gupta, Hitesh Gupta, Tata McGraw Hill Education, 2020.
3. Research Methods for Business: A Skill Building Approach- Uma Sekaran, Roger Bougie,8/e, John Wiley & Sons, Limited, 2020.
4. Business Research Methods, Donald R. Cooper, Pamela S. Schindler, J.K. Sharma, 12/e (SIE), McGraw Hill Education,2019.
5. Research Methodology: Concepts and Cases-Deepak Chawla &Neena Sodhi, Vikas Publishing house Pvt Ltd; 2011.

Business Research Methods-Emma Bell, Alan Bryman, Bill Harley, Oxford University Press,2019.

#### Course Title : Business Law

#### Course Code: B20BH4040

**Course Description:** The course provides the student with basic information about the Indian legal system and dispute related to it, Resolution and their consequence on business. The major core areas will include general principles of law, the relationship of business and Indian business law Constitution, state and central legal systems, the relationship between law and ethics, contracts, sales, torts, agency law, intellectual property, and business law in the global context.

#### Course Objectives:

1. The objective is to introduce the students to various regulations affecting business and to familiarize the students with such regulations.
2. Discuss the legality of the system and the legal environment of business.
3. Define law of contract.
4. Analyze sales of contracts

#### Course Outcomes:

CO1: Describe the Indian legal system and its impact in the legal environment of business.  
CO2: Explain fundamental principles of law and its application to business and business transactions  
CO3: Discuss the contemporary law, rules, and regulations in settling business disputes.

CO4: Explain basic principles of Business law and its application to business and business transactions

**Course Pre-requisites:** Basics of concepts of business and management.

**Pedagogy:** ICT, links ,Videos

**LTP:** 2:1:0

**Course type:** HC

**Contact Hours:**52

Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	<b>The Indian Contract Act, 1872</b> Definition of a Contract and its essentials, Formation of a valid Contract - Offer and Acceptance, Consideration, Capacity to Contract, Free consent, Legality of object, Discharge of a Contract by performance, Impossibility and Frustration, Breach, Damages for breach of a contract, Quasi contracts.	13	2	1	1
Unit-2	<b>The Sale of Goods Act, 1930</b> Definition of goods, Sale and Agreement to Sell, Conditions and Warranties, Rights &Liabilities of a Buyer & Seller, Rights of an Unpaid Seller. <b>Competition Law:</b> Concept of Competition, Development of Competition Law, overview of MRTP Act 2002, Anticompetitive Agreements, Abuse of dominant position, combination, regulation of combinations, Competition Commission of India; Appearance before Commission, Compliance of Competition Law. Competition Law 2003: Meaning and scope, salient features, offences and penalties under the Act.	13	2	1,3	1
Unit-3	<b>The Consumer Protection Act, 1986</b> Aims and Objects of the Act, Redressal Machinery under the Act, Procedure for complaints under the Act, Remedies, Appeals, Enforcement of orders and Penalties.any,Registration and Incorporation, Memorandum of Association, Articles of Association, Prospectus, Kinds of Companies, Directors: Their powers and duties, Meetings, Winding up. The Consumer Protection Act, 1986 Aims and Objects of the Act, Redressal Machinery under the Act, Procedure for complaints under the Act, Remedies, Appeals, Enforcement of orders and Penalties.	13	1	1,3	2

Unit-4	<b>Contract of Guarantee and Patents Act</b> Distinction between Indemnity and Guarantee, Kinds of Guarantee, Rights of Surety, Liability of Surety, and Discharge of Surety. Intellectual Property Laws: Meaning and scope of intellectual properties – Patent Act of 1970 and its amendments as per WTO agreement, back ground, objects, definition, inventions, patentee, true and first inventor, procedure for grant of process and product patents, WTO rules as to patents, rights to patentee – infringement – remedies. The Copy Rights Act, Meaning – Its uses and rights. The Trade Marks Act, its meaning, registration, procedures – infringement – Authorities concerned–Remedies	13	1	2	3
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**Reference Books: Contract of Guarantee and Patents Act:**

- 1.Kuchhal M.C. - Business Law (Vikas Publication, 4 th Edition)
2. Gulshan S.S. - Business Law Including Company Law (Excel Books)
3. Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7 th Edition).
4. N.D Kapoor & Rajni Abbi-General Laws & Procedures (Sultan Chand & Sons)
5. Durga Das Basu- Constitution of India (Prentice Hall of India) 6. Relevant Acts

**Course Title : Total Quality Management**

**Course Code:** B20BH4050

**Course Description:**

All Business Management students requires the ability to deal with quality aspects of the busin This course introduces students to the quality requirements . It also provides them with experie in understanding the designing processes which leads to total quality management.. This co reinforces the experience gained in their study of various quality parameters, quality check techniques , tools and quality control requirements.

**Course Objectives:**

1. Gain knowledge and understanding of the basic framework of quality process.
2. Comprehend quality instruments and tools to apply and check quality.
3. Apply essential skills in analyzing Total quality requirements .
4. Evaluate the importance of quality , its various parameters.

**Course Outcomes:**

**This course will enable students to :**

After the completion of the course, students will be able to:

CO1: Understand and Identify various quality concepts and requirements.

CO2: Evaluate the quality instrument and tools according to the underlying theoretical framework

CO3: Interpret and present the results of quality analysis.

CO4: Understand the process of various quality checks, its importance and its framework.

<b>Course Pre-requisites:</b> Basic knowledge of Quality concept					
<b>Pedagogy:</b> Lectures, E-content , ,ICT . case study					
<b>LTP:</b> 2:1:0=3					
<b>Course type:</b> SC					
<b>Contact Hours:</b> 39					
Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	<b>Unit-1: Introduction TO QUALITY MANAGEMENT</b> Definitions – TOM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.	9	1	1,2	1
Unit-2	<b>Unit-2: PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT:</b> Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology..	10	2	1	1
Unit-3	<b>Unit-3: TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT:</b> Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.	10	3	2,5	3
Unit-4	<b>Unit-4: QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION:</b> Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward- Introduction to software quality.	10	4	5	2

**Reference Books:**

1. Dale H.Besterfield et al, Total Quality Management, Third edition, Pearson Education (First Indian Reprints 2004).
2. Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing

House, First Edition 2002.

3. James R. Evans and William M. Lindsay, “The Management and Control of Quality”, 8th Edition, First Indian Edition, Cengage Learning, 2012.
4. Janakiraman. B and Gopal .R.K., “Total Quality Management – Text and Cases”, Prentice Hall (India) Pvt. Ltd., 2006.

**Course Title : Banking and Insurance**

**Course Code:** B20BH4060

**Course Description:**

This course aims at providing the students the basic understanding of the Banking system functioning in India. The course covers the basic understanding of all concepts related to Insurance, its various types and Govt. regulations.

**Course Objectives:**

1. To study banking sector in India.
2. To train and equip the students with the skills of modern banking.
3. To develop and inculcate understanding of the Insurance concepts.
4. To provide information related to financial institutions.

**Course Outcomes:**

**This course will enable students to :**

After the completion of the course, students will be able to:

CO1: Study the Basics of Indian Banking System

CO2: Analyze about the NPA's and reforms in banking sector

CO3: Determine about the recent developments in banking

CO4: Know the concepts of insurance and its types and analyze the concepts of Risk in insurance

**Course Pre-requisites:** Basics of Banking System and insurance and risk

**Pedagogy:** Lectures, E-content , ,ICT . case study

**LTP:** 2:1:0=3

**Course type:** SC

**Contact Hours:** 39

Units	Detailed Syllabus	Contact hours	CO	PO
Unit-1	<b>Unit-1: Introduction</b> <b>Indian Banking System and Insurance</b> Structure and Operation- Structure of Indian Banking System- RBI-Commercial Bank- Classification of Commercial Banks-Public Sector, Private Sector, Indian Foreign banks-Regional Banks(RRBs)-Co-operative Banks –Development Banks. Concept of Insurance, Need for insurance, Globalization of Insurance sector, Types of Insurance, Fire and Motor Insurance, Health Insurance, marine Insurance, automobile insurance	9	1	1
Unit-2	<b>Unit-2: NPA &amp; BANKING SECTOR REFORMS</b> Relevance of Profitability in commercial banks-	10	2	1,3



	NPA's-Reason for NPA's- Indicators of NPA's – Classification of NPA's –Management of NPA's-Narasimham Committee Recommendations regarding classification of sets and provisions norms-SARFAESI Act 2002				
Unit-3	<b>Unit-3: Technology in Banks and Financial Innovations-</b> Technological Channels for the Delivery of Financial Services, ATMs' Internet banking; Mobile banking; payment and receipts gateway; BHIM; TEZZ etc.; Card Technologies- Debit; Credit; and Smart cards; Electronic Fund Disclosure; IMPS, NEFT and RTGS; Money Laundering; Anti-money Laundering Guidelines.	10	3	3,5	
Unit-4	<b>Unit-4: Insurance</b> Historical Framework of Insurance, Insurance sector Reforms in India-Liberalization of insurance Markets-Major players of Insurance. Types of Insurance Organization, Indian Insurance Industry <b>Regulation of Insurance</b> Insurance Act 1938-eligibility-Registration and Capital Requirement- Licensing of insurance agents-Regulatory Framework of Insurance: Role, Power and Functions of IRDA, Composition of IRDA, IRDA Act1999.	10	4	1,3	

#### Reference Books:

1. Modern Banking by B.S.Raman
2. K.C Shekhar, Banking: Theory and Practice-Lekshmyshekar, Vikas Publishing House.
3. Dr. P K Srivastava Banking Theory and Practice-Himalya Publishing House
4. Neelam C Gulati Banking and Insurance: Principles and Practice-Excel books
5. Gupta. P.K. 'Insurance and Risk Management' Himalayan Publishing House.
6. Mishra, M.N 'Principles and Practices of Insurance' Chand and Sons

**Course Title : Advanced Financial Management/Derivatives**

**Course Code: B20BH4111**

**Course Description:** This course is designed to provide intermediate-level understanding Financial management including evaluating the financial performance of a firm, financial forecasting, financial instruments, discounted cash-flow models, financing decisions, risk/return concepts, capital budgeting, business/project valuation. This subject also involves basic understanding of derivative products.

#### Course Objectives:

- 1.To make students familiar with application part of financial management
- 2.To understand the evaluation of different investment techniques and their applications
- 3.To familiarize with derivatives market basics

**Course Outcomes:**

Students will be able to:

CO1: Learn and measure risk of project using different techniques.

CO2: Apply capital structure theories and dividend theories in investment decisions

CO3: Understand inventory management and its different techniques.

CO4: Understand basics of derivatives and its types.

**Course Pre-requisites:** Basic knowledge of financial management concepts

**Pedagogy:**

**LTP:** 2:1:0

**Course type:** SC

**Contact Hours:** 39 hours

Units	Detailed Syllabus	Contact hours	CO	PO	PSO
<b>Unit 1:</b>	Investment Decisions and Risk Analysis Risk Analysis – Types of Risks – Risk and Uncertainty – Techniques of Measuring Risks – Risk adjusted Discount Rate Approach – Certainty Equivalent Approach – Sensitivity Analysis - Probability Approach - Standard Deviation and Co-efficient of Variation – Decision Tree Analysis – Problems.	10	1	2,3	1
<b>Unit 2:</b>	Capital Structure and Dividend Theories Introduction – Capital Structure – Capital Structure Theories - Net Income Approach - Net Operating Income Approach - Traditional Approach – MM Approach – Problems. Dividend Theories: Introduction – Irrelevance Theory – MM Model. Relevance Theories - Walter Model - Gordon Model – Problems on Dividend Theories.	10	2	2,6	2
<b>Unit 3:</b>	Planning and Forecasting of Working Capital Concept of Working Capital – Determinants of Working Capital – Estimating Working Capital Needs – Operating Cycle – Cash Management – Motives of Holding Cash – Cash Management Techniques – Preparation of Cash Budget – Receivables Management – Preparation of Ageing Schedule and Debtors Turnover Ratio – Inventory Management Techniques – Problems on EOQ.	10	3	5,6	2
<b>Unit 4:</b>	Derivatives Concept of Derivatives-Types of derivatives:	9	4	6,8	3

	Forwards, Futures, Options and Swaps-Types of options: American option and European options- Call and Put options: payoff charts and simple numerical problems-Strategies of options: Long straddle and short straddle				
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#### Reference Books:

1. Pandey, I M Financial Management, 2006, 9 – VIKAS PUBLICATION
2. John C. Hull, Options, Futures and Other derivatives, 10<sup>th</sup> Edition, Pearson Publication.
3. Sudhindra Bhat, Financial Management Principles and Practice.
4. Khan, M Y Jain, P K ,Financial Management, 2007, 2- Edition / MGH PURBLISHER
5. Van Horne James Financial Management Policy, 2006, PHI publication

#### Course Title: Financial Market and Services

**Course Code:** B20BH4112

#### Course Description:

The course aims to instruct about financial market role in the business as well as familiarize t students with regards to stock market functions and features. The course aims to understand t key role of money market, capital market and banking role with regards to financial service Students can welfares from this course concerning of monetary and non-monetary financ services which is available and more suitable for the business.

