



**Indira Gandhi Delhi Technical University For Women**

**(Established by Govt. of Delhi vide Act 09 of 2012)**

**Kashmere Gate, Delhi-110006**

**ISO 9001:2015 Certified University**



वसुधैव कुटुम्बकम्  
ONE EARTH • ONE FAMILY • ONE FUTURE

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**FOUR YEAR BBA (HONOURS) AND BBA (HONOURS WITH RESEARCH) PROGRAM WITH MULTIPLE ENTRY-EXIT**

**Department of Management**

**VISION**

To be recognized as a centre of excellence in management education globally by imparting a cross-functional values-based management education driven by high impact research to develop future women leaders and entrepreneurs who can manage competitive business organization effectively.

**MISSION**

To provide high-quality and values-based management education to nurture business leaders with global outlook.

To conduct cutting edge research to contribute to the body of knowledge in management

To offer innovative management solutions to society and industry by integrating technology and management for a sustainable development.

**OBJECTIVES**

1. To offer management education based on principles and ethical and human values, directed towards the changing needs of the professionals, society, industry and Nation.
2. To provide a learning environment to the generations to meet the challenges of changing environment and encouraging continuous innovation and learning.
3. To equip the young minds with skill-based practical business management knowledge and analytical skills and develop entrepreneurial capabilities to facilitate in emerging as Business Leaders.

**Program Outcome (s):**

1. Understand the complexities and intricacies of business problems in the various managerial and entrepreneurial roles.
2. Demonstrate professionalism, team work, leadership, effective communication, creative thinking, lateral thinking, and entrepreneurial, analytical and decision-making skills.
3. Apply the fundamentals of research, analytics and use the advanced domain knowledge for the solution of intricate and complex managerial issues.
4. Identify, formulate and analyses intricate managerial problems and use research-based knowledge and research tools to synthesize the information to provide valid solutions and conclusions.

5. Familiarize with the changing industry dynamics with constant industry interactions.
6. Understand the environmental, societal and ethical impact of the managerial and entrepreneurial practices and demonstrate the skills to create sustainable business models and development.
7. Recognize the need for resilience, agility and sustainability in the dynamic business environment.

#### **PROGRAMME SPECIFIC OUTCOMES (PSOs)- BBA (Honours) and BBA (Honours) with Research**

PSO1 Acquiring Conceptual Clarity of Various Functional Areas with ability to analyze various functional issues affecting the organization and demonstrating ability to evolve strategies for organizational benefits

PSO2 Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts, work in Groups, understanding social cues and contexts in social interaction and develop ethical Practices and Imbibe Values for Better Corporate Governance.

PSO3 Understand ethical challenges and choices in a business setting, sustainability related concerns in varied areas

#### **Programme Educational Objectives (PEOs):**

1. After completing the BBA Program the students will have command over the area of their respective specializations applied in industry.
2. After completing the BBA Program, the students will be able to understand the complexities of the dynamic business environment.
3. After completing the BBA Program, the individuals will be able to apply their technical competencies for providing the solution to managerial problems and business growth.
4. After completing the BBA Program, the students will be able to understand, evaluate and interpret business problems and will be able to make appropriate decisions.
5. After completing the BBA Program, the students will gain the research aptitude in the chosen field of specialization and align with the research trends in academia and the industry.
6. After completing the BBA Program, the students shall understand the impact of their managerial practices on society and environment.

The New Education Policy 2020 focuses on skill development among students to prepare them to develop academic and industry-oriented skills in order to gain knowledge of business practices and be absorbed in the industry. This Four-Year BBA Honours/ BBA Honours with Research program will provide the students with flexibility to complete the courses at their own pace with the option of multiple entry and exit at various levels from the Academic Year 2022-23. This will remove the rigid boundaries and provide new avenues to choose and learn. This shall aim to provide opportunities to experience the full range of holistic and multidisciplinary education as per the student's preference. The students shall be able to analyse the world marketplace, create an awareness of business issues and management practices.

**Course Name: Bachelor's in Business Administration**

**Bachelor's in Business Administration (Honours) and**

**Bachelor's in Business Administration (Honours with Research)**

**Course Level/Duration/System:** Undergraduate /Four years/8 Semesters with multiple entry and exit.

The following option will be made available to the students joining BBA Research Program:

- a. **One year: Under Graduate Certificate in Business Administration**
- b. **Two years: Under Graduate Diploma in Business Administration**
- c. **Three years: Bachelor's in Business Administration (BBA)**
- d. **Four years: Bachelor's in Business Administration Honours: BBA (Honours) and  
Bachelor's in Business Administration Honours with Research: BBA (Honours with Research)**

**Minimum eligibility criteria for opting the course in the fourth year will be as follows:**

**BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.

**For BBA (Honours):** BBA Degree

The students who are eligible for BBA (Honours with Research) shall have choice to pursue either BBA (Honours) or BBA (Honours with Research).

### **Structure of BBA Program**

The BBA courses are divided into four distinct areas, namely:

- **Departmental Core Courses (DCC)**
- **Allied Management Course (AMC)**
- **Departmental Elective Courses (DEC)**
- **Generic Open Elective Courses (GEC)**

#### **A) Nomenclature**

**Departmental Core Courses (DCC):** These are department specific compulsory courses to be studied by the student as a core requirement for the BBA degree. These courses also include "Summer Project Report and Viva Voice" and "Major Project Report and Viva Voice".

### Allied Management Course (AMC)

These compulsory courses are **allied/ vocational/ value added/ skill oriented/ ability enhancement**. The purpose of these courses is to develop various skills required in management and business environment such as computer applications, mathematical, statistical, ICT knowledge, technical report writing, and business communication skills.

### Departmental Elective Courses (DEC)

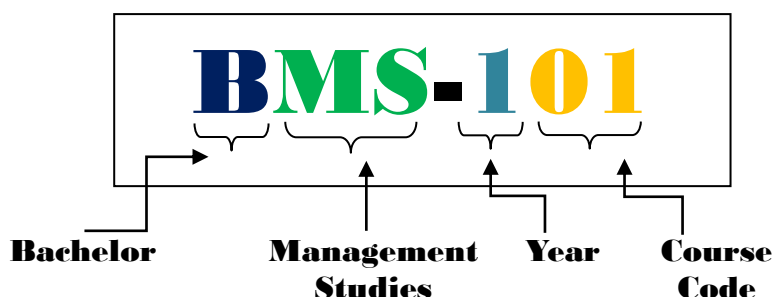
These courses are specific or advanced or supportive to the discipline/subject/specialization of study or which provides an extended scope. Management Department would offer a wide range of elective courses pertaining to the concerned BBA degree.

### Generic Open Elective Courses (GEC):

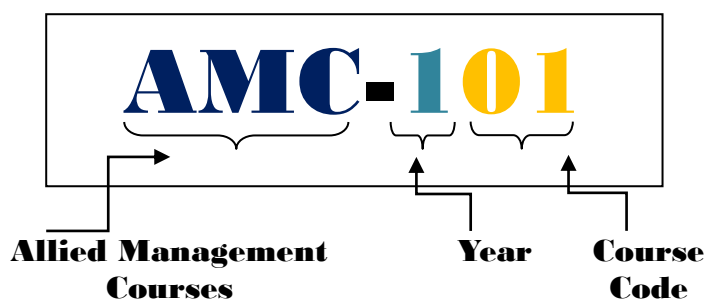
- GEC are value-based courses that are aimed at man-making education. GEC courses can be completed in-house (GEC courses offered by IGDTUW) or from any other university in online/offline mode or through MOOC (NPTEL, SWAYAM etc).
- Variety of these courses may include Creative Art Courses like Dance, Yoga, Music etc; Social Welfare Courses like NCC, NSS, Unnat Bharat, Swachh Bharat, Education Mentoring, Fire Fighting etc; and Women Empowerment Courses like Women Safety, Self Defence, Gender Sensitization etc.
- Student may also opt for subjects from Entrepreneurship category where she can enhance/groom her skills to pursue her career as successful entrepreneur. She will be evaluated based on her business plan, innovation involved in the idea, development and execution for the same. Student must be able to prove her sincere efforts in implementing her business idea and bringing it to the next level.
- If the student opts for a GEC course outside IGDTUW in offline/online mode, all the expenses including registration and certification fee shall be borne by the student. The duration of GEC course shall be minimum 6 weeks.