#### Course Objectives:

1. To provide basic knowledge of Indian Financial System
2. To familiarize Indian financial market and its working mechanism
3. To gain knowledge about financial institutions that provides services toward business
4. To provide the insightful of financial service industry and their role of economic development.

#### Course Outcomes:

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

CO1: To explore the structure of Indian financial system

CO2: Examining the role of financial market for mobilising the capital

CO3: Understand the financial intuitions and various services available in Indian market

**Course Pre-requisites:** To study the Indian financial system and its impact on economy

**Pedagogy:** Lecture method and self-learning by live assignment

**LTP:** 2: 1: 0=3

**Course type:** SC

**Contact Hours:** 39

Units	Detailed Syllabus	Contact hours	CO	P
Unit 1	<b>Introduction to Financial System</b> Introduction to Indian financial system, financial system post 1991, Financial Sector reforms post 1991, restructuring of financial system, role of financial system in economic development, Role of Banks in financial System, Financial intermediation, Flow of funds matrix.	9	1	1

<b>Unit 2</b>	<b>Financial Markets</b> Over view of Financial market, Capital market: functions, instruments Money market: functions, instruments, Debt market: functions, instruments, Indian equity market- primary and secondary markets; Role of stock exchanges in India, working mechanism of stock exchange, role of central bank in money market	<b>10</b>	<b>2</b>	<b>2,5</b>	<b>2</b>
<b>Unit 3</b>	<b>Financial Institutions</b> Financial Institutions & its functions, Depository and non-depository institutions, Commercial banking-introduction, its role in project finance and working capital finance. Development Financial Institutions (DFIs)-An overview and role in Indian economy. Life and non-life insurance companies in India; Mutual Funds- Introduction and their role in capital market development. Non-banking financial companies (NBFCs).	<b>10</b>	<b>3</b>	<b>3</b>	<b>2</b>
<b>Unit 4</b>	<b>Overview of Financial Services Industry, Leasing and Hire-Purchase</b> Fund based and fee based financial services, Merchant banking-pre and post issue management, underwriting. Regulatory framework relating to merchant banking in India. Leasing and hire-purchase : Consumer and housing finance; Venture capital finance; Factoring services, bank guarantees and letter of credit; Credit rating; Financial Counseling and Portfolio management Services.	<b>10</b>	<b>4</b>	<b>5</b>	<b>2</b>

**Reference Books:**

1. Khan and Jain, Financial Services, Tata McGraw-Hill
2. Singh, J.K., Venture Capital Financing in India. Dhanpat Rai and Company, New Delhi.
3. Annual Reports of Major Financial Institutions in India.
4. Gordon, E & Natarajan, K , Financial Markets and Services - 2014, 1- HPH PUBLICATION
5. Appannaiah, H R & Mukund Sharma , Financial Markets and Services - 2014, 1 - HPH PUBLICATION
6. Gurusamy S, Financial Markets and Institutions - 2014, 3 – TMH PUBLICATION
7. Sannders, Anthony & others Financial Markets and Institutions, 2009, 3 – TMH PUBLICATION
8. Khan, M Y , Indian Financial System, 2013, 8 – McGraw Hill
- 9.L.M. Bhole: *Financial Institutions & Markets*, Tata McGraw Hill, New Delhi.

**Course Title: International Human Resource Management**

**Course Code: B20BH4211**

**Course Description:** This blended-learning course examines the theories and practices international human resource management (IHRM). The course addresses the core issues in IHRM. The topics of the course can be divided into three broad themes: (1) traditional approaches;

IHRM (eg. Expatriate management) (2) new perspectives on IHRM (eg. Managing people in cross-border mergers and acquisitions, alternatives to expatriate assignments, 'global' careers), and (3) the link between firm strategy, capabilities and HRM.

**Course Objectives:**

1. The main study objective is to learn how to conduct strategic human resource management in an international setting.
2. The objective of this course is to achieve integration of human capital in different units operating in multiple national locations.
3. Recognize and value cultural differences, describe the cultural differences

**Course Outcomes:**

CO1: Synthesize concepts and diverse perspectives pertaining to IHRM and the global HR function including global HR planning, assignee recruitment and selection, talent management, compensation, and benefits.

CO2: Discuss the institutional, legal, and regulatory context of IHRM and critically evaluate the HRM implications for an international organization.

CO3: Discuss the complexities associated with managing a global workforce and evaluate the influence of cultural and ethical issues on IHRM.

CO4: To integrate the knowledge of HR concepts to take correct business decisions

**Course Pre-requisites:**

**Pedagogy: Lectures, Videos, Case studies, Role play**

**LTP: 2:1:0=3**

**Course type: SC**

**Contact Hours: 39**

Units	Detailed Syllabus	Contact hours	CO	PO	PSO
<b>Unit 1</b>	<b>Introduction to IHRM;</b> Human Resource Management in the International Firm- The Framework; Cross national differences in personnel and organizations- Cultural factor in human resource policies; Complexities and issues in managing human resource across countries; .International HRM department and functions; Models of international HRM.	9	<b>1</b>	<b>1,4</b>	<b>1</b>
<b>Unit 2</b>	<b>International Staffing: Hiring</b> – sources of international human resource power; Staffing for international operations; Selection strategies for overseas assignments; Hiring HCN's and TCN's; International transfers; Define expatriate , Expatriate Management- Problems of repatriation of overseas expatriates and strategies to tackle these problems	10	<b>2</b>	<b>3,4</b>	<b>2</b>
<b>Unit 3</b>	<b>Performance Appraisal:</b> Performance Management- Concept Factors associated with individual performance, Appraisal Mechanism Criteria used for performance appraisal of international employee, Criteria used for performance appraisal of international employee – Different Model. How to Appraisal - host country nationals Compensation Concept – Need –	10	<b>3</b>	<b>2,3</b>	<b>2</b>

	Objectives, how to do international compensation, Approaches to international compensation				
<b>Unit 4</b>	<b>Industrial Relations and Other Issues in IHRM</b> A framework for international industrial relations; Employees participation – Practices in various countries; Cross border ethics management; Designing organizations for dynamic international environment; Comparative study of HRM practices in major global economies; HRM in cross border mergers and acquisitions; Joint ventures, alliances and SMEs; IHRM trends- Complexities, challenges, and choices in future.	10	4	4,5	3

#### Reference Books:

1. Brewster, C., Sparrow, P., and Vernon, G. (2007) International Human Resource Management, McGraw-Hill, London, and New York.
2. Briscoe, D., Schuler, R. and Claus, L. (2012) International Human Resource Management, London: Routledge, (latest edition).
3. Dickman and, M. and Baruch, Y. (2010) Global Careers, Routledge, London and New York.
4. Evans, P., Pucik, V. and Bjorkman, I. (2011) The Global Challenge: international Human Resource Management, New York: McGraw-Hill, (latest edition).
5. Hampden-Turner, C. and Trompenaars, F. (2000) Building cross-cultural competence: how to create wealth from conflicting values, Yale University Press, New Haven, Conn.
6. Harzing, A. and Pinnington, A. (eds) International Human Resource Management, SAGE, the latest edition.
7. Hollinshead, G. (2010) International and Comparative Human Resource Management, New York: McGraw-Hill, (latest edition).

#### **Course Title : Performance Management & Competency Mapping**

**Course Code:** B20BH4212

**Course Description:** The course intends to enhance the knowledge and skill of students in understanding and employing performance management system effectively in an enterprise. At the end of this course, students will be able to demonstrate knowledge and skills in the contemporary aspects of performance management; and will be able to design performance appraisal systems based on appropriate competency models.

#### **Course Objectives:**

1. To develop a deep understanding of the process and methods of performance appraisal.
2. To provide in-depth knowledge about competency mapping and types of competencies
3. To match the performance elements with the compensation

#### **Course Outcomes:**

CO1: Demonstrate the basic concepts, scope, function and techniques of Performance Appraisal and Potential appraisal

CO2: Prepare a comprehensive performance management system based on appropriate situational and organizational factors.

CO3: Knowledgeably discuss the intricacies of competencies and competency mapping

CO4: Craft appropriate competency models in order to contribute to individual development and organizational success.

**Course Pre-requisites:** Basic knowledge of HRM

**Pedagogy:** ICT, Interactive Learning / Flipped Classroom, and Case Studies.

**LTP: 2:1:0**

**Course type: SC**

**Contact Hours: 39**

<b>Units</b>	<b>Detailed Syllabus</b>	<b>Contact hours</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
Unit-1	<b>PERFORMANCE APPRAISAL</b> Performance – Concept, Determinants and Dimensions - Performance Appraisal – Meaning, Features and Objectives – Factors affecting Appraisal – Benefits of Performance Appraisal –Essentials of a Good Appraisal System – Performance Appraisal Methods & Approaches – Concept of Potential Appraisal – Requirements for an Effective Potential Appraisal system - Performance Appraisal and Potential Appraisal	10	1	3	1
Unit-2	<b>PERFORMANCE MANAGEMENT</b> Concept – Principles – Dangers of poorly implemented performance management system — Contributions of Performance Management - Performance Management and Performance Appraisal - Strategic issues in moving from Performance Appraisal to Performance Management – Ethical & Legal Issues - Process of Performance Management–Performance Management Cycle – Industry Best Practices	10	2	3,5	2
Unit-3	<b>COMPETENCY MAPPING</b> Competency - Meaning, Concept, Purpose - Understanding Competencies – Competency v/s Skills, Traits and Performance - Components of competencies - Competency Categories –Developing Competencies – Competency Mapping - Competency Mapping at different level - Competency Identification and Assessment Process– Methods of Competency Mapping.	9	3	2,5	3
Unit-4	<b>COMPETENCY MODELING</b> Competency Modeling – Types of Competency Models - Steps in Developing a Valid Competency Model – Lancaster Model of Managerial Competencies - Goleman’s Emotional Intelligence Framework – Validating Competency Models - Individual Development Plan – Organizational Uses of Competency – Competency based performance management strategy-intervention and drivers.	10	4	5,6	3

**Reference Books:**

- 1.Armstrong, M. (2000). Performance management: Key strategies and practical guidelines. London: Kogan Page.
- 2.Aguinis, H. (2007). Performance Management. Pearson Education
- Kohli, A. S., & Deb, T. (2008). Performance management. Oxford: Oxford Univ Press.
- 3.Spencer, L. M., & Spencer, S. M. (1993). Competence at Work: Models for Superior Performance. Wiley India Pvt. Ltd.
- 4.Sanghi, S. (2016). The Handbook Of Competency Mapping. London: SAGE Publications.
- 5.Shermon, G. (2004). Competency based HRM: A strategic resource for competency mapping, assessment and development centres. New Delhi: Tata McGraw-Hill.

**Course Title : Retail Management****Course Code:** B20BH4311**Course Description:**

This course provides the student with a comprehensive view of retailing, an analysis of the environment and exposure to issues and challenges in designing retail mix strategies.. This c will enable students to develop decision making skills related to retailing. Understand eff methods and strategic required for retail management

**Course Objectives:**

- To provide the knowledge of basic concepts of retail management.
2. To understand the various dimensions related to retail management & retail operations.
  3. To provide insights into all functional areas of retailing.
  4. To give an account of essential principles of retailing.

**Course Outcomes:****This course will enable students to :**

After the completion of the course, students will be able to:

CO1: Explain the concept, importance and functions of retail business.

CO2: Elaborate and analyze the concepts of retail operations.

CO3: Explain the retail marketing mix and decisions related to these elements.

CO4: Analze about the retail marketing in the trend

**Course Pre-requisites: Basics of retail management****Pedagogy:** Lectures, E-content , ,ICT . case study**LTP:** 2:1:0=3**Course type:** SC**Contact Hours:** 39

Units	Detailed Syllabus	Contact hours	CO	PO
Unit-1	<b>Unit-1: Introduction</b> <b>INTRODUCTION TO RETAILING.</b> Definition – functions of retailing - types of retailing – forms of retailing based on ownership - Retail theories – Wheel of Retailing – Retail life cycle - Retailing in India – Influencing factors – present Indian retail scenario - Retailing from the International perspective	9	1	1,3
Unit-2	<b>Unit-2: RETAIL OPERATIONS.</b> Choice of Store location – Type of Location, Influencing Factors, Market area analysis – Trade area analysis – Rating Plan method - Site evaluation - Retail Operations - Store Layout: Store designing – Space planning, and visual merchandising –Meaning &Role, Tools & Technique of visual merchandising, Merchandise Management: Process, Inventory management –	10	2	3,5



	Category Management				
Unit-3	<b>Unit-3: RETAIL MARKETING MIX</b> Retail marketing mix – Introduction. <b>Product</b> – (Merchandise Management revisited) –Advertising and Sales promotion, Store Positioning, Retail Marketing, Mix, CRM, Advertising in Retailing; Retail Merchandising; Buying function, Markups and Markdown in merchandise management, shrinkage in retail merchandise management	10	3	3,5	3
Unit-4	<b>Unit-4: IMPACT OF IT IN RETAILING.</b> Non store retailing (E tailing), The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system - Legal aspects in retailing - Social issues in retailing - Ethical issues in retailing. Introduction to Retail Research and shopping mall management. Cases in Indian Context on Retail Management	10	4	3,5	3

**Reference Books :**

1. Barry Bermans and Joel Evans, "Retail Management – A Strategic Approach", 9<sup>th</sup> edition, PHI Private Limited, New Delhi, 2013.
2. Swapna Pradhan, Retailing Management, 3/e, 2011 Tata McGraw-Hill Education
3. A.J. Lamba, "The Art of Retailing", 2/e edition, Tata Mc GrawHill, New Delhi, 2003.
4. Suja Nair: Retail Management, 2011, Himalaya Publishing House.
5. Rosemary Varley, Mohammed Rafiq, Retail Management, 2/e, 2006 Palgrave Macmillan
6. Siva Kumar; Retail Marketing, Excel Books.
7. James R. Ogden & Denise T. Ogden, Integrated Retail Management 2007, Biztantra Cengage Learning
8. Levy & Weitz, Retail Management, TMH 6th Edition 2009

**Course Title : Brand Management**

**Course Code:** B20BH4312

**Course Description:**

This course helps the students in understanding, managing, and building brands, the co concentrates on understanding brand management: from steps the can be followed in creating developing the product and managing brands.

**Course Objectives:**

1. Understand the concepts of brands and various elements of branding.
2. To provide a definition of brand equity, identifies sources and outcomes of brand equity, and provides tactical guidelines about how to build and measure brand equity.
3. To understand the various techniques of branding and its management

**Course Outcomes:**

CO1: The role of brands, the concept of brand equity, and the advantages of creating strong brands.

CO2: The three main ways to build brand equity by properly choosing brand elements.

CO3: Designing marketing programs and activities, and leveraging secondary associations

CO4: The process and techniques of Branding

**Course Pre-requisites: Marketing Management****Pedagogy: Hybrid****LTP: 2:1:0-3****Course type: SC****Contact Hours: 39**

<b>Units</b>	<b>Detailed Syllabus</b>	<b>Contact hours</b>	<b>CO</b>	<b>PO</b>	<b>PSO</b>
Unit-1	<b>Brands and Brand Management</b> What is a Brand? Brand Elements, Brand versus products. Why do Brands Matter? Consumers and Firms. Can anything be branded – Physical goods, Services, Retailers and Distributors, Online Products and Services, People and Organizations, Sports, Arts and Entertainment, Place Branding, Geographic locations, Ideas and cases. What are the strongest Brands?, Branding challenges and opportunities- Savvy customers, Economic downturns, Brand Proliferation. Science of Branding, Brand Equity concept,	9	1	1,3	1
Unit-2	<b>Developing a Brand Strategy</b> Customer-Based Brand Equity, brand knowledge, sources of brand equity – brand awareness, brand image, identifying and establishing brand positioning, positioning guidelines, defining a brand mantra. Brand Resonance and Brand Value Chain – Building strong brand – brand judgments, brand feelings, brand resonance, brand implications, brand value chain – value stages and implications, Customer equity.	10	1,2	3	2
Unit-3	<b>Choosing brand</b> elements to build brand equity – Criteria for choosing brand elements – Memorability, meaningfulness, likability, transferability, adaptability, protectability. Options and tactics for brand elements – Brand names, URLs, logos and symbols, characters, slogans, jingles, packaging. Designing Marketing programs to build brand equity – Integrating marketing, product strategy, pricing strategy, channel strategy.	10	1,2	3,5	2
Unit-4	<b>Integrating Marketing</b> communications to build brand equity – new media environment, four major marketing communication options, brand amplifiers, developing integrated marketing	10	1,2	4,5	3

	communication programs. Leveraging secondary brand associations to build brand equity – conceptualizing the leveraging process, country of origin and other geographic areas, channels of distribution, co-branding, licensing, celebrity endorsement, sporting, cultural or other events, third-party sources.				
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### Reference Books:

- 1) Product Management – Donald Lehmann & Russel S Winer; McGraw Hill Publication.
- 2) Strategic Brand Management – Kevin Lane Keller, Latest Edition, Pearson Education.

<b>Course Title : Foreign Exchange Management</b>			
<b>Course Code:</b> B20BH4411			
<b>Course Description:</b> This course concentrate in changing of the forex market scenario, how foreign exchange market operates and techniques that can be used to reduce the risk. This progr will help the students to gain a comprehensive knowledge regarding the foreign exchai management.			
<b>Course Objectives:</b>			
1. To understand the system of Foreign Exchange Market in India			
2. To understand the Forex risk and its Management			
<b>Course Outcomes:</b>			
CO1: Determine the foreign exchange market in India			
CO2: Understand about the Foreign exchange rates & risk involved in Forex market			
CO3: Impart the knowledge on how to manage & hedge the risk associated with foreign trade			
CO4: Enumerate the concept of Exchange rate management			
<b>Course Pre-requisites:</b> Basic Concepts of Import & export			
<b>Pedagogy:</b> ICT & FLIPPED CLASSROOM			
<b>LTP:</b> 2:1:0=3			
<b>Course type:</b> SC			
<b>Contact Hours:</b> 39			
UNITS	SYLLABUS	CH	CO
<b>UNIT-1</b>	<b>Foreign Exchange And Markets</b> Introduction – Meaning – Elements – Importance – Evolution of Exchange Rate System – International Monetary System – Gold Standard – types of exchange rates – Fluctuations in Foreign Exchange rates – Causes and Effects – Need for Stable foreign exchange Rates – Determination of Exchange rates – Theories of Determination of Foreign Exchange Rates.	<b>9</b>	<b>1</b>

<b>UNIT-2</b>	<b>Forex Market In India</b> Introduction – Meaning – Types – Operations – Convertibility - Objectives of Foreign Exchange Control – Problems of Foreign Exchange market in India – Mechanism to settle the problems - Role of RBI in settlement of foreign exchange problems in India.	<b>10</b>	<b>2</b>	2,3	2
<b>UNIT-3</b>	<b>Forex Risk Management</b> Meaning, Definition, Participants, Types of Exchange risks, Foreign Exchange Risk Management – Hedging, Speculation and Management of Transaction Exposure – Using Forward Markets for Hedging – Hedging with Money Market - Currency Options and Currency Futures – Internal Strategies – Speculation in Foreign Exchange and Money Market.	<b>10</b>	<b>3</b>	4,5	3
<b>UNIT-4</b>	<b>Exchange Rate Management</b> Exchange Rate Determination and Forecasting – Setting the Equilibrium Spot Exchange Rate – Theories of Exchange Rate Determination – Exchange Rate Forecasting. Management of Interest Rate Exposure – Nature and Measurement – Forward Rate Agreements ( FRA's) Interest Rate Options – Caps - Floors and Collars - Cap and Floors – Options on Interest Rate Futures - Some Recent Innovations – Financial Swaps.	<b>10</b>	<b>4</b>	4,6	3

#### REFERENCE BOOKS

1. Chaudhuri & Agarwal: Foreign Trade and Foreign Exchange, HPH
2. Mcrae T.N and D.P Walkar, Foreign Exchange Management, Prentice Hall.
3. Avadhani B.K, International Finance Theory and Practice.
4. Somanatha: International Financial Management I.K. International Publishers

#### Course Title: International Business in Service Sector

#### Course Code: B20BH4412

**Course Description:** Introduces the concept of international business as a system and the theories which underlie it in service sectors which are visual evidences of it such as production, market, financial, legal and other subsystems which comprise the total system of IB. It also examines national governmental and international institutional controls and constraints, which impact environment in which the system operates. The successful search for new markets implies appreciation of these issues and an understanding of the forces at work in the international business environment. We that includes the Economics and politics of international trade.

#### Course Objectives:

1. to highlight the distinctive features, operations of the services in the context of international business.
2. To give and understanding as to analyze the opportunities involved in trade in services at the international level
3. To enable the students to learn about international services marketing policies and strategies
4. To enable the students to acquire necessary skills to deal in international services markets.

**Course Outcomes:**

- 1.To discuss about the distinctive features, operations of the services in the context of international business.
- 2.Describe the international services marketing policies and strategies.
- 3.Analyze the opportunities involved in trade in services at the international level.
- 4.Apply necessary skills to deal in international services markets.

**Course Pre-requisites:**Service Sector Management**Pedagogy:** ICT. Flipped classes**LTP:** 2:1:0 -3**Course type:** SC**Contact Hours:** 39

Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	<b>Growth of Service Sector:</b> Factors responsible for Market and Marketability of services as distinct from goods – classification of services – services as fastest growing sector of world trade- Global transferability of services: Main factors affecting transferability of services–Technology Government regulations. Economic liberalization and Globalization.	9	1	3,4	2
Unit-2	<b>The role of services in the Indian Economy –</b> Employment, Balance of trade, Entrepreneurship, FDI in services sector, Management problems in Services sector : Operations and Processes, Quality, Human resource, Pricing.	10	2	3,5	1
Unit-3	<b>Introduction of important Services with export potentials:</b> Tourism, Telecommunication, Entertainment, health care, Information Technology, Biotechnology, Retailing.	10	3	4,5	2
Unit-4	<b>World Trade in Services -</b> Globalization of service- services under W.T.O. agreements description of services covered, Issues related to WTO agreements – Trade barriers in services – International rules for banking, Securities and insurance – Trade related aspects of Intellectual Property Rights settling disputes	10	4	4,5	3

**Reference Books:**

- 1.Kiran Jotwani, Interantional Business for Service sector, Nirali Prakashan,4/e,2019
2. V.Jauhari, Kirti Dutta Services, Oxford University Press
3. McDonald Mrlcoln Adrian Payne , Marketing plans for service Business, Oxford.

4. Datta, Sundaram, Indian Economy – S. Chand and Co, Delhi.
5. Raja Gopal, International Marketing Vikas Publishing House Ltd., New Delhi
6. Mukherjee N. , WTO and India's Trade Policy in Services, Vikas Publishing House Pvt. Ltd., New Delhi.