### B) Course Coding

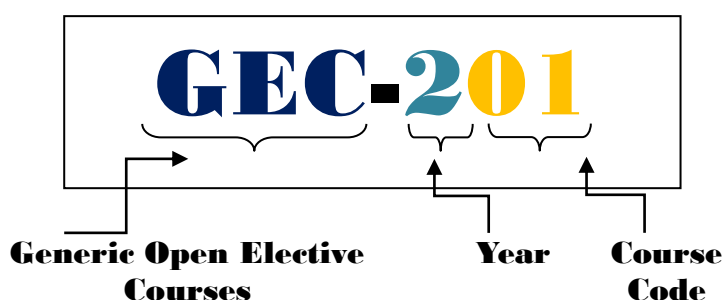
BBA courses offered by management department (Courses under DCC and DEC categories) would be identified by a course code designated by a six-letter long string of alpha-numeric characters, first three letters by characters and last three letters by numbers. The first letter of character string indicates the level (“**B**” for bachelors level courses and “**M**” for Masters level courses), next two letters of the string indicating the code of the Academic Department offering the course (“**MS**” for “Department of Management” under the “Faculty of Business Studies”). The last three letters are numbers designating the particular course number. The first number of last three digits indicates the level (year) at which the course is being offered. The last two numbers denote the serial number of the course, which is an odd number if course is offered in the Odd Semester and an even number if course is offered in the Even Semester. For example, the course, “Principles of Management”, offered in first semester of BBA by “Department of Management” would be numbered as **BMS-101**.



Allied Management Courses of (Courses under AMC category) would also be identified by a six-letter long string of alpha-numeric characters but the first three letters in this case are “AMC” acronym of “Allied Management Courses”.



Generic Open Electives (Courses under GEC category) would also be identified by a six-letter long string of alpha-numeric characters but the first three letters in this case are “GEC” taken from “Generic Open Elective Courses”.



### Teaching Engagements and Definition of Credits

Every course maintains a teaching schedule for which weekly contact hours are decided for delivering lectures (L), engaging tutorials (T) and/or performing practical (P) to make learning a course more effective. In the syllabi, the information regarding number of course credits and contact hours per week is denoted as: Credits (L – T – P); 4 (3-1-0) or 4 (3-0-2) or 1(0-0-2) etc.

1 hour of theory session = 1 credit; 1 hour of tutorial session = 1 credit; 2 hour of lab session = 1 credit

### C) SEMESTER WISE CREDIT DISTRIBUTION OF PROPOSED BBA, BBA (HONOURS) AND

#### BBA (HONOURS WITH RESEARCH) PROGRAM:

BBA	DCC	DEC	AMC	GEC	Total Credits
Semester-1	10	-	12	-	22
Semester-2	16	-	06	-	22
Semester-3	10	-	10	02	22
Semester-4	10	-	10	02	22
Semester-5	06	12	04	-	22
Semester-6	08	12	-	-	20
Total	60	24	42	04	130

<b>BBA (Honours)</b>					
Semester-7 (Honours)	10	08	--	02	20
Semester-8 (Honours)	12	08	--	--	20
<b>Total</b>	<b>82</b>	<b>40</b>	<b>42</b>	<b>06</b>	<b>170</b>
<b>BBA (Honours with Research)</b>					
Semester-7 (Honours with Research)	18	--	--	02	20
Semester-8 (Honours with Research)	20	--	--	--	20
<b>Total Credits</b>	<b>98</b>	<b>24</b>	<b>42</b>	<b>06</b>	<b>170</b>
<b>Category- wise distribution</b>					
<b>3 Years BBA Program</b>	<b>DCC + DEC = 84</b>		<b>AMC + GEC = 46</b>		<b>Total Credits = 130</b>
<b>4 Years BBA (Honours) and BBA (Honours with Research)</b>	<b>DCC + DEC = 112</b>		<b>AMC + GEC = 48</b>		<b>Total Credits = 170</b>

#### **DISTRIBUTION OF AMC COURSES: 42 CREDITS**

<b>Category</b>	<b>Credits</b>	<b>Category</b>	<b>Total Credits</b>
Ability Enhancement Courses (AEC)	16	Multidisciplinary	8
Skill Enhancement Courses (SEC)	11	Value-Added Course	7

**SEMESTER-WISE COURSE STRUCTURE OF PROPOSED BBA (HONOURS) AND BBA (HONOURS WITH RESEARCH) PROGRAM**

**TABLE 2: FIRST YEAR**

<b>SEMESTER 1</b>					
<b>S. No</b>	<b>Course Code</b>	<b>Subject</b>	<b>L-T-P (Hours)</b>	<b>Credits</b>	<b>Category</b>
1	BMS-101	Principles of Management	3-0-0	3	DCC
2	BMS-103	Financial Accounting	3-1-0	4	DCC
3	BMS-105	Micro Economics	3-0-0	3	DCC
4	AMC-101	Business Mathematics	3-1-0	4	AMC (SEC)
5	AMC-103	Business Communication –I	2-0-0	2	AMC (Multidisciplinary)
6	AMC-105	Computer Applications in Management	3-0-2	4	AMC (AEC)
7	AMC-107	Environmental Management	2-0-0	2	AMC (Value-Added Course)
<b>Total Credits</b>				<b>22</b>	
<b>SEMESTER 2</b>					
<b>S. No</b>	<b>Course Code</b>	<b>Subject</b>	<b>L-T-P (Hours)</b>	<b>Credits</b>	<b>Category</b>
1	BMS-102	Organizational Behaviour	3-0-0	3	DCC
2	BMS-104	Business Environment	3-0-0	3	DCC
3	BMS-106	Macro Economics	3-0-0	3	DCC
4	BMS-108	Marketing Management	3-0-0	3	DCC
5	BMS-112	Management Accounting	3-1-0	4	DCC
6	AMC-102	Business Statistics	3-1-0	4	AMC (SEC)
7	AMC-104	Business Communication– II	2-0-0	2	AMC (Multidisciplinary)
<b>Total Credits</b>				<b>22</b>	

## UNDER GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION

### Exit Criteria after First Year of BBA Programme:

The students shall have an option to exit after 1<sup>st</sup> year of Business Administration Program and will be awarded with a UG Certificate in Business Administration. Students on **exit** have to compulsorily complete one 4 Credit in work based Vocational Course offered during summer term or **Internship/Apprenticeship after the second semester of minimum 8 weeks of duration. The exiting students will submit the Internship Report within 2 weeks of the completion of the Internship and the same will be evaluated by a departmental committee for the assessment.**

### Eligibility Criteria to get Certificate in Business Administration

Total 44 Credits to be earned from 1<sup>st</sup> Year BBA curriculum and additional 4 Credit in work based Vocational Course offered during summer term or **Internship/Apprenticeship after the second semester**

### Re-entry Criteria in to Second Year (Third Semester)

The student who takes an exit after one year with an award of certificate may be allowed to re-enter in to Third Semester for completion of the BBA Program within a period of maximum \*N+3 years, subject to the condition with the total term for completing the course should not exceed 7 years.

\*N stands for completion year of certificate.