## **Fifth Semester**

<b>Course Title : Direct Tax</b>						
<b>Course Code:</b> B20BH5010						
<b>Course Description:</b> This course is designed to provide basic knowledge of taxation to Under graduate students. This course is mandatory for all the students. Under this course students will learn the various provisions of Income						
<b>Course Objectives:</b> 1.To expose the students to the various provision of Income Tax Act relating to computation of Income individual assesses only. 2.To make the students competent to compute the total income and tax liability of individual assesses and firms. 3.To provide them the necessary expertise to file return of income tax online.						
<b>Course Outcomes:</b> CO1: Understand the basic concepts of income tax CO2: To learn the computation of income from all heads of income. CO3: To learn various deduction under payment side. CO4: To learn computation of total income of an individual						
<b>Course Pre-requisites:</b> The students should be aware of the basics of income tax.						
<b>Pedagogy:</b> ICT , chalkboard						
<b>LTP:</b> 3:0:1						
<b>Course type:</b> HC						
<b>Contact Hours:</b> 52 hrs						
Units	Detailed Syllabus	Conta ct hours	CO	PO	PSO	
Unit-1	<b>Introduction to Income Tax</b> Income Tax: Brief History - Legal Frame Work – Types of Taxes - Cannons of Taxation – Important, Definitions: Assessment – Assessment Year – Previous Year – Exceptions to the general rule of previous Year - Assessee – Person – Income - Casual Income – Gross Total Income – Total Income – Agricultural Income. Residential Status: Determination of Residential Status of an individual (simple problems) - Incidence of Tax (Simple Problems on Computation of Gross Total Income). Exempted	12	1	1,3	1	

	Incomes: Introduction – Exempted Incomes U/S 10 (Restricted to Individual Assessee) – Only theory.				
Unit-2	<b>Income from Salary</b> Meaning & Definition – Basis of Charge – Allowances – Fully Taxable Allowances – Partly Taxable Allowances: House Rent Allowance, Entertainment Allowance, Transport Allowance, Children Education & Hostel Allowances - Fully Exempted Allowances – Perquisites – Tax Free Perquisites – Perquisites Taxable in all Cases: Rent free accommodation - Concessional accommodation, Personal obligations of the employee met by the employer – Perquisites Taxable in Specified Cases : Gardener, Sweeper, Gas, Electricity, Water and Motor car facility (when the motor car is owned or hired by the employer )– Provident Funds – Deductions from Salary U/S 16 – Problems on Income from Salary(excluding retirement benefits).	14	2	2,3	2
Unit-3	<b>Income from House Property</b> Basis of Charge – Exempted Incomes from House Property – Annual Value – Determination of Annual Value – Loss due to Vacancy – Deductions from Annual Value – Problems on Income from House Property(Excluding Pre-Construction interest).	12	3	2,3	2
Unit-4	<b>Profits and Gains from Business and Profession and Total Income</b> Meaning and Definition of Business & Profession – Expenses & losses Expressly Allowed – Expenses and losses Expressly Disallowed – Expenses Allowed on Payment Basis - Problems on computation of income from Business of Sole Proprietor. Computation of total income: Income from Capital Gains (excluding exemptions - Theory only) - Income from Other Sources (Theory only) - Deductions U/S 80 C, D & G. <b>Simple problems on Computation of Total income of an Individual.</b>	14	4	2,6	3

**Reference Books:**

1. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
2. B.B. Lal: Direct Taxes, Konark Publisher (P)ltd.
3. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
4. Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
5. Gaur & Narang: Income Tax, Kalyani Publisher s
6. Dr.V.Rajesh Kumar and Dr.R.K. Sreekantha: Income Tax – I, Vittam Publications

<b>Course Title :</b> Business Policy and Strategy						
<b>Course Code:</b> B20BH5020						
<b>Course Description:</b> This course introduces the key concepts, tools and principles of strategy formulation and competitive analysis. The course is focused on the information, analyses, organizational processes and skills and business judgment managers must use to devise strategies position their business.						
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To expose participants to various perspectives and concepts in the field of strategic management</li> <li>2. To help participants develop skills for applying these concepts to the solution of business problems</li> <li>3. To help students master the analytical tools of strategic management</li> </ol>						
<b>Course Outcomes:</b> CO1: Understand the various concepts in the field of strategic management CO2: Develop the skills for analyzing the external environment CO3: Familiarize with changes in organizations and new innovation CO4: Determine the various competitive strategy						
<b>Course Pre-requisites:</b> Basic Concepts of Strategic Management						
<b>Pedagogy:</b> ICT & FLIPPED CLASSROOM						
<b>LTP:</b> 3:1:0						
<b>Course type:</b> HC						
<b>Contact Hours:</b> 52						
UNITS	SYLLABUS	CH	CO	PO	PSO	
<b>UNIT - 1</b>	<b>Strategic Management: An Introduction</b> Strategic thinking Vs Strategic management Vs Strategic planning, Meaning of strategic management, concept of strategy, policy and strategy, strategy and tactic, Strategy and strategic plan, Nature of strategic plan, nature of strategic decisions, approaches to strategic decision making, levels f strategies, The strategic management process, strategic management: merits and demerits <b>Mission, Objectives, Goals and Ethics</b> What is mission, concept of goals, Integration of individual and organization goals: A Challenge, How Objectives are pursued, how are mission and objectives are formulated, why do mission and objective change, vision mission, objectives, goals and Strategy: Mutual relationships, core of strategic management: vision A-must, ethics and strategy	<b>14</b>	<b>1</b>	1,2	1	



<b>UNIT-2</b>	<b>External environment: Analysis and appraisal</b> Concept of environment, environmental analysis and appraisal, why environmental scanning and analysis, component of environment, SWOT: A tool of environment analysis, techniques of environmental search and analysis, ETOP: A technique of diagnosis, decision making on environmental Information.	<b>12</b>	<b>2</b>	2,3	2
<b>UNIT-3</b>	<b>Organizational change and innovation:-</b> Planned and unplanned change, causes or forces of organizational change, managing planned change, choosing a change strategy, creativity and innovation in organizations, organizational creativity and innovation process, learning organization	<b>12</b>	<b>3</b>	1,3	2
<b>UNIT-4</b>	<b>Generic competitive strategy:-</b> Generic vs. competitive strategy, the five generic competitive strategy, competitive marketing strategy option, offensive vs. defensive strategy <b>Corporate strategy:-</b> Concept of corporate strategy , offensive strategy, defensive strategy, scope and significance of corporate strategy <b>Strategic evaluation and control:-</b> Evaluation of strategy and strategic control, why strategy evaluating, criteria for evaluation and the evaluation process, strategic control process, types of external controls	<b>14</b>	<b>4</b>	2,5	3

#### REFERENCE BOOKS

1. Strategic Management by CA Meeta mangal,
2. Strategic management -an integrated approach by W.L.Hill & Gareth.R Jones
3. Business Strategy-Managing uncertainty, opportunity and enterprise by J.C.Spender
4. Strategic Management Concepts by Robert E Hoskisson and Michael A Hitt

**Course Title: Project Management**

**Course Code: B20BH5030**

**Course Description:** This course will provide a general introduction to project management. This course will equip the students to various feasibility analyses – Market, Technical, Financial and Economic, Students will discover the project life cycle and learn how to build a successful project from pre-implementation to completion. It will introduce project management topics such as resources, costs, time constraints and project scopes.

**Course Objectives:**

- 1.To equip them with the knowledge and skills required to be successful in applying Project Management.
- 2.To make them understand techniques for Project planning, scheduling and Execution Control
- 3.To make them understand the concepts of Project Management for planning to execution of projects and to make them understand the feasibility analysis in Project Management and network analysis tools for cost and time estimation.
- 4.To enable them to comprehend the fundamentals of Contract Administration, Costing and Budgeting, Methodologies in Indian context.

**Course Outcomes:**

On successful completion of this course students shall be able to:

- 1.identify the resources needed for each stage, including involved stakeholders, tools and supplementary materials
- 2.provide information regarding project costs by considering factors such as estimated cost, variances and profits
- 3.Understand the environmental impact on infrastructure projects.
- 4.Analyse the environmental issues which have an impact on the execution of Project Management.

**Course Pre-requisites:** Production and Operation Management, Cost Analysis, MOB

**Pedagogy:** ICT

**LTP: 3:0:1**

**Course type:** HC

**Contact Hours: 52**

Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	<b>Introduction to Applied Project Management:</b> Project Definition, Project Feasibility Analysis, Developing a Project Execution Plan, Setting up a Project Organization Project Identification, Project Formulation, Project Selection, Project Planning, Project Appraisal, Project Implementation and Integrated Project Management	13	1	1,2	1
Unit-2	<b>Resource Scheduling, and Cost Estimating:</b> Controlling Project Execution, Project Control, Project Planning and Scheduling Module ,Project Cost Engineering and Detailed Engineering, Project Success and Failure, Project Auditing and Project Termination, E- Tendering	13	2	2,3	2
Unit-3	<b>Project Procurement and Construction Management:</b> Construction, Progress, Productivity and Supervision, Subcontract Administration and Control ,Human aspects of project management –Project Monitoring and Control, Project Evaluation, Prerequisites for successful project implementation	13	3	2,5	2
Unit-4	<b>Project Leadership, Audit and Closure Project Leadership:</b> Managing vs leading a project, Managing project stake holders, Qualities of an effective project manager, Managing project teams, Issues arising out of globalization, Communication, Conflict management. Project Audit and Closure: Audit process, project closure, project documentation, evaluation of project manager, team and members.	13	4	3,5	3

**Reference Books:**

1. Prasanna Chandra; Projects- Planning, Analysis, Selection, Financing, Implementation and Review', VI Edition, Tata Mc Graw Hill, 8th Edition 2015
2. Chaudhary S.; Project Management, Tata Mc Graw Hill
3. Kerzner H.; Project Management, II Edition, CBS Publishers
4. Meredith Jack R., Mantel Samuel J.; Project Management, IV Edition, John Wiley & Sons
5. Gopalakrishnan P., Ramamoorthy V.E; Textbook of Project Management, MacMillan Publishers

**Course Title: Leadership and Ethics****Course Code: B20BH5040**

**Course Description:** This course provides an overview of various philosophical approaches ethical decision-making and practical applications involving ethical problems that arise business. In addition, it introduces the student to the theory and practice of leadership. Topics include the major ethical constructs, approaches to self-knowledge and practical leadership skills. Students will be able to find solutions to ethical dilemmas they may confront during a business career, and have the self-knowledge and leadership skill to follow through with the solution.

**Course Objectives:**

1. Provide various definitions for leadership including ethical leadership
2. Describe the importance of business ethics to leadership within the organizational setting
3. Identify personal moral philosophies and values related to ethical leadership
4. Demonstrate understanding of global awareness as it relates to leadership and ethics

**Course Outcomes:**

After the completion of the course, students will be able to:

CO1: Identify personal values and personal decision-making processes and apply them to case analyses

CO2: Analyze the strengths and weaknesses of various philosophic approaches to ethical decision making

CO3: Demonstrate knowledge of the skills, traits and actions of an ethical leader

CO4: Apply ethical analysis to a contemporary ethical issue in business.

**Course Pre-requisites:****Pedagogy:** Direct method, ICT, Flipped Classroom**LTP:** 2:1:0**Course type:** HC**Contact Hours:** 52 Hr.

Units	Detailed Syllabus	CH	CO	PO	P
Unit-1	<b>Leadership:</b> Concept and definition, transactional and transformational leadership, types of leadership, differentiate leaders from followers, Define the six shadows cast by unethical leaders, Discriminate between ethical and unethical leadership	12	1	1,3	1
Unit-2	<b>Character:</b> Name of the eight elements of character and the 7 habits of highly effective people, Analysis of eight elements of character, Self-critique for the seven habits of effective and	14	2	2,3	2

	ethical leaders Moral concepts including instrumental and intrinsic goodness, values, justice, and vision, Moral philosophies including consequentialist, non-consequentialist, virtue ethics and justice					
Unit-3	<b>Decision Making:</b> General ethical perspective and normative leadership theory, Analysis of five general ethical perspectives and five normative leadership theories, Decision based on moral concepts – honesty, fairness, equality, unethical dual relationships, Construct an ethical argument	14	3	3,5	2	
Unit-4	<b>Ethics and Leadership:</b> Ethics, Culture, Moral concepts – values; Personal values, relationships, community, Ethics versus law, Ethical and decision-making models and frameworks, Ethical issue intensity, Moral intensity, Qualities of ethical leadership Roles and habits of leaders, Ethical spheres of influence, Ethical Problems that arise.	12	4	3,8		3

**Reference Books:**

Dr. K. Nirmala, KarunakaraReddy: Business Ethics and Corporate Governance, HPH

H.R.Machiraju: Corporate Governance

K. Venkataramana, Corporate Governance, SHBP.

N.M.Khandelwal : Indian Ethos and Values for Managers

Cummings, Thomas G; Worley, Christopher G Organization development & change 9. ed.: Mason, Ohio: South-Western, cop. 2008

Covey, Stephen R. The 7 Habits of Highly Effective People: Restoring the Character Ethic. New York: Free Press, 2004. Print.

Bennis, Warren G.; Goldsmith, Joan Learning to lead: a workbook on becoming a leader 4. ed.: New York: Basic Books, 2010

**Course Title: Management Accounting**

**Course Code:** B20BH5050

**Course Description:** Management Accounting is an essential tool that enhances a manager's ability to make effective economic decisions.

**Course Objectives:**

- 1.To develop and explore the methodology of Management Accounting.
- 2.To enlighten students on Financial Statement Analysis with the emphasis on the preparation of fund flow and cash flow statement.
- 3.To introduce students to the various tools and techniques of management Accounting.