**TABLE 3: SECOND YEAR**

<b>SEMESTER 3</b>					
<b>S. No</b>	<b>Course Code</b>	<b>Subject</b>	<b>L-T-P (Hours)</b>	<b>Credits</b>	<b>Category</b>
1	BMS-201	Human Resource Management	3-0-0	3	DCC
2	BMS-203	Financial Management	3-1-0	4	DCC
3	BMS-205	Business Ethics and Corporate Social Responsibility	3-0-0	3	DCC
4	AMC-201	E-Commerce	3-0-2	4	AMC (AEC)
5	AMC-203	Operations Management	3-1-0	4	AMC (AEC)
6	AMC-205	Disaster Management	2-0-0	2	AMC (value added course)
7	GEC-2XX*	Generic Open Elective	2-0-0	2	GEC
<b>Total Credits</b>				<b>22</b>	
<b>SEMESTER 4</b>					
<b>S. No</b>	<b>Course Code</b>	<b>Subject</b>	<b>L-T-P (Hours)</b>	<b>Credits</b>	<b>Category</b>
1	BMS-202	Project Management	3-0-0	3	DCC
2	BMS-204	Business Laws	3-0-0	3	DCC
3	BMS-206	International Business Management	3-1-0	4	DCC
4	AMC-202	Research Methodology	3-0-2	4	AMC (Multidisciplinary)
5	AMC-204	Management Information System	3-0-0	3	AMC (SEC)
6	AMC-206	Cyber Security Management	3-0-0	3	AMC (Value Added)
7	GEC-2XX*	Generic Open Elective Course	2-0-0	2	GEC
<b>Total Credits</b>				<b>22</b>	

**UNDER GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION**

The students shall have an option to exit after 2<sup>nd</sup> year of Business Administration Program and will be awarded with UG Diploma in Business Administration. Students on **exit** have to compulsorily secure additional 4 Credit in skill based vocational Courses offered

during first year or second year summer term of **minimum 8 weeks of duration**. The exiting students will submit the **Internship Report within 2 weeks of the completion of the Internship** and the same will be evaluated by a departmental committee for the assessment.

**Eligibility Criteria to get UG Diploma in Business Administration:**

Total 84 Credits to be earned till 2<sup>nd</sup> Year BBA curriculum and additional 4 Credit in skill based vocational Courses offered during first year or second year summer term.

**Re-entry Criteria in to Third Year (Fifth Semester):**

The student who takes an exit after two years with an award of UG Diploma may be allowed to re-enter in to Fifth Semester for completion of the BBA Program within a period of \*N+3 years subject to the condition with the total term for completing the course should not exceed 7 years.

\*N stands for completion year of UG Diploma

- **Summer Internship Project Report and Viva Voice:** At the end of the Fourth Semester every student shall undergo Summer Training for Eight Weeks in the industry/Research or Academic Institute. After completion of training they would be required to submit the training report as per the dates decided by the university and they shall also appear for the viva voice. This component will be evaluated during the fifth semester.

**TABLE 4: THIRD YEAR**

<b>SEMESTER 5</b>					
<b>S. No</b>	<b>Course Code</b>	<b>Subject</b>	<b>L-T-P (Hours)</b>	<b>Credits</b>	<b>Category</b>
1	BMS-303	Entrepreneurship Development	2-0-0	2	DCC
2	AMC-301	Management Science	3-1-0	4	AMC (AEC)
3	BMS- 307 - BMS- 341	DEC- I (From Major Group/ field of specialization)	3-1-0	4	DEC
4		DEC -II (from Major Group/ field of specialization)	3-1-0	4	DEC
5		DEC -III (from Minor Group/ field of specialization)	3-1-0	4	DEC
6	BMS-305	Summer Project Report and Viva-Voice	--	4	DCC
<b>Total Credits</b>				<b>22</b>	

<b>SEMESTER 6</b>					
<b>S. No</b>	<b>Course Code</b>	<b>Subject</b>	<b>L-T-P (Hours)</b>	<b>Credits</b>	<b>Category</b>
1	BMS-302	Business Policy and Strategy	3-1-0	4	DCC
2	BMS- 308 - BMS- 354	DEC -IV (from Major Group/ field of specialization)	3-1-0	4	DEC
3		DEC -V (from Major Group/ field of specialization)	3-1-0	4	DEC
4		DEC -VI (from Minor Group/ field of specialization)	3-1-0	4	DEC
5	BMS-306	Major Project Report and Viva-Voice	--	4	DCC
<b>Total Credits</b>				<b>20</b>	

- **Major Project Report and Viva Voice:** In the sixth semester all the students shall do the project/dissertation of 4 credits. This management project would give them an exposure to the actual business environment, to apply their management knowledge and skills in managing the business. This will prepare them for working in industry and business organizations. At the end of sixth semester as per the dates decided by the university, students would be required to submit their management project report and would also present themselves for viva voice.

**Rules Regarding Selection of Departmental Elective Course (DEC):**

Following Six areas of Specialisations/Disciplines are offered by Department of Management for selection of combination of electives for BBA students:

1. **Finance**
2. **Human Resource Management**
3. **Marketing**
4. **Management of International Business**
5. **Business Analytics**
6. **Innovation, Entrepreneurship and Venture Development (IEV)**

Combinations of Electives (Dual Specialisation: Major and Minor)

In total, six electives are to be chosen in the third year, that is 5<sup>th</sup> and 6<sup>th</sup> Semesters. In each semester, exactly three electives need to be chosen.

The specializations (Major and Minor) will be decided as follows:

1. Major area means total Four papers from one area of specialisation (Two elective papers each in 5<sup>th</sup> semester and 6<sup>th</sup> semester i.e. 8 Credits in each semester of third year, total 16 credits) and Minor area means total Two papers from another area of specialisation (One elective paper each in 5<sup>th</sup> semester and 6<sup>th</sup> semester, i.e. 4 credits in each semester of third year, total 8 credits)

2. Minimum four electives from any one specialisation leads to “Major Specialization”. Minimum two electives from any one specialisation leads to “Minor Specialization”.
3. Choosing at least two specializations is **mandatory** to fulfil the requirements for BBA Degree, that is, choosing minimum six electives.

A **Specialisation/Discipline** will be offered only when **at least 30%** of the total students choose that area of specialisation.

A **DEC course** in a chosen specialisation shall be offered only if a minimum of **30% of the respective specialisation/Discipline** opt for that elective or a number to be decided by the Competent Authority from time to time.

#### **Generic Open Elective Courses:**

The following courses will be offered by the Management Department under the category of Generic Open Electives.

- **Basics of Income Tax**
- **Soft Skills and Personality Development**
- **Basic Business Analytics**
- **Digital Marketing Analytics**

**LIST OF DEPARTMENTAL ELECTIVE COURSES (DEC)**

		<b>Departmental Elective Courses for Fifth Semester</b>					
<b>S. No</b>	<b>Finance</b>	<b>Marketing</b>	<b>Human Resource Management</b>	<b>Management of Global Business</b>	<b>Business Analytics</b>	<b>IEV</b>	
1.	<b>BMS-307</b> International Financial Management	<b>BMS-313</b> Consumer Behaviour	<b>BMS-319</b> HRD: Systems & Strategies	<b>BMS-325</b> International Trade Policy & Strategy	<b>BMS-331</b> Data Analytics	<b>BMS- 337</b> Entrepreneurial Mindset and Behaviour	
2	<b>BMS-309</b> Management Services	<b>BMS-315</b> Sales Management	<b>BMS-321</b> Training & Development	<b>BMS-327</b> Global Business Environment	<b>BMS-333</b> Marketing Analytics	<b>BMS- 339</b> Innovation Management	
3	<b>BMS-311</b> Investment Analysis & Portfolio Management	<b>BMS-317</b> Advertising & Brand Management	<b>BMS-323</b> Management of Industrial Relations	<b>BMS-329</b> Transnational & Cross-Cultural Marketing	<b>BMS- 335</b> Financial Analytics	<b>BMS- 341</b> Pitch Deck, Project Reports and Business Plan	