<b>Course Outcomes:</b> CO1: To develop the knowledge of business finance and management decision and to calculate various accounting ratios, reports and relevant data. CO2: Prepare Funds Flow statements this helps in planning for intermediate and long-term finances. CO3: The uses of the statement of Cash flow and the cash flow classifications appearing on the Statement of Cash Flows. CO4: Perform cost variance analysis and demonstrate the use of standard costs in flexible budgeting.					
<b>Course Pre-requisites:</b>					
<b>Pedagogy:</b>					
<b>LTP:3:0:1=4</b>					
<b>Course type: SC</b>					
<b>Contact Hours: 39 Hrs.</b>					
Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	<b>INTRODUCTION TO MANAGEMENT ACCOUNTING:</b> - Meaning – Definition-objectives- Nature and scope- Role of Management Accountant Relationship between Financial Accounting and Management Accounting - Relationship between cost Accounting and Management Accounting. <b>RATIO ANALYSIS:</b> -Meaning and Definition of Ratio, Classification of Ratios, Uses and Limitations – (Problems on Ratio Analysis-Preparation of Financial statements with the help of Accounting Ratios)	9	1	1,2	1
Unit-2	<b>FUND FLOW STATEMENT</b> Meaning and concept of Fund – Meaning and Definition of Fund Flow statement- Uses and Limitations of Fund flow Statement- Procedure of Fund Flow statement- Statement of Changes in Working Capital- Statement of Funds from operation – statement of Sources and Application of Funds (Problems on working capital & funds flow statement with adjustment)	10	2	2,5	2
Unit-3	<b>CASH FLOW STATEMENT</b> Meaning and Definition of Cash Flow Statement-Differences between cash flow Statement and Fund Flow Statement – Uses of Cash flow statement – Limitations of Cash Flow statement – Provisions of AS-3 – Procedure of Cash Flow Statement – Concept of Cash and Cash Equivalents – Cash flow from operating Activities – Cash flow from Investing Activities and Cash flow from Financing Activities – Preparation of Cash Flow Statement	10	3	5,6	3

	according To AS-3 (Problem on indirect Method Only)					
Unit-4	<b>Marginal Costing</b> Marginal Costing and Break-Even Analysis: Concept of marginal costing Variable and absorption costing Benefits and limitations of cost, volume and profit analysis, break-even point Margin of safety Make or buy decision <b>Budgets and Budgetary Control</b> Introduction, concepts, Classification of Budgets - Functional Budgets and Flexible Budgets.	10	4	5,8	3	

#### Reference Books:

1. Kishore, R. M **Cost & Management Accounting** 4th ed Taxman Allied Service
2. Horngren, sundem, Introduction to Management Accounting 16th edition 2017 Pearson book.
3. Management Accounting, Dr.SP.Gupta, SahityaBhavan,
4. Management Accounting, Sharma & Gupta; Kalyani Publishers
5. Cost Accounting – M.N. Arora, (Himalaya Publishing House)

**Course Title :ENTREPRENUERSHIP DEVELOPMENT**

**Course Code:B20BH5060**

**Course Description:** This course is designed for the purpose of exposing student entrepreneurship is to motivate them to look at entrepreneurship as a viable, lucrative preferred career. The students develop and systematically apply an entrepreneurial way of thinking that will allow them to identify and create business opportunities.

#### Course Objectives:

1. The objective of this course is to acquaint students with the conceptual, applied, practical knowledge and skills about entrepreneurship and small business development.
2. To understand the importance of Financial and technical and social feasibility of the Project know how to prepare the Business plan and institutional assistance to small scale enterprises in India.

#### Course Outcomes:

CO1: Understand the development of entrepreneurship as a field of study and as a profession.  
CO2: Comprehend the SSE in the development of the Indian Economy.  
CO3: Analyze the business decisions involved in starting a new business venture.  
CO4: Determine the financial and non-financial assistance to SSE.

**Course Pre-requisites: Basics of Entrepreneurship**

**Pedagogy: ICT & FLIPPED CLASSROOM**

**LTP:2:1:0**

**Course type: SC**

**Contact Hours: 39**

UNITS	SYLLABUS	CH	CO	PO	PS
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<b>UNIT-1</b>	<b>Entrepreneurship</b> Introduction; Meaning & Definition of Entrepreneurship; Entrepreneur & Comprise; Functions of Entrepreneur ; Factors influencing Entrepreneurship; Pros and Cons of being an Entrepreneur ; Qualities of an Entrepreneur ; Types of Entrepreneur; Women Entrepreneur.	<b>9</b>	<b>1</b>	1	1	
<b>UNIT-2</b>	<b>SSI And Social Entrepreneurship</b> Meaning; Product Range; Capital Investment; Ownership Patterns; Meaning and importance of Tiny Industries, Ancillary Industries, and Cottage Industries. Role played by SSI in the development of Indian Economy. Problems faced by SSIs and the steps taken to solve the problems. <b>Social entrepreneurship</b> - Rural entrepreneurship, MSME Policies. Make-In India, Start-Up India, Stand-Up India	<b>10</b>	<b>2</b>	2,3	2	
<b>UNIT-3</b>	<b>Family Business</b> Importance of family business, Types, History, Responsibilities and rights of shareholders of a family business, Succession in family business, Pitfalls of the family business, strategies for improving the capability of family business, improving family business performance.	10	<b>3</b>	3	2	
<b>UNIT-4</b>	<b>Sources Of Business Ideas And Tests Of Feasibility</b> Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered. <b>Institutions Supporting Entrepreneurs</b> Financial assistance through SFC's, SIDBI, Commercial Banks, IFCI - Non-financial assistance from DIC, SISI, AWAKE, KVIC - Financial incentives for SSI's and Tax Concessions Assistance for obtaining Raw Material, Machinery, Land and Building and Technical Assistance - Industrial Estates: Role and Types.	10	<b>CO4</b>	2,5	3	

#### REFERENCE BOOKS

- 1.Vasanth Desai, Management of Small Scale Industry, HPH
- 2.Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition.
- 3.Dr. Asha R Gupta, Women Entrepreneurship and Economic Empowerment, HPH
- 4.Dr. Venkataramana ; Entrepreneurial Development, SHB Publications

**Course Title: Stock and Commodity Market**

<b>Course Code:</b> B20BH5111					
<b>Course Description:</b> students understand the conceptual framework of stock markets and Commodity Markets, functionaries in these markets and their mode of trading and settlement.					
<b>Course Objectives:</b> The objective of this course is to enable students to: <ol style="list-style-type: none"> <li>1. Gain in-depth knowledge of the emerging areas of Security Market</li> <li>2. Equip with the tools and techniques needed to operate in the financial market.</li> <li>3. Provide a comprehensive knowledge to the students about the functioning of global and domestic commodity markets with a practical approach.</li> <li>4. Develop practical skills of operating in Stock and Commodity Markets.</li> </ol>					
<b>Course Outcomes:</b> On successful completion of the course, students shall be able to: CO1: Understand the concept of securities market and its role in economic development. CO2: Develop and apply practical skills of operating in stock Market. CO3: Describe the functioning of global and domestic commodity market. CO4: Develop and apply practical skills of operating in Commodity Market.					
<b>Course Pre-requisites:</b> NIL					
<b>Pedagogy:</b> Direct Method/ ICT/ Case Method					
<b>LTP:</b> 2:1:0=3					
<b>Course type:</b> SC					
<b>Contact Hours:</b> 39					
Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	<b>Introduction</b> :Meaning & Definition-Primary and Secondary Market-Differences-Issue Mechanism in Securities Market- -Stock Exchange & its Functions-NSE- BSE:SEBI-Objectives & Powers.	9	1	1,2	1
Unit-2	<b>Trading in Stock Market:</b> Types of Trading – Speculations- Insider Trading-Book Building Process-Bases of Allotment-Classification of Brokers , Trading & Settlement -NSDL-CSDL- Role & its Functions.	10	2	2,3	2
Unit-3	<b>Commodity Market:</b> Introduction-Meaning & Definition of Commodity Market- differences between stock market and commodities market-Origin of Commodity Market in India-Products-Participants and Functions-Commodity Exchanges in India and International- Stock Exchange Platform-MCX, NCDEX, ICEX, Futures market - Differences between Physical & Future Market.	10	3	1,3	2
Unit-4	<b>Trading in Commodity Market</b> :Pattern of Trading & Settlement in Commodity Market-Physical Delivery of Commodities-Efficiency of Commodity market-Types of transactions in Commodity market-Benefits of Commodity Market. options on commodities exchanges.	10	4	3,6	3
<b>Reference Books:</b> 1. Bharat Kulkarni: Commodity Markets and Derivatives, Excel Books.					



2. Gurusamy, Financial Markets and Institutions, 3rd edition, Tata McGraw-Hill.
3. Srivastava RM : Management of Financial Institutions, HPH
4. Gordon, E., and Nataraja, K., Financial Markets and Service, 11<sup>th</sup> Edition, Himalaya Publications, Mumbai
5. Khan, M.Y., Financial Services, 9<sup>th</sup> Edition, Tata McGraw Hill, New Delhi.

**Course Title : International Financial Management**

**Course Code:** B20BH5112

**Course Description:** This course focuses on the theoretical and practical knowledge required for the management of financial and investment functions of multinational corporations. Students will discover how the international capital markets, foreign exchange markets, and the derivatives market can be used to manage transaction and operating risks facing the multinational firm.

**Course Objectives:**

The objective of this course is to enable students to:

1. Understand the concepts of financial management and the role of financial management in field of Globalization
2. Gain knowledge of foreign exchange markets and instruments
3. Familiarize about the exchange rate and exchange rate theories.
4. Know about the international risk management.

**Course Outcomes:**

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

CO1: Describe the international financial environment.

CO2: Learn the concepts of Foreign Exchange Market and Instruments.

CO3: understand the exchange rate mechanism

CO4: Analyse and apply the concepts about international risk management

**Course Pre-requisites:** Basic knowledge of accounting, finance and Derivatives.

**Pedagogy:** Direct Method/ICT/Case Method

**LTP:** 2:1:0=3

**Course type:** SC

**Contact Hours:** 39

Units	Detailed Syllabus	Contact hours	CO	PO	P
Unit-1	<b>International financial Management:</b> Importance, nature and scope, Theories of International business, International Business Methods, Recent changes and challenges in IFM. International Flow of Funds: Balance of Payments (BoP), Fundamentals of BoP, Accounting components of BOP, Factors affecting International Trade flows, Agencies that facilitate International flows. International Monetary System: Evolution, Gold Standard, Bretton Woods system, the flexible exchange rate regime, the current exchange rate arrangements, the Economic and Monetary Union (EMU).	9	1	1,3	1
Unit-2	<b>Foreign Exchange Market and Instruments:</b> Function and Structure of the Forex markets, major participants, types of transactions and settlements	10	2	2,4	2

	dates, Foreign exchange quotations, process of arbitrage. International Bond & Equity market. GDR, ADR, Cross listing of shares Global registered shares.					
Unit-3	<b>Exchange Rates:</b> Measuring exchange rate movements, Factors influencing exchange rates. Government influence on exchange rates - exchange rate systems. International arbitrage and interest rate parity . Relationship between inflation, interest rates and exchange rates - Purchasing Power Parity - International Fisher Effect.	10	3	4,5	3	
Unit-4	<b>Foreign exchange risk management:</b> Concept, Techniques, Derivative instruments of forex risk management- Forward-Futures-Options- Swaps.	10	4	5,6	3	

#### Reference Books:

1. MadhuVij- International Financial Management, 3<sup>rd</sup> Edition, EXCEL Publications.
2. M Y Khan & P K Jain- Financial Management- Text, Problems and Cases, 8<sup>th</sup> Edition, McGraw Hill Education.
3. S. Kevin- Fundamentals of International Financial Management, PHI.
4. Vyuptakeah Sharan- Fundamentals of International Financial Management, 6<sup>th</sup> edition, PHI.
5. Avadhani, International Financial Management, 3<sup>rd</sup> revised edition, Himalaya Publications.
6. P. G Apte- International Financial Management, 7<sup>th</sup> edition, McGraw Hill Education.

#### Course Title: Talent Management

**Course Code:** B19BH5211

**Course Description:** This course will introduce to the organizations abilities to manage performance of individuals, teams and total organizations as a whole. The major facets of talent management include developing core competencies to the design and implementation performance management systems to identifying, assessing and developing talent, to deliver performance coaching for individuals and teams to driving employee engagement and retention.

#### Course Objectives:

1. This course focuses on the attraction, acquisition, and retention of talent in organizations across cultural settings.
2. This course will provide an understanding about the key approaches to measuring performance and evaluating the employees to develop and coach organizations talent so that they can realize their full potential at work
3. This course will provide you with the insights, frameworks and tools to effectively manage and develop talent in your teams and organizations.

#### Course Outcomes:

CO1: Develop an understanding of the practices used by organizations to attract, engage and retain talent across cultural settings.

CO2: Identify various methodologies organizations can use to accelerate and improve individual team and organizational performance by using appropriate assessment tools to enhance self-awareness and team performance.

CO3: To gain an understanding on the various aspects of performance management - its purpose

<p>principles, performance appraisal, potential appraisal, MBO. To also understand the reward management systems by providing practical insights regarding management of employee performance and reward to motivate and retain the talent in the organization.</p> <p>CO4: To gain an understanding on the impact of IT in talent acquisition to add value to the business. To also gain insights on corporate restructuring, business process re-engineering and talent management processes within an organization.</p> <p><b>Course Pre-requisites:</b> Understanding on HR concepts of recruitment methods, performance appraisal, reward system of employees and recent trends of IT</p> <p><b>Pedagogy:</b> Lectures, Interactive sessions and class exercises using ICT models.</p> <p><b>LTP:</b> 2: 1: 0</p> <p><b>Course type:</b> SC</p> <p><b>Contact Hours:</b> 39</p>					
UNITS	DETAILED SYLLABUS	CONTACT HOURS	CO	PO	PSO
UNIT – 1	<b>Talent Management</b> Introduction, Definition & Need for Talent Management; Principles of Talent Management – Desert island principle, need to be needed principle, workforce forecast, systematic approach to talent management; Talent Management System – components and benefits of TMS, creating TMS, Challenges in the present context	9	1	1	1
UNIT – 2	<b>Talent Management Process; Talent Acquisition</b> The recruitment process, attracting the right candidates, assessment and 360 <sup>0</sup> feedback, performance of recruitment methods; Talent Development –Potential identification and development, coaching for sustained & desired change, integrating coaching, training and development with talent management. Talent Integration – fitting leaders within the culture; induction programs, building teams	10	2	2,3	2
UNIT – 3	<b>Appraising and Rewarding Performance</b> Performance management, objectives of performance management in managing talent, benefits, strategies to motivate employees; Talent Management Calibration – characteristics & benefits. Talent Retention –motivation and engagement, return on talent; age of analytics, making outplacement as a part of talent strategy, developing talent management information system.	10	3	3,6	2
UNIT – 4	<b>Role of Information Technology in Effective Talent Management Systems</b> Talent management information system, creating business value through information technology, five steps to a talent management information strategy;	10	4	3,5	3

	Talent Management and Corporate Restructuring - Introduction, Corporate Reconstruction, Timing the Corporate Reconstruction, Business Process Re-engineering; Introduction to HR Analytics for TM Processes.				
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#### Reference Books:

1. Talent Management: Process of Developing and Integrating Skilled Workers – Ravinder Shukla Global India Publications, New Delhi, 2009
2. Chowdhary, Subir, The Talent Era, Financial Times, Prentice Hall International
3. A Conceptual Approach to Strategic Talent Management – Tapomoy Deb, Indus publishing, 2005
4. The Talent Management Handbook – Lance A. Berger & Dorothy R. Berger, Tata McGraw Hill
5. Performance Management – Herman Aguinis, Pearson Education, 2007

#### Course Title : Organization Change & Development

**Course Code:** B20BH5212

#### Course Description:

This course helps in understanding the basic theories and methods associated with organizational change and development in contemporary organizations. In this course, participants will be exposed to a number of organizational issues including, the need for change, why organizations change or fail to change, and how change helps organizations become more competitive and profitable. We explore and discuss the need and nature of planning for change, managing change, and measuring change in the context of many different situations, companies and industries. It enables to understand the change requirements, interventions needed and assessment of OD process.

#### Course Objectives:

1. To sensitize the students with the concepts of Organizational Change and Organizational Development
2. To acquaint the students with the various OD Interventions and OD models.
3. To familiarize the students to develop an understanding of the practices used by organizations to change and manage its development.
4. To understand the OD implementation and assessment process and tools

#### Course Outcomes:

Upon completion of the course, the student shall be able to:  
CO1: Understand the concepts and the need for organization change  
CO2: Analyze the importance of interventions and team work  
CO3: Understand the change process and its implementation.  
CO4: Bring about the change process in the teams as team lead

**Course Pre-requisites:** Basic knowledge of HR subject

**Pedagogy:** Flip classes, case studies, anecdotes, ICT

**LTP:** 2:1:0=3

**Course type:** SC

**Contact Hours:** 39 hours

Units	Detailed Syllabus	Contact hours	CO	PO
Unit-1	<b>Organizational development</b>	9		
	Organizational development: Definition, history of OD, Foundations and evolution of OD, values,		1	1,4

	assumptions and beliefs in OD; Models and Theories, Managing Change , empowerment, teams and team work, parallel learning structures. an overview of Organization Development in Global settings.				
Unit-2	<b>Organizational Interventions</b> OD Interventions: Team Interventions, Intergroup Interventions, third party peace making intervention, Theory and Practice on change: Types & nature of change. Change management- concept, objectives, types of organizational change, change management process, Models of Change – Kurt Lewin Model, Practical Applications.	10	2	3	2
Unit-3	<b>Managing Organizational Development</b> Managing OD Process: Action Research as a process and approach; Emotional Intelligence and employee productivity. Operational Components of OD: Resistance to change.Change – Challenges & Opportunities	10	3	3	2
Unit-4	<b>Implementation and Assessment of OD</b> Implementation conditions for failure and success in OD efforts: Assessment of OD and change in organizational performance: training experiences, T-groups and career planning, coaching and mentoring, Indian Experiences of OD in Public and Private Enterprises, Competencies and Ethics of OD Practitioner	10	4	3,8	3

**Reference Books:**

1. Cummings & Worley, “Organization Development & Change” , EIGHTH EDITION, Thomson –South-Western
2. Cummings, Thomas G. & Christopher G. Worley (C & W). **Organization Development and Change**. 9th ed., West Publishing Co.: Minneapolis/St. Paul, 2008.
3. Wendell L. French, Robert A. Zawacki, Cecil H. Bell, “Organization Development and Transformation: Managing Effective Change” (2004 Edition) Mc-graw Hill
4. Kavita Singh, “Organization Change and Development”, (1<sup>st</sup> Edition), Excel
5. Organization Development, Daniel Robey & Steven Actman, Macmillan.
6. Organization Development and Change, Cummins & Worley, Thomson, Cengage.
7. Organisation Development Interventions & Strategies, S. Ramnarayan, T.V Rao & Kuldeepsingh

**Course Title : Advertising**

**Course Code: B20BH5311**

**Course Description:**

This course covers a general overview of advertising and marketing communications, its role in business, advertising-marketing relationships, strategic planning, creative aspects, media choice and integration of all elements.

<b>Course Objectives:</b> 1.To familiarize the students with the basic concepts, tools and techniques of advertising used in marketing. 2.To create a deep understanding about media decisions and marketing communication 3.To enable the students learn about advertising message development 4.To equip the students with the skills of measuring advertising effectiveness and organizational arrangements.					
<b>Course Outcomes:</b> At the end of the course, student shall be able to- CO1: Explain the basic concepts, tools and techniques of advertising used in marketing. CO2: Develop a deep understanding about media decisions and marketing communication CO3: Learn and apply the knowledge about advertising message development CO4: Practically apply the skills of measuring advertising effectiveness and organizational arrangements.					
<b>Course Pre-requisites:</b> Advertising					
<b>Pedagogy:</b> ICT					
<b>LTP:</b> 2:1:0=3					
<b>Course type:</b> SC					
<b>Contact Hours:</b> 39					
Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	<b>Introduction:</b> Communication process-basic and elements; Marketing Communication-response hierarchy, models and alternatives; Advertising-meaning, nature and importance of advertising, types and objectives. Audience selection; Setting of advertising budget: determinants and major methods.	9	1	1	1
Unit-2	<b>Media Decisions:</b> Major media types - their merits and demerits; Advertising through internet and interactive media-Issues and considerations; Factors influencing media choice; media selection, media scheduling. Cases on media decisions	10	2	2,4	2
Unit-3	<b>Message Development:</b> Advertising creativity; Advertising appeals; Advertising copy and elements of print advertisement creativity; Tactics for print advertisement, Modern trends in advertising.	10	3	1,5	2
Unit-4	<b>Measuring Advertising Effectiveness and Organizational Arrangements:</b> Arguments for and against measuring effectiveness; Advertising testing process; Evaluating communication and sales effects; Pre- and Post-testing techniques. Organizational Arrangement: Advertising Agency: Role, types and selection of advertising agency; Reasons for evaluating advertising techniques. Social, ethical and legal aspects of	10	4	2,5	3

	advertising in India; Recent developments and Issues in advertisement.					
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**Reference Books:**

1. Advertising and Promotion, Belch and Belch:, 9/e, Tata McGraw Hill, 2017
2. Sharma, Kavita: Advertising: Planning and Decision Making, 1/eTaxmann Publication, 2011.
3. Mahajan, J.P., and Ramki: Advertising and Brand Management, Ane Books, New Delhi, 2016
4. Burnett, Wells, and Moriatty, Advertising: Principles and Practice, Pearson Education, 7e, 2006
5. Terence A. Shimp, Advertising and Promotion: An IMC Approach, 9/e, South Western, Cengage Learning, 2017

O'Guinn, Advertising and Promotion: An Integrated Brand Approach, 7/e Cengage Learning 2015

**Course Title: Consumer Behavior**

**Course Code:** B20BH5312

**Course Description:** The course outlines the ideas of consumer behavior involving concepts such as perception, motivation, attitude formation and change, personality, values, learning, and cultural aspects that influence the consumer behavior decision-making process.

**Course Objectives:**

- 1.To provide knowledge of basic concepts of Consumer Behavior to apply in market.
2. To understand the various Individual and group determinants of Consumer Behavior.
3. To gain knowledge about the consumer decision making process and theories involved in consumer decision process.
4. To understand the concept of Consumer satisfaction & consumerism.

**Course Outcomes:**

After the completion of the course, students will be able to:

CO1 Explain the concept and importance of consumer behavior in day to day functions.

CO2: Identify the factors influencing consumer buying process and its application.

CO3: Determine the factors influencing consumer behavior

CO4: Discuss the concept of consumerism in today's competitive world.

**Course Pre-requisites:** Basics of Marketing

**Pedagogy:** Lecture with ICT tool, guest lectures, seminars, case studies, presentations, discussions

**LTP:** 2:1:0=3

**Course type:** SC

**Contact Hours:**39 hrs.

Units	Detailed Syllabus	Contact hours	CO	PO	PS
Unit-1	INTRODUCTION TO CONSUMER BEHAVIOUR	9	1	1,2	1

	Introduction to Consumer Behavior: Difference between consumer and customer, Meaning, need to study Consumer Behavior, buyers perspective - Applications of consumer behavior knowledge - current trends in Consumer Behavior, Internal and external factors affecting CB					
Unit-2	<b>INDIVIDUAL AND ENVIRONMENTAL DETERMINANTS</b> Consumer needs & motivation - personality and self-concept - consumer perception - learning & memory - nature of consumer attitudes - consumer attitude formation and change. Family influences - Influence of culture - subculture & cross-cultural influences - group dynamics and consumer reference groups - social class & consumer behavior.	10	2	1,3	2	
Unit-3	<b>CONSUMER'S DECISION-MAKING PROCESS</b> Problem recognition - Search & Evaluation - Purchase processes - Post-purchase behavior - personal influence & opinion leadership process - Diffusion of innovations - Models of Consumer Behavior - Researching Consumer behavior - Consumer research process. Factors influencing the buying decisions.	10	3	2,3	2	
Unit-4	<b>CONSUMER SATISFACTION &amp; CONSUMERISM and Consumer Protection Act</b> Concept of Consumer Satisfaction - Working towards enhancing consumer satisfaction - sources of consumer dissatisfaction - dealing with consumer complaint. Concept of consumerism - consumerism in India - The Indian consumer - Reasons for growth of consumerism in India. Consumer Protection Act Cases in Indian Context on Consumer behaviour.	10	4	3	3	

**Reference Books:**

1. Leon. G. Schiffman & LeslveLazerKanuk; Consumer behaviour; 7th Edition; PHI, New Delhi, 2010.
2. Suja. R. Nair, Consumer behaviour in Indian perspective, First Edition, Himalaya Publishing House, Mumbai, 2009.
3. Batra/Kazmi; Consumer Behaviour. 2/e, Excel Books, 2008
4. David. L. Loudon & Albert J. Bitta; Consumer Behaviour; 5th Edition, Mcgraw Hill, Inc; New Delhi, 2008.
5. Assael Henry; Consumer behaviour and marketing action; Asian Books(P) Ltd, Thomson learning, 6th Edition; 2001.
6. S.A.Chunawalla : Commentary on Consumer Behaviour, 2/e, HPH.
7. Jay D. Lindquist & M. Joseph Sirgy, Shopper, Buyer and Consumer Behaviour, 2003.
8. Blackwell; Consumer Behaviour, 2nd Edition.