		<b>Departmental Elective Courses for Sixth Semester</b>					
<b>S. No</b>	<b>Finance</b>	<b>Marketing</b>	<b>Human Resource Management</b>	<b>Management of Global Business</b>	<b>Business Analytics</b>	<b>IEV</b>	
1	<b>BMS-308</b> Project Appraisal	<b>BMS-316</b> Retail Management	<b>BMS-324</b> Performance & Compensation Management	<b>BMS-332</b> International Distribution & SupplyChain Management	<b>BMS- 340</b> HR Analytics	<b>BMS- 348</b> Government Policies & Schemes	
2	<b>BMS-310</b> Business Analysis & Valuation	<b>BMS-318</b> Supply Chain Management	<b>BMS-326</b> Counselling & Negotiation Skillsfor Managers	<b>BMS-334</b> International Accounting& Reporting System	<b>BMS- 342</b> Operation and Supply Chain Analytics	<b>BMS- 350</b> IPR Management	

3	<b>BMS-312</b> Financial Modelling & Derivatives	<b>BMS-320</b> Marketing of Services	<b>BMS-328</b> Cross Cultural HRM	<b>BMS-336</b> Multinational Business Finance	<b>BMS-344</b> Social Media and web Analytics	<b>BMS- 352</b> Marketing Management for Start-ups
4	<b>BMS-314</b> Strategic Corporate Finance	<b>BMS-322</b> International Marketing	<b>BMS-330</b> Talent & Knowledge Management	<b>BMS-338</b> International Joint Ventures, Mergers & Acquisitions	<b>BMS- 346</b> Time Series Analytics	<b>BMS- 354</b> Alternate Investment Funds

### BACHELOR'S IN BUSINESS ADMINISTRATION

The students shall have an option to exit after 3rd year of Business Administration Program and will be awarded with **Bachelor's in Business Administration**. Minimum credits to be earned shall be 130 credits.

#### Re-entry Criteria in Fourth Year

The student who takes an exit after three years with an award of Bachelors of Business Administration Degree may be allowed to re-enter for completion of the BBA(Honours) or BBA (Honours with Research) Program within a period of \*N+3 years subject to the condition with the total term for completing the course should not exceed 7 years. The students who are eligible for BBA (Honours with Research) shall have choice to pursue either BBA (Honours) or BBA (Honours with Research).

#### Eligibility conditions for Re-entry in to:

**Minimum eligibility criteria for opting the course in the fourth year will be as follows:**

**BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.

**For BBA (Honours):** BBA Degree

The students who are eligible for BBA (Honours with Research) shall have choice to pursue either BBA (Honours) or BBA (Honours with Research).

#### ➤ **Research internship report**

At the end of sixth semester the Students shall undergo Training/ Research Internship for Eight Weeks after sixth semester in the industry/Research or Academic Institute. After completion of training they would be required to submit the report as per the dates decided by the university and they shall also appear for the viva voce. This component will be evaluated during the seventh semester.

**TABLE 5: FOURTH YEAR**

<b>SEMESTER 7 : BBA (Honours)</b>					
<b>S. No</b>	<b>Course Code</b>	<b>Subject</b>	<b>L-T-P (In Hours)</b>	<b>Credits</b>	<b>Category</b>
1	BMS-401	Advanced Data Analysis Tools	3-0-2	4	DCC
2	BMS-403	Business for Sustainable Development	2-0-0	2	DCC
2	BMS-4XX	Departmental Elective Course	4-0-0	4	DEC
3	BMS – 4XX	Departmental Elective Course	3-1-0	4	DEC
4	GEC-4XX	Generic Open Elective Course*	2-0-0	2	GEC
5	BMS-405	Training Internship Report and Viva –Voce	--	4	DCC
<b>Total Credits</b>				<b>20</b>	

<b>SEMESTER 8 : BBA (Honours)</b>					
<b>S. No</b>	<b>Course Code</b>	<b>Subject</b>	<b>L-T-P (In Hours)</b>	<b>Credits</b>	<b>Category</b>
1	BMS-402	Design Thinking and Innovation	4-0-0	4	DCC
2	BMS- 4XX	Departmental Elective Course	4-0-0	4	DEC
3	BMS-4XX	Departmental Elective Course	4-0-0	4	DEC
4	BMS- 404	Project Work*	---	8	DCC
<b>Total Credits</b>				<b>20</b>	

<b>SEMESTER 7 : BBA (Honours with Research)</b>					
<b>S. No</b>	<b>Course Code</b>	<b>Subject</b>	<b>L-T-P (In Hours)</b>	<b>Credits</b>	<b>Category</b>
1	BMS-401	Advanced Data Analysis Tools	3-0-2	4	DCC
2	BMS-407	Positive Psychology	4-0-0	4	DCC
3	BMS - 409	Advanced Research Methodology	3-1-0	4	DCC
4	GEC-4XX	Generic Open Elective Course	2-0-0	2	GEC
5	BMS-411	Research Internship Report and Viva –Voce*	--	6	DCC
<b>Total Credits</b>				<b>20</b>	

<b>SEMESTER 8 : BBA (Honours with Research)</b>					
<b>S. No</b>	<b>Course Code</b>	<b>Subject</b>	<b>L-T-P (Hours)</b>	<b>Credits</b>	<b>Category</b>
1	BMS-406	Dissertation (For Research Track)*	--	20	DCC
<b>Total Credits</b>				<b>20</b>	

**\*The Dissertation work will start from the beginning of fourth year of BBA (Honours with Research) Program. Students of Fourth Year shall be assessed for Project Work and Research Internship Report and Viva –Voce and Dissertation (For Research Track) as per the University guidelines for quality publication and parameters of quality publication will be assessed by the Departmental Committee.**

➤ **Dissertation/ Final Project Work**

In the eighth semester the students of shall do the project/dissertation compulsorily. This research project will enhance their business acumen and critical thinking abilities. At the end of eighth semester as per the dates decided by the university, students would be required to submit their research project report and would also present themselves for viva voce. Fourth year of the Programme shall be offered with the requirement that **minimum 10 students opt for the Fourth Year**. The student can choose Discipline Specific Elective Course from any Specialization subject, a discipline specific elective course in a chosen specialisation shall be offered only if a minimum of 30% of the respective specialization opt for that elective or a number to be decided by the Competent Authority from time to time.