<b>Course Title : International Marketing</b>					
<b>Course Code:</b> B20BH5411					
<b>Course Description:</b> This course is designed to provide students with the latest understanding of global issues, disciplines, competitions and the necessary skills in making strategic decisions based on a global perspective. The global market opportunities and the ways to develop global marketing strategies.					
<b>Course Objectives:</b> 1.To familiarize the student about the international environment and international marketing policies 2.To enable the students to learn about international marketing skills. 3.To develop in-depth knowledge about international marketing strategies. 4.To equip students with necessary skills to deal in international market with in depth understanding of pricing strategy.					
<b>Course Outcomes:</b> <b>At the end of the course, student shall be able to-</b> CO1: Discuss about the international environment and international marketing policies CO2: Explain about international marketing channels, strategies and international policies. CO3: Express knowledge about international marketing strategies. CO4: Apply skills to deal in international market with in-depth understanding of pricing strategy.					
<b>Course Pre-requisites:</b> International Marketing					
<b>Pedagogy:</b> ICT					
<b>LTP:</b> 2:1:0=3					
<b>Course type:</b> SC					
<b>Contact Hours:</b> 39					
Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	<b>Introduction: Concept of International Marketing-</b> Introduction, scope, Objectives of International Marketing, Challenges and Opportunities in International Marketing, Importance of international marketing strategies and policies, Underlying forces of International Marketing Channels, Reason of entry in International Marketing.	9	1	1,4	1
Unit-2	<b>International Policy:</b> International Policy: Recent Import Export Policies and Procedures, Facilities and Incentives relating to Export Business, International marketing regulations in India and SAARC countries. Procedural Aspect: Export Documentation, Preparing Export Document Shipping and Customer Clearance of goods. Processing/Manufacturing goods for Export and their inspection by Government Authorities Compulsory Quality Control and Pre-shipment Inspections, Excise Clearance, Insuring goods against marine risk, Marine Insurance, Submitting	10	2	1,3	2

	documents to Bank for purchase/Collection/Negotiation under L/C. Export Credit Limit.					
Unit-3	<b>International Marketing Strategy:</b> International Marketing Strategy: Rules for successful exporting. International Market Segment Preliminaries for starting Export Business. Registration of Exporters. Sending/Exporting Samples. Appointing Overseas Agents obtaining a License (Export License).	10	3		4,6	2
Unit-4	<b>Pricing and Finance Strategy for International Marketing:</b> Pricing and Finance Strategy: International Pricing Decisions and factors influencing these decisions. Uniform pricing Vs. Market by market pricing. Arranging Finance for Exports: Financial and fiscal incentives provided by the Government and Foreign exchange facilities by the R.B.I. and EXIM Bank. Institutional support from Government, Semi Government and Autonomous Organizations for Exporters Obtaining export credit Insurance. Exchange rates, Understanding foreign exchange rates and protection against their adverse movement. Labeling, Packaging, Packing and Marketing Goods for Orientation to GATT and functions of W.T.O.	10	4		4,5	3

**Reference Books:**

1. Bhattacharya, Winning The World Marketing
2. B.M. Wahi and A.B.Kalkundribar, International Trade and Export Management
3. Varshney and Bhattacharya , International Marketing Management
4. S.ShivaRamu , International Marketing Export Marketing
5. S.S. Rathor, J.S.Rathor , International Marketing
6. Douglas & Craig, Global Marketing Strategy
7. Michael Vaz, Export Marketing
8. Francis Cherunilam, Export Marketing
9. Export Marketing – B. Bhattacharya

**Course Title: Global Operations and Logistics**

**Course Code: B20BH5412**

**Course Description:** In this course, we discuss operations function in global context. Operations function is one of the three primary functions of any organization, along with marketing and finance.

**Course Objective :**

- 1.The course will present concepts, tools, and strategies used to design and manage operations in global contexts and also Global Logistics will familiarize students with the role of International Logistics in the context of Supply Chain.
- 2.Students will learn how Logistics impact in other areas of International Supply Chain Management, Methods of Entry into Foreign Markets, Info terms, International

Commercial Documents and International Insurance.

3. Additional areas covered in Global Logistics may include International Modes of Transportation, Packaging, and Security.

**Course Outcomes:**

1. The intent is to give the insights of ideas and techniques an opportunity to students, related to the design, planning, control and improvement of operations
2. To become familiar with the language of international operations and supply chain management;
3. To strengthen critical thinking and visualize the role of operations in inventory and warehousing
4. To enhance operations capabilities that enable the firm to achieve sustaining competitive advantage vis-à-vis its global competitors.

**Course Pre-requisites: Familiarity of Operations Management**

**Pedagogy: ICT, flipped classes**

**LTP: 2:1:0**

**Course type: SC**

**Contact Hours: 39**

Units	Detailed Syllabus	Contact hours	CO	PO	P
Unit-1	<b>Introduction to Global Operations and Logistics:</b> Meaning of Global Operations, Global Operations Management, Globalization and International Trade, Global Operations Strategy, Global Logistics: Meaning, Global logistics Management, and Global Sourcing and Procurement, Supply Chain Strategies	9	1	1,4	1
Unit-2	<b>Global Logistics and Supply Chain:</b> Role of global logistics Transportation Service providers, Reverse logistics Connecting to compete – Trade Logistics in the Global Economy, Transportation in Supply Chain, Measuring and Managing Logistics, Supply Chain Vulnerability, Risk, Robustness and Resilience, Sustainability Logistics and Supply Chain	10	2	3,4	1
Unit-3	<b>Inventory and Warehouse Management:</b> Inventory Management, Warehouse Management and Material Handling, Global Operations: Make or buy decisions Centralized and decentralized operations, Role of Operations, Offshoring and reshoring, Information Flows and Technology	10	3	2,4	2
Unit-4	<b>Emergent Markets and Global Competitiveness:</b> Infrastructure and Country Competitiveness, The global competitiveness, Competitive priorities Legal Considerations and Contracts, Global Value Chains, The emerging supply chain strategies, Sustainability issues in Global Operations Management, Risk and Safety	10	4	4,5	3

	in Global Operations					
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### Reference Books:

1. Mangam, Lalwani, Butcher, & Javadpou, global Logistics and Supply Chain Management ,2nd Edition, John Wiley & Sons, 2nd Edition, 2011
2. HULT, T.; CLOSS, D.; FRAYER, D. Global Supply Chain Management Leveraging processes, measurements and tools for strategic corporate advantage. McGraw Hill. 2013.
3. DAVID, Pierre., International logistics – the management of international trade operations. 4 th Edition, Ciccero Books, 2013.
4. DORNIER, Phillipe-Pierre, Ernst, R., Fender, M., Kouvelis P. Global Operations and Logistics Text and cases. 1st. ed., 1998

## SIXTH SEMESTER

<b>Course Title : Goods and Service Tax (GST)</b>					
<b>Course Code:</b> B20BH6010					
<b>Course Description:</b> This course is designed for Under – graduate students to learn Indirect taxes. This course is equipped with the latest changes made by the government in the provisions of indirect taxes. After completion of this course students can further enhance the skills by adding other similar kind of certification course.					
<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. To provide an in-depth knowledge on various provision of GST</li> <li>2. To understand the provisions of levy and collection of tax</li> <li>3. To learn the provisions of Input tax credit , assessment and returns.</li> </ol>					
<b>Course Outcomes:</b> CO1: learn the various provision of GST and their business implication CO2: learn the procedure , levy and collection of tax CO3: acquaint the knowledge about GST framework CO4: compute the Input Tax Credit and assessment of returns.					
<b>Course Pre-requisites:</b> The students should have studied the first part of taxation in previous semester.					
<b>Pedagogy:</b> ICT , Chalkboard					
<b>LTP:</b> 3:0:1=4					
<b>Course type:</b> Hard core					
<b>Contact Hours:</b> 52 hrs.					
Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	Fundamentals of GST ACT 2017  Introduction, Overview of GST- Key concepts of GST Act-Features of GST- Need for GST in India-Pros & Cons of GST implementation in India-Objectives- taxes subsumed in GST- Dual GST Model- Structure of GST (SGST,CGST,IGST, UTGST)- Powers and Functions. GST ACT 2017: Overview of GST Act 2017- Salient features of	12	1	1,3	1

	CGST Act, SGST Act (Karnataka State), IGST Act. Important Definitions under GST Act- Actionable claim, Address of Delivery, Aggregate Turnover, Agriculturist, Associated enterprises, Business, GST Council, Credit note and Debit note, Deemed Exports, Draw-back, Electronic Credit Ledger, Exempt supplies, Input, Input service, ISD, Input tax, Input Tax Credit, Job work, Intra-state supply of goods, Reverse charge, Invoice, Composition scheme, Person, Turnover in state.				
Unit-2	<b>Levy and collection of tax</b> Introduction-Supply: meaning and Scope of Supply, types of supply, treatment of mixed & composite Supply, Liability of tax payable person, Rate and value of tax, transactions without considerations, List of transactions for supply of goods & services and list of transactions for non supply of goods & services- Reverse charge Mechanism. (problems on types of supply)	14	2	2,3	2
Unit-3	<b>Time of supply, GST network and technology</b> Introduction- time of supply-forward charge, Reverse charge, residuary, special charges Time of supply of service- forward charge, reverse charge, Vouchers, Residuary, Special charges. Problems on determination of time of supply. GST NETWORK: Structure, Vision and Mission, Powers and Functions, Goods & Service Tax Suvidha Providers (GSP): Concepts, Framework and Guidelines and architecture to integrate with GST system- GSP Eco system.	12	3	2,5	3
Unit-4	<b>Input Tax and Credit, Assessment and Returns</b> Input Tax : Meaning, conditions for taking credit, ineligible input tax credit, availability of credit in special circumstances, Input tax credit and change in constitution of registered person, Taking input tax credit in respect of inputs and capital goods sent for job work, Manner of Distribution of Credit by Input Service Distributor (ISD). Overview of Assessment, returns- Types- Furnishing details of outward supplies and Inward supplies, Claim on ITC, Matching reversal and reclaim of ITC, Steps for Filing forms, Levy of late fee. Problems on Assessment of tax and tax liability.	14	4	3,6	3

**Reference Books:**

1. GST Law and Analysis with Conceptual Procedures, Bimal Jain and Isha Bansal

(Set of 4 Volumes)

2. Goods and Services Tax, H.C. Meharotra and V.P. Agarwal, Sahitya Bhavan Publications, 4<sup>th</sup> Edition.
3. Goods and Services Tax, Usha Devi and Poddar, Vision Book House, 2017.