**INDIRA GANDHI DELHI TECHNICAL UNIVERSITY FOR WOMEN**

(Established by Govt. of Delhi vide Act 9 of 2012)

Kashmere Gate, Delhi-110006

4 Years BBA (Honours) and BBA (Honours with Research)

(From A.Y. 2022-23)

**Table 1: First Year**

<b>SEMESTER 1</b>					
<b>S. No</b>	<b>Course Code</b>	<b>Subject</b>	<b>L-T-P (Hours)</b>	<b>Credits</b>	<b>Category</b>
1	BMS-101	Principles of Management	3-0-0	3	DCC
2	BMS-103	Financial Accounting	3-1-0	4	DCC
3	BMS-105	Micro Economics	3-0-0	3	DCC
4	AMC-101	Business Mathematics	3-1-0	4	AMC
5	AMC-103	Business Communication – I	2-0-0	2	AMC
6	AMC-105	Computer Applications in Management	3-0-2	4	AMC
7	AMC-107	Environmental Management	2-0-0	2	AMC
<b>Total Credits</b>				<b>22</b>	
<b>SEMESTER 2</b>					
<b>S. No</b>	<b>Course Code</b>	<b>Subject</b>	<b>L-T-P (Hours)</b>	<b>Credits</b>	<b>Category</b>
1	BMS-102	Organizational Behaviour	3-0-0	3	DCC
2	BMS-104	Business Environment	3-0-0	3	DCC
3	BMS-106	Macro Economics	3-0-0	3	DCC
4	BMS-108	Marketing Management	3-0-0	3	DCC
5	BMS-112	Management Accounting	3-1-0	4	DCC
6	AMC-102	Business Statistics	3-1-0	4	AMC
7	AMC-104	Business Communication –II	2-0-0	2	AMC
<b>Total Credits</b>				<b>22</b>	

**Table 2: Second Year**

<b>SEMESTER 3</b>					
<b>S. No</b>	<b>Course Code</b>	<b>Subject</b>	<b>L-T-P (Hours)</b>	<b>Credits</b>	<b>Category</b>
1	BMS-201	Human Resource Management	3-0-0	3	DCC
2	BMS-203	Financial Management	3-1-0	4	DCC
3	BMS-205	Business Ethics and Corporate Social Responsibility	3-0-0	3	DCC
4	AMC-201	E-Commerce	3-0-2	4	AMC
5	AMC-203	Operations Management	3-1-0	4	AMC
6	AMC-205	Disaster Management	2-0-0	2	AMC
7	GEC-2XX*	Generic Open Elective	2-0-0	2	GEC
<b>Total Credits</b>				<b>22</b>	
<b>SEMESTER 4</b>					
<b>S. No</b>	<b>Course Code</b>	<b>Subject</b>	<b>L-T-P (Hours)</b>	<b>Credits</b>	<b>Category</b>
1	BMS-202	Project Management	3-0-0	3	DCC
2	BMS-204	Business Laws	3-0-0	3	DCC
3	BMS-206	International Business Management	3-1-0	4	DCC
4	AMC-202	Research Methodology	3-0-2	4	AMC
5	AMC-204	Management Information System	3-0-0	3	AMC
6	AMC-206	Cyber Security Management	3-0-0	3	AMC
7	GEC-2XX*	Generic Open Elective Course	2-0-0	2	GEC*
<b>Total Credits</b>				<b>22</b>	
Summer Project of Eight Weeks at the end of the Fourth Semester					

\*Courses offered by various departments (under the basket of GEC Courses) or Courses offered by ANVESHAN Foundation, IGDTUW or MOOC: NPTEL and SWAYAM. With arider that these courses will not be similar to the courses done under other categories viz, DCC, AMC, DEC and HMC.

**Generic Open Elective Courses:**

The following courses would be offered by the Management Department under the categoryof Generic Open Electives.

- **Basics of Income Tax**
- **Soft Skills and Personality Development**
- **Basic Business Analytics**
- **Digital Marketing Analytics**

# SYLLABUS – FIRST SEMESTER

PRINCIPLES OF MANAGEMENT	
Course Code: BMS-101 Contact Hours: L-3 T-0 P-0 Course Category: BMS	Credits: 3 Semester: 1

**Introduction:** This course discusses about the basic nature of management and describes the functions of management, the specific roles of contemporary management, different approaches to designing organizational structures. This will help the students to understand the role of personality, learning and emotions at work, discover and understand the concept of motivation, leadership, power and conflict, understand the foundations of group behavior and the framework for organizational change and development.

**Course Objectives:**

- To acquaint the students with the fundamentals of managing business
- To make them understand individual and group behavior at workplace so as to improve the effectiveness of an organization.
- The course will use and focus on Indian experiences, approaches and cases.

**Pre-requisite:** None

**Course Outcomes:** After completion of the course, the students should be able to:

- Understand the nature of management, schools of thoughts, the functions of management, and specific roles of contemporary management.
- Develop understanding of different approaches of planning function and designing organizational structures.
- Understand the role of personality, learning and emotions at work. Discover and understand the concept of motivation, leadership, power and conflict.
- Understand the foundations of control function and different techniques of controlling.

**Pedagogy:** The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

## Contents

<b>UNIT-I</b>		10 Hours
Introduction: Concept, Nature, Process and Significance of Management; Managerial levels, skills, Functions and Roles; Management vs Administration; Coordination as Essence of Management; Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches.		
<b>UNIT-II</b>		11 Hours
Planning: Nature, Scope and Objectives of Planning; Types of plans; Planning Process; Business Forecasting; MBO: Concept, Types, Process and Techniques of Decision-Making; Bounded Rationality. Organizing: Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority- Responsibility; Delegation and Decentralization; Formal and Informal Organization.		
<b>UNIT-III</b>		10 Hours
Staffing: Concept, Nature and Importance of Staffing. Motivating and Leading: Nature and Importance of Motivation; Types of Motivation; Theories of Motivation: Maslow, Herzberg, X, Y and Z; Leadership: Meaning and Importance; Traits of a leader; Leadership Styles – Likert’s Systems of Management, Tannenbaum & Schmidt Model and Managerial Grid.		
<b>UNIT IV</b>		11 Hours
Controlling: Nature and Scope of Control; Types of Control; Control Process; Control Techniques– Traditional and Modern; Effective Control System. Communication: Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7Cs; Media of Communication: Types of Communication: Barriers of Communication.		
<b>Text Books</b>		
1	S.P. Robbins, “Fundamentals Management: Essentials Concepts Applications”, Pearson Education, 2014.	
2	Gilbert, J.A.F. Stoner and R.E. Freeman, “Management”, Pearson Education, 2014. H. Koontz, “Essentials of Management”, McGraw Hill Education, 2012.	
3	C. B. Gupta, “Management Concepts and Practices”, Sultan Chand, 2022.	
<b>Reference Books</b>		
1	W. Hillyer, “Management- A Real World Approach”, McGraw Hill Education, 2010.	
2	K. Mukherjee, “Principles of Management”, McGraw Hill Education, 2012.	

FINANCIAL ACCOUNTING	
Course Code: BMS-103 Contact Hours: L-3 T-1 P-0 Course Category: BMS	Credits: 4 Semester: 1

**Introduction:** The course will help the students to understand the commonly used accounting terminologies, the users of accounting information and their respective requirements. Understand the process of recording and classifying the business transactions and events, preparation of financial statements, viz., Profit and Loss Account, Balance Sheet, and cash flow statement. Understand and interpret the financial statements from different the perspective of different stakeholders. Predict financial crisis of a business concern.

### Course Objectives:

- To familiarize students with the mechanics of preparation of financial Statements,
- To develop an understanding of corporate financial statements, their analysis and interpretation and role of IFRS in accounting discipline.

**Pre-requisite:** None

**Course Outcomes:** After completion of the course, the students should be able to:

- Understand the commonly used accounting terminology; identify users of accounting information and their respective requirements.
- Understand the process of recording and classifying the business transactions and events, preparation of financial statements, viz, profit and loss account, balance sheet
- Understand and interpret the financial statements from the different perspective of different stakeholders.
- Understand the contemporary issues and challenges in accounting.

**Pedagogy:** The teaching pedagogy adopted here would a perfect blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions

### Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	1	0	Yes	--	10	--	30	--	60	--	--

## Contents

<b>UNIT-I</b>		10 Hours
Meaning and Scope of Accounting: Objectives and nature of Accounting, Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting, Accounting Principles and Standards: Accounting Principles, Accounting Concepts and Conventions, Meaning and relevance of GAAP, Introduction to Accounting Standards Issued by ICAI.		
<b>UNIT-II</b>		11 Hours
Journalizing Transactions: Journal Entries, compound Journal entries, Opening Entry. Ledger Posting and Trial Balance: Preparation of Ledger, Posting, Cash book, Sales and Purchase book and Trial Balance. Company Final Accounts: Preparation of Final Accounts with adjustments, Trading Account, Profit & Loss Account, Balance Sheet.		
<b>UNIT-III</b>		11 Hours
Shares and Share Capital: Introduction to Joint Stock Company, Shares, Share Capital, Accounting Entries, Under Subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Surrender of Shares, Right Shares. Issue and Listing of Securities: Stock Exchange of India, Control of SEBI, Regulating business in stock exchange (Elementary Knowledge only).		
<b>UNIT IV</b>		10 Hours
Contemporary Issues & Challenges in Accounting: Human Resource Accounting, Green Accounting, Inflation Accounting, Price level Accounting, Social Responsibility Accounting. Computer Accounting: Computers and Financial application, Accounting Software packages.		
<b>Text Books</b>		
1	P. C. Tulsan, "Financial Accountancy", Pearson Education, 2022.	
2	S. N. Maheshwari and S. K. Maheshwari, "An Introduction to Accountancy", Vikas Publishing House, 2022.	
3	Asish K. Bhattacharyya, "Essentials of Financial Accounting", Prentice Hall of India, 2020.	
<b>Reference Books</b>		
1	V. Rajasekran, "Financial Accounting", Pearson Education, 2012.	
2	S. K. Bhattacharya and J. Dearden, "Accounting for Manager – Text and Cases", Vikas Publishing House, 2010.	



MICRO ECONOMICS	
Course Code: BMS-105 Contact Hours: L-3 T-0 P-0 Course Category: BMS	Credits: 3 Semester: 1

**Introduction:** This course will equip the students with basic understanding of economics and economic activities. They will learn various tools like the mechanics of supply and demand in allocating goods and services and resources, understand how changes in demand and supply affect markets, the choices made by a rational consumer, identify relationships between production and costs, learn key characteristics and consequences of different forms of markets etc.

### Course Objectives:

- To apply micro economic concepts and techniques in evaluating business decisions taken by firms.
- To develop an understanding of how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

**Pre-requisite:** None

**Course Outcomes:** After completion of the course, the students should be able to:

- Understand the mechanics of supply and demand in allocating goods and services and resources
- Understand how changes in demand and supply affect markets
- Understand the choices made by a rational consumer
- Identify relationships between production and costs and key characteristics and consequences of different forms of markets

**Pedagogy:** Apart from interactive class teaching, various individual and group assignments are given. Group discussions, role plays and presentations are conducted in class to enable students to practically apply the theories learnt during the course.

### Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

## Contents

<b>UNIT-I</b>		10 Hours
Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business, Micro vs. Macro Economics, Opportunity Costs, Time Value of Money, Market Forces and Equilibrium, Risk, Return and Profits.		
<b>UNIT-II</b>		11 Hours
Consumer Behavior and Demand Analysis: Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium. Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods.		
<b>UNIT-III</b>		10 Hours
Theory of Production: Meaning and Concept of Production, Factors of Production and Production function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS.		
<b>UNIT IV</b>		11 Hours
Cost Analysis & Price Output Decisions: Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale, Explicit Cost and Implicit Cost, Private and Social Cost. Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.		
<b>Text Books</b>		
1	P. Samuelson and W. Nordhaus, "Economics", McGraw Hill Education, 2010.	
2	N. Dwivedi, "Managerial Economics", Vikas Publishing House, 2010.	
<b>Reference Books</b>		
1	Salvatore, "Managerial Economics in a Global Economy", Oxford Univ. Press, 2014.	
2	D. Kreps, "Microeconomics for Managers", Viva Books Pvt. Ltd, 2010.	
3	NG Mankiw, "Principles of Economics", Cengage Learning, 2011.	
4	C.H. Peterson, W.C. Lewis and S.K. Jain, "Managerial Economics", Pearson Education, 2012.	

BUSINESS MATHEMATICS	
Course Code: AMC-101 Contact Hours: L-3 T-1P-0 Course Category: AMC	Credits: 4 Semester: 1

**Introduction:** The course covers the various topics of mathematics such as counting principles, AP, GP, introduction to matrices, calculus etc. that are required for Business Mathematics

**Course Objectives:**

- This course aims at equipping student with a broad-based knowledge of mathematics with emphasis on business applications.

**Course Outcomes:** After completion of the course, the students should be able to gain basic knowledge of

- Understand the concepts and use equations, formulae, and mathematical expressions and relationships in a variety of contexts.
- Learn about matrix algebra, solve linear equations using matrix methods, and apply matrices to business problems.
- Define functions, graphically represent them, and apply differentiation to business and economics problems.
- Evaluate the effectiveness of solutions by analyzing the result of business model using integration.

**Pedagogy:** Apart from interactive class teaching, various individual and group assignments are given. Group discussions, JAMs, role-plays and presentations are conducted in class to enable students to practically apply the theories learnt during the course.

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	1	0	Yes	--	10	--	30	--	60	--	--

## Contents

<b>UNIT-I</b>		11 Hours
<p><b>Permutations and Combinations:</b> Fundamental Principle of Counting, Concept of Factorial, Introduction to Permutations and Combinations. Permutations of ‘n’ dissimilar objects taken ‘r’ at a time (with or without repetition), Restricted and Circular Permutations, Combinations of ‘r’ objects taken from ‘n’ objects.</p> <p><b>Mathematical Induction:</b> Principle.</p> <p><b>Arithmetic and Geometric Progression:</b> Finding the <math>n^{\text{th}}</math> term of AP and GP, Sum to <math>n^{\text{th}}</math> term of AP and GP, Insertion of Arithmetic and Geometric Means.</p>		
<b>UNIT-II</b>		11 Hours
<p><b>Matrices and Determinants:</b> Introduction to Matrices, Matrix Algebra, Properties of Determinants and Calculation of values of Determinants up to third order, Inverse of a Matrix using Adjoint method and Elementary Row Operations, Rank of a Matrix. Solution of a System of Linear Equations using Matrix Inverse Method, Cramer’s Rule and Gauss-Jordan Elimination Method. Application of Matrices to Business Problems, Leontief Input Output Model, Preparation of Depreciation Lapse Schedule.</p>		
<b>UNIT-III</b>		12 Hours
<p><b>Functions and Differentiation</b></p> <p>Functions: Definition, Functions specific to Business and Economics (Cost Function, Profit Function, Revenue Function, Demand Function, Average Cost Function, Average Revenue Function), Graphical Representation of Functions.</p> <p>Differentiation: Differentiation of simple Algebraic, Logarithmic and Exponential Functions only, Partial differentiation of first and second order, Application of Differentiation to Business and Economics: Maximization of Profit Functions and Minimization of Cost Functions, Calculation of Marginal Revenue and Marginal Cost, Calculation of Price and Demand Elasticity.</p>		
<b>UNIT IV</b>		08 Hours
<p><b>Integration:</b> Integration of Simple Algebraic, Logarithmic and Exponential Functions only; Methods of Integration- by substitution, by parts, by use of partial functions; Definite integration: Finding areas in simple cases; Calculation of consumer’s and producer’s surplus using definite integration; Learning curve.</p>		
<b>Text Books</b>		
1	K. Trivedi, “Business Mathematics”, Pearson Education, 2012.	
2	R. S. Bhardwaj, “Mathematics and Statistics for Business”, Excel Books, 2013.	
3	S. Khan, “A Text Book of Business Mathematics”, Anmol Publications, 2012.	
4	Singh J. K. Business Mathematics. Himalaya Publishing House, 2018.	
<b>Reference Books</b>		
1	M. Raghavachari, “Mathematics for Management”, McGraw Hill Education, 2011.	
2	M.D. Tuttle, “Practical Business Math: An Applications Approach”, Prentice Hall, 2012.	
3	P. Hazarika, “A textbook of Business Mathematics”, S. Chand Publication, 2010.	
4	Soni, R.S. Business Mathematics. Pitambar Publishing House, 2013.	