<b>Course Title: Operation Research for Managerial Decisions</b>					
<b>Course Code: B20BH6020</b>					
<b>Course Description:</b> This course will introduce students to the quantitative methods and OR techniques that are necessary for day-to-day business needs. The use of OR models by individuals and organizations enhances decision making. Businesses and governments can use the techniques and gain insights to enhance optimization techniques, replacement techniques, decision making etc. and more over in overall planning, to make better decisions					
<b>Course Objectives :</b> The objective of this course is to enable students to: <ol style="list-style-type: none"> <li>1. Understand the techniques of operations research in Management</li> <li>2. Possess basic skills and knowledge of operations research and its application in Management</li> <li>3. Understand the basic tools of Operations research in solving the management problems using mathematical approach for decision making.</li> <li>4. Know the formal quantitative approaches to problem solving and an intuition about the situations where these approaches are appropriate</li> </ol> <b>Course Outcomes:</b> On successful completion of this course students shall be able to: CO1: Apply tools of operations research in Management CO2: Use Linear Programming Method and its applications in Transportation and assignment CO3: Use of strategies to be applied in the organizations with the understanding of game theory concepts. CO4: Use of network theory in project management					
<b>Course Pre-requisites:</b> Knowledge of Intermediate Mathematics, Familiarity of Operations Management					
<b>Pedagogy: ICT</b>					
<b>LTP: 3:1:0</b>					
<b>Course type: HC</b>					
<b>Contact Hours: 52</b>					
Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	<b>Introduction to Operations Research:</b> Origin & Development of Operation Research, Definition and Meaning of Operation Research, Different Phases of Operation Research Study, Scope and Limitations of Operation Research, Mathematical Modeling of Real Life Problems. Models of OR, Linear Programming: Introduction to Linear Programming Problem (LPP), LPP Formulation, solution by Graphical Method. Standard forms of the Simplex method for maximization and minimization problems.	13	1	2,5	1

Unit-2	<b>Transportation and Assignment problems,</b> Introduction, Initial basic feasible solution, NWC method, Least cost method, Vogel's method, MODI ,moving towards optimality solution, procedure without degeneracy, degeneracy situation, Assignment problem, Algorithm Hungarian method, Variations in Assignment Problem, Travelling Salesman Problem, Transshipment Problem.	13	2	2,6	2
Unit-3	<b>Decision and Game Theory:</b> Decision making without and with experimentation. Decision Trees. Utility theory. Decision under risk: expected value, expected value - variance, aspiration - level, and most likely future criteria. Decision under uncertainty: Laplace and Minimax, Maxmin criteria. Concepts of Game problem. Two- person zero-sum game. Pure and Mixed strategies. Saddle point and its existence. Fundamental Theorem of Rectangular games. Concept of Dominance. Dominance and Graphical method of solving Rectangular games. Relationship between rectangular game and Linear Programming Problem. Solving rectangular game by Simplex method.	13	3	5,6	3
Unit-4	<b>Project Management and Simulation:.</b> P.E.R.T. & C.P.M, Drawing networks – identifying critical path – probability of completing the project within given time- floats calculations, project crashing – optimum cost and optimum duration. Simulation: Introduction, Monte-Carlo Simulation, Applications of Simulation, Inventory Problems, Budgetary Problems, Replacement Problems	13	4	5,6	3

**Reference Books:**

1. Hamdy A. Taha: Operations Research-An Introduction, Prentice Hall, 9th Edition, 2010
2. F.S. Hillier. G.J. Lieberman: Introduction to Operations Research- Concepts and Cases, 9th Edition, Tata Mc-Graw Hill, 2010.

**Course Title: MARKETING METRICS**

**Course Code:** B20BH6030

**Course Description:** This course will focus on the strategic value of marketing initiatives and provide students with the theoretical frame works for marketing analytics, marketing mix management and optimization and return on marketing investment models

**Course Objectives:**

To provide insights into accurately measuring marketing performance and Return on Investment

**Course Outcomes:**

CO1: Understand the concept of marketing metrics and Share of Hearts.

CO2: Know the Product and its portfolio management

CO3: Determine the methods of pricing strategy

CO4: Impart the concept of Advertising and Web Metrics

**Course Pre-requisites: Modern Marketing****Pedagogy: ICT & FLIPPED CLASSROOM****LTP:2:1:0****Course type: SC****Contact Hours:39**

UNITS	SYLLABUS	CH	CO	PO	PSO
<b>UNIT-1</b>	<b>Introduction, Share of Hearts</b> Introduction: What is a metric? Why do you need metrics? Marketing Metrics: Opportunities, Performance and Accountability. Share of Hearts, Minds, and Markets: Customer perceptions, market share, and competitive analysis.	<b>10</b>	<b>1</b>	1	1
<b>UNIT-2</b>	<b>Margins and Profits, Product and Portfolio Management</b> Margins and Profits: Revenues, cost structures, and profitability. Product and Portfolio Management: The metrics behind product strategy, including measures of trial, growth, cannibalization, and brand equity.	<b>10</b>	<b>2</b>	2,3	2
<b>UNIT-3</b>	<b>Sales Force and Channel Management, Pricing Strategy</b> Sales Force and Channel Management: Sales force organization, performance, and compensation. Distribution coverage and logistics. Pricing Strategy: Price sensitivity and optimization, with an eye toward setting prices to maximize profits.	<b>10</b>	<b>3</b>	5	2
<b>UNIT-4</b>	<b>Promotion, Advertising Media and Web Metrics</b> Promotion: Temporary price promotions, coupons, rebates, and trade allowances. Advertising Media and Web Metrics: The central measures of advertising coverage and effectiveness, including reach, frequency, rating points, and impressions. Models for consumer response to advertising. Specialized metrics for Web-based campaigns. Marketing and Finance: Financial evaluation of marketing programs.	<b>9</b>	<b>4</b>	6	3

**REFERENCE BOOKS**

1. Bendle, N.T., Farris, P.W., Pfeifer, P.E. and Reibstein, D.J.,. Marketing metrics: The manager's guide to measuring marketing performance. Pearson Education, Incorporated.
2. George E Belch, Michael A Belch, Keyoor Purani, Advertising and Promotion
3. Integrated Marketing Communications Perspective (SIE), McGraw Hill Education.
4. S. Wats Dunn, and Arnold M. Barban. Advertising: Its Role in Marketing. Dryden Press

**Course Title : New Venture Creation****Course Code: B20BH6040**



**Course Description:** This soft core course familiarizes the learners with aspects related to new venture planning and creating a new enterprise. It provides contents to the students to make them aware of the crucial aspects of industry and markets. The topics like creating formidable value proposition, identifying and mobilizing human capital for new business is discussed in this course. It familiarizes students with financial resources mobilization, allocation and managing in the process of new venture creation.

**Course Objectives:**

1. To familiarize the learners with aspects related to new venture planning.
2. To analyse the industry competitiveness for the new venture creation.
3. To create a formidable value proposition, identifying and mobilizing human capital and financial resources needed for new business.

**Course Outcomes:**

**At the completion of the course the student shall be able to:**

CO1: Identify lucrative business opportunities after analysing the industry competitiveness adopting specific models.

CO2: Create the value proposition and branding for the new venture.

CO3: Appreciate and apply the methods and strategies for effective human resources management in the new venture.

CO4: Identify and allocate financial resources in a new venture effectively.

**Course Pre-requisites:** Basic knowledge of business organisation and process of entrepreneurship.

**Pedagogy:** ICT, Discussions, Flip classrooms, case studies, business games, collaborative methods.

**LTP:** 3:0:1=4

**Course type:** SC

**Contact Hours:** 39 Hours

Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	<p><b>Introduction to New ventures:</b></p> <p>Opportunity identification, The search for new ideas, Source of innovative ideas, Techniques for generating ideas, Entrepreneurial imagination and creativity thinking.</p> <p>Methods to Initiate Ventures: The pathways to New Ventures for Entrepreneurs, Creating New Ventures, Acquiring an established Venture: Advantages of acquiring an ongoing Venture, Examination of key issues, Franchising: How a Franchise works. Franchise Law. Evaluating the franchising opportunities.</p> <p>Getting Sensitized with industry and market: Defining the market and industry; concentration and geographic spread: Estimating market size; SWOT analysis- Screening and selecting appropriate option.</p>	9	1	1,3	1
Unit-2	<p><b>Developing value proposition for the new venture:</b></p>	10	2	2,3	2

	Value proposition and branding: Identifying target customers-Defining value proposition-Differentiation through branding Sustainable entrepreneurship, Developing Mission statement. IPR- Patents, copyrights, trademarks, Legal acts governing businesses in India. Identifying Form of Organisation: Sole Proprietorship, Partnership, Limited Liability Partnership and Company, Highlights of Companies Act.				
Unit-3	<b>Managing and leading people:</b> Attracting the right people- Team building; Organizational structure, design and control; Shaping Culture- Leadership and management - Entrepreneurial leadership	10	3	3,4	2
Unit-4	<b>Financial Resources and marketing strategies for new venture:</b>  Studying and comparing different sources (e.g. banks, venture capital, angel investors, private equity, crowd-funding, etc.) of finance; Selecting the right source of finance. Preparing and using financial forecasts: Forecast sales turnover, income statement and costs - Forecast breakeven point SMART Performance metrics ; Valuing the business.  Developing a Marketing Plan: Customer Analysis, sales Analysis and Competition Analysis, Market Research, Sales Forecasting, evaluation, Pricing Decision. Business Plan Preparation for New Venture: Business Plan: Concept, Pitfalls to avoid in Business Plan, Benefits of a Business Plan.	10	4	5,6	3

#### Reference Books:

1. Bruce R. Barringer, R. Duane Ireland. (2019). Entrepreneurship: Successfully Launching New Ventures Pearson, Latest edition.
2. Tom Rath. Strengths Finders 2.0, Gallup Hisrich, Peters, & Shepherd, 2017.
3. Irwin , Entrepreneurship, McGraw Hill, 10th Edition, Boston, MA: (ISBN 978-0-07-811284-3)
4. Spinelli, & Adams. 2016. New Venture Creation: Entrepreneurship for the 21st Century. 10th Edition, Boston, MA: Irwin McGraw-Hill.
5. Timmons, Zacharakis, & Spinelli, 2004. Business Plans that Work: A Guide for Small Business, New York, NY: McGraw-Hill.
6. David H. Holt Entrepreneurship: New Venture Creation Pearson, Latest edition

**Course Title : Supply Chain Management**

**Course Code: B20BH6050**

**Course Description:** This course will help understand the various supply chain processes and requirements. In addition to above, will enable students to understand related concepts such as ICT linking the supply chain; integrating supply chain strategy to corporate strategy; supply chain mapping; developing and implementing partnerships in the supply chain; and, implementing supply chain management.

**Course Objectives:**

1. To describe the various streams of the supply chain
2. To describe the drivers of the supply chain
3. To describe the concepts employed in the supply chain
4. To explain about the strategies employed in the supply chain

**Course Outcomes:**

CO1: Able to Understand the strategic role of Logistics and Supply chain Management in the cost reduction and offering improved service to the customers

CO2: Combining the traditional physical distribution activity with modern Information Technology to have sustainable competitive advantage to the organization Globally.

CO3: Able to Understand the strategic role of Logistics and Supply chain Management in the cost reduction and offering improved service to the customers.

CO4: It enables to identify the various challenges of SCM.

**Course Pre-requisites:**

**Pedagogy:** (could be any one for each Unit. Where ICT is used, the ppt has to be attached as hyperlink, links to Videos, You tube, Digital resource is to be specified)

Direct method - Used

ICT and Digital support - Used

Collaborative and Cooperative learning - Done

Differentiated Instruction – Used

Flipped Classroom

**LTP: : 2:1:0**

**Course type:** SC

**Contact Hours:**39

Units	Detailed Syllabus	Contact hours	CO	PO	PSO
Unit-1	<b>CONCEPTS OF SUPPLY CHAIN:</b> Service and manufacturing supply chain dynamics - Evolution of supply chain management - Multiple views and flows - Service supply chains -Manufacturing supply chains - Measures of supply chain performance - Bullwhip effect	10	1	1,2	1
Unit-2	<b>SUPPLY CHAIN PROCESSES AND STRATEGIES:</b> Integrated supply chains design - Customer relationship process - Order fulfillment process - Supplier relationship process - Supply chain strategies - Strategic focus - Mass customization - Lean supply chains - Outsourcing and off shoring - Virtual supply chains	10	2	2,3	2
Unit-3	<b>SUPPLY CHAIN PERFORMANCE DRIVERS:</b> Drivers of supply chain performance - Logistics drivers	11	3		3

	(Location, inventory and transportation) - Cross functional drivers (Pricing, information and sourcing) – Forecasting introduction - Framework for a forecast system - Choosing right forecasting technique - Judgment methods (Composite Forecasts, Surveys, Delphi Method, Scenario Building, Technology Forecasting, Forecast by Analogy) - Causal methods (Regression Analysis -Linear & Non-Linear Regression, Econometrics) - Time series analysis (Autoregressive Moving Average (ARMA), Exponential Smoothing, Extrapolation, Linear Prediction, Trend Estimation, Growth Curve, Box-Jenkins Approach) – CPFR			2,5	
Unit-4	<b>INFORMATION TECHNOLOGY :</b> IT and customer value- Information Technology for SCM-Goals of IT for SCM-Standardization-IT infrastructure-SCM system components-Integrating IT for SCM-decision Support Systems for SCM International Issues in Supply Chain Management-Introduction global SCM-Risks and advantages of international supply chains-Issues in international supply chain management-Regional differences in Logistics	8	4	4,5	3

#### Reference Books:

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

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