<b>BUSINESS COMMUNICATION-I</b>	
Course Code: AMC-103 Contact Hours: L-2 T-0 P-0 Course Category: AMC	Credits: 2 Semester: 1

**Introduction:** A course in Business Communication prepares students for efficient and impressive participation in different communication tasks in an organization. In order to be effective communicators students, need to improve upon their Listening, Speaking, Reading and Writing skills and the communication class provides them ample opportunities to do so. The course enables the students to develop clear understanding of speaking skills, non-verbal communication, listening skills and paragraph writing. All in all, BC –I prepares a perfect foundation for a broader understanding and application of efficacious communication skills.

#### Course Objectives:

- Create awareness about the importance of effective communication skills at workplace
- Make the students face their fear of speaking
- Increase their understanding of using Non-Verbal Cues
- Help the students understand how to be an effective participant in Group Discussions
- Facilitate better writing skills

**Pre-requisite:** None

**Course Outcomes:** –After completion of the course, the students should be able to:

- Understand the importance of effective communication skills at workplace
- Overcome their fear of speaking
- Learn to utilize Non-Verbal Cues
- Effectively participate in Group Discussions and Use clear and logical writing skills

**Pedagogy:** Caselet discussions, assignments, mock activities etc. are used in addition to interactive teaching. Speaking exercises are conducted to help students to overcome fear of public speaking.

#### Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
2	0	0	Yes	--	10	--	30	--	60	--	--

## Contents

<b>UNIT-I</b>		7 Hours
<b>Introduction to Communication:</b> Importance and function of Communication, Relevance in Management, Characteristics and Types of Communication, Channels and Mediums, 7Cs of Communication, Barriers of Communication.		
<b>UNIT-II</b>		7 Hours
<b>Everyday Communication:</b> Non-Verbal Language (Symbols, Appearance, Paralanguage and Body Language, Proxemics, Chronemics), Listening Skills (Importance, Barriers, Essentials of Good Listening).		
<b>UNIT-III</b>		7 Hours
<b>Effective Communication:</b> Speaking Skills, Group Discussion (Purpose, Strategies, Guidelines etc.) Improving Language Efficiency (Vocabulary Building, Avoiding Common Errors).		
<b>UNIT IV</b>		7 Hours
<b>Writing Better:</b> Formal and Informal Writing, Basics of Paragraph Writing (Topic sentence, Introduction and the Conclusion, Variety in Sentences and Paragraphs), Email Writing (Formal and Informal).		
<b>Text Books</b>		
1	<i>Reflections on Vital Issues</i> , edited by PJ George. Chennai: Orient Black Swan, 2010, Weiss, Edmund, Basics of Writing.	
2	M. Raman and S. Sharma, Technical Communication, Oxford University Press, 2011.	
<b>Reference Books</b>		
1	M. Ashraf Rizvi, Effective Technical Communication, Tata McGraw Hill Publication, 2005.	
2	Lynne Truss, Eats, Shoots & Leaves, London: Profile Books, 2004.	

COMPUTER APPLICATIONS IN MANAGEMENT	
Course Code: AMC-105 Contact Hours: L-3 T-0 P-2 Course Category: AMC	Credits: 4 Semester: 1

**Introduction:** Computerized business environment is now an integral part of all business organizations. Be it use of database in collection, storage and extraction of business data, use of IT in information sharing or simple applications of Excel, computers have greatly improved the work environment compared to earlier days of manual work. This course aims at providing fundamental knowledge and skills required to efficiently work in computerized business environment, and exposure to various applications of computers and IT in managing the business, business analytics and decision making. In this course, student will learn basic data analytic methods using excel and SQL and to deploy these techniques on business data. The course will enable students to get hands on expertise in the application of these tools. Towards this End, students will also understand and learn to identify, evaluate, and capture business analytic opportunities that add value to the business.

### Course Objectives:

- To familiarize students with importance of Computers and IT in Business management.
- To provide them skills and knowledge of computes and information technology for business operations.
- To make them familiar with various applications of computers which are integral part of business activities, such as use of database in collection, storage and extraction of business data.
- To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.
- To learn how to use and apply Excel and Excel add-ins to solve business problems.

**Pre-requisite:** None

### Course Outcomes:

After completing this course students should be able to

- Develop basic technical understanding of Computes and its importance in business management.
- Understand the use of database, Spreadsheet, Word, Power Point etc. and prepare effective presentations for different purposes.
- Appreciate the importance of data driven decisions to optimize the business process and address issues in business administrations.
- Perform and interpret the basic business analytics and their implications to business administrations.

**Pedagogy:** Apart from interactive class teaching, various individual and group assignments are given. Group discussions, presentations are conducted in class to enable students to practically apply the theories learnt during the course. Laboratory is another important part of this course that will provide practical experience.

### Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	2	Yes	Yes	--	10	15	--	60	15	--

## Contents

<b>THEORY COMPONENT</b>	
<b>UNIT-I</b>	12 Hours
<p><b>Introduction to Computer:</b></p> <p><b>Computer H/W Setup:</b> Various parts of Computers and I/O devices, Configuration/Performance parameters of Computers and various classifications (Supercomputers, Mainframes, Minicomputer, Workstations, Servers, Personal Computer, embedded devices etc.), Wired and wireless networking, various ports and communication standards.</p> <p><b>Computer Software Setup:</b> Introduction to Operating Systems, An overview of various Computer &amp; Mobile OS &amp; Applications, Function of OS, Booting Procedure, Start-up Sequence, Details of Basic System Configuration (Types of OS: Batch OS, Time sharing, Distributed, Network and RTOS, Open Source versus closed source operating system, Basic Commands of Linux, Applications and Software, Overview of Low level and High level programming languages their importance and various examples, Compiler, Interpreter and assembler, Overview and importance of Structured Query Languages, Statistical and Data Analytics Programming languages/Software etc. such as SPSS, R, Python etc.</p>	
<b>UNIT-II</b>	10 Hours
<p><b>Latest Advancements and Future Technologies of Computers:</b> SSD memories, parallel computing and multicore processors, DMA and CUDA enabled Graphical Processing Units (GPU), USB type C, 5G data communication, Bluetooth.5, HDR technology, Virtual reality, Artificial Intelligence based Applications such as voice activated assistants, far-field speech recognition and Gesture based controls etc. Cyber-Physical Systems and its examples such as autonomous automobile (self-driving cars), automated pilot in avionics, process controls, Robotics, Cybernetics, Mechatronics, Internet of Things (IOT), Quantum Computing.</p>	
<b>UNIT-III</b>	10 Hours
<p><b>Overview of Business Analytics and Data Driven Businesses:</b></p> <p>Introduction to Business Analytics and its Importance, Data versus Information, Big Data Analytics and Fourth Industrial Revolution, Data-driven Business Models, Overview of Data Analytics and new business opportunities, Visualization/ Data Issues, Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data, Data Classification, Storage Retrieval and Analysis of Data, Database Management and Data-warehouses, Management information and Decision support system, Role and Importance of Information Technology in Business Management, Security issues in information technology, Goals of Protection and Security, Concept of Encryption and Decryption, Virus, Worm, Antivirus, Firewall, Information Technology Act 2000, Data Privacy, Personal Data Protection Bill-2018,</p>	
<b>UNIT IV</b>	12 Hours
<p><b>Statistical and Data Analysis &amp; Reporting Features:</b></p> <p>Overview and importance of Structured Query Languages, Statistical and Data Analytics Programming languages/Software etc. such as Excel SPSS, R, Python etc. Creating a work book, Rearranging Worksheet, Organizing Charts and graphs, Ranges and Functions &amp; Formulae: Mathematical, Statistical Financial Functions such as NPV (Net present value), Future value, IRR (Internal Rate of Return), EMI (Equated Monthly Instalments, Compounding Yearly, periodic and monthly) - Auto Calculate Using Names in a Formula, Formula Editing, Macros, Consolidation of Data &amp; Data Analysis - Sorting List, Filter &amp; More Filtering Techniques - Consolidate data in multiple worksheets - What-if analysis, Goal Seek Scenario Manager, Solver, Lookup Function -Sub Totals, Nested-IF, Statistical Analysis; Data Validation &amp; Protection - Create a dropdown list from a range of cells - Apply data validation to cells - Copy data validation setting, remove data validation - Find cell that have data validation, protect cell data, using password to protect sheet and workbook. - Use validation to create dependent list; Pivot table Reports &amp; Pivot Chart Reports.</p>	



Optimization: Use of Excel to solve business problems: e.g. marketing mix, capital budgeting, portfolio optimization	
<b>Text Books</b>	
1	Boockholdt, J.L. Accounting Information System: Transaction Processing and Control, Irwin McGraw-Hill.
2	Rajaraman, V., Introduction to Information Technology, PHI.
3	Bharihoka, Deepak, Fundamentals of Information Technology, Excel Book.
4	Madan, Sushila, Computer Applications, Mayur Paperbacks, New Delhi.
<b>Reference Books</b>	
1	Monk, J. Brady and E. Mendelsohn, “Problem Solving Cases in Microsoft and Excel”, Thomson Learning, 2012.
2	Leon and M. Leon, “Introduction to Information Technology”, Vikas Publishing House, 2012.
3	P.K. Sinha and P. Sinha, “Foundations of Computing”, BPB Publisher, 2012.
4	Hall, J.A., Accounting Information System, South-Western College Publishing.
5	Gelinas, Ulric J., and Steve G. Sutton, Accounting Information System, South Western Thomson Learning.

<b>PRACTICAL COMPONENT</b>	
<b>UNIT-I</b>	
	28 Hours
<p>Introduction to MS-Excel: Introduction to Electronic Spreadsheets, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data, Creating Tables, Graphs and charts, Creating Database, Sorting Data, Filtering etc.</p> <p>Using spreadsheet for following purposes and making reports:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Loan &amp; Lease statement</li> <li><input type="checkbox"/> Ratio Analysis.</li> <li><input type="checkbox"/> Payroll statements</li> <li><input type="checkbox"/> Capital Budgeting</li> <li><input type="checkbox"/> Depreciation Accounting</li> <li><input type="checkbox"/> Graphical representation of data</li> <li><input type="checkbox"/> Frequency distribution and its statistical parameters</li> <li><input type="checkbox"/> Correlation and Regression</li> </ul>	
<b>Text Books</b>	
1	Monk, J. Brady and E. Mendelsohn, “Problem Solving Cases in Microsoft and Excel”, Thomson Learning, 2012.
2	P. Weverka, “MS Office 2013 All-in-One for Dummies”, Wiley, 2013.

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**ENVIRONMENTAL MANAGEMENT**

Course Code: AMC-107

Contact Hours: L-2 T-0 P-0

Course Category: AMC

Credits: 2

Semester: 1

**Introduction:** A scientific study of the natural world and how it is influenced by people. It Surveys environmental studies, examining ecological, socioeconomic, and technological factors that influence the quality of life on Earth.

**Course Objectives:**

Environmental Management course is aimed

- To develop basic understanding of Ecosystem and its various components
- To understand and evaluate the transnational character of environmental problems such as air, water soil pollution, climate change, global warming and ways of addressing them.
- To prepare students for career success in environmental monitoring and remediation, natural resources and conservation, public health, industrial environmental management.

**Pre-requisite:** None**Course Outcomes:** Having successfully completed this course, Student would be able to

- Understand and evaluate the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales
- Students will demonstrate interpretative skills including the ability to analyze data statistically, assess reliability, interpret results and draw reasonable conclusions.
- Young graduates gain comprehensive knowledge of interdisciplinary branches like Toxicology, Green Technology, synthesis and applications of Eco-friendly polymers.
- Students will be able to gain knowledge of Basic Indian Environmental laws.

**Pedagogy:** Classroom teaching which focuses upon relating the textbook concepts with real world phenomena, along with periodic tutorial classes to enhance the problem-solving ability.

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
2	0	0	Yes	--	10	--	30	--	60	--	--

**Contents:**

<b>UNIT-I</b>		8 Hours
<b>Ecosystems and how they work:</b> Types of Eco-Systems, Geosphere – Biosphere and Hydrosphere introduction, Major issues of Biodiversity, Conservation of Bio-Diversity. Concept of sustainability and international efforts for environmental protection: Concept of Sustainable Development, Emergence of Environmental Issues. International Protocols, WTO, Kyoto Protocol, International Agreement on Environmental Management.		
<b>UNIT-II</b>		8 Hours
<b>Water Pollution:</b> Water Resources of India, Hydrological Cycle, Methods of Water Conservation and Management, Rain Water Harvesting and their legal aspects, River Action Plan, Ground and Surface Water Pollution; Waste Water Management. <b>Air Pollution:</b> Air Pollution and Air Pollutants, Sources of Air Pollution and its Effect on Human Health and Vegetation, Green House Effect, Global Warming and Climate Change.		
<b>UNIT-III</b>		6 Hours
<b>Solid Waste:</b> Management – and Various Method Used, Composting, Land Fill Sites etc., Hazardous Waste Management, Biomedical Waste Management, Environmental Impact Assessment and Environmental Management System - Introduction and its Impact.		
<b>UNIT IV</b>		6 Hours
<b>Introduction to Indian Environmental laws:</b> Legal framework: the Indian Penal Code, Role of Judiciary in Environmental Protection, Water (Prevention and Control of Pollution) Act, 1974, Environment (Protection) Act, 1986, Air (Prevention & Control of Pollution) Act, 1981.		
<b>Text Books</b>		
1	G. T. Miller, “Environmental Science: Working with the Earth”, Cengage Learning India Pvt. Ltd, 2011.	
2	S. P. Mishra and S. N. Panday, “Essential Environment Studies”, Ane Books Pvt. Ltd. 2014.	
<b>Reference Books</b>		
1	R. J. Chhatwal, “Environmental Science”, UDH Publishers & Distributers Ltd., 2012.	
2	M. K. Roy, “Sustainable Development”, Ane Books Pvt. Ltd, 2014.	
3	K. Asthana, “Textbook on Environmental Studies”, 2014.	
4	N. Arumugam and V. Kumaresan, “Environmental Science & Engineering”, Saras Publication, 2014.	

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**SECOND SEMSETER**

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**ORGANIZATIONAL BEHAVIOR**

Course Code: BMS- 102  
Contact Hours: L-3 T-0 P-0  
Course Category: BMS

Credits: 3  
Semester: 2

**Introduction:** The course covers individual, group, and organizational levels of behavior drawing on concepts and practices from the field of Organizational Behavior (OB). It also examines the interrelationship of behavioral phenomena among these levels. It enhances one's ability to communicate and work effectively with others. OB helps in strengthening people management skills to become a successful leader in any field.

**Course Objectives:**

- To enable the students to understand the underlying factors that guide individual and group behavior
- To develop skills for solving organizational problems and guiding organizational change involving individuals and groups

**Pre-requisite:** None

**Course Outcomes:** Having successfully completed this course, the student will be able to

- Understand the role of personality, learning and emotions at work.
- Discover and understand the concept of motivation, leadership, power and conflict.
- Understand the foundations of group behavior and the framework for organizational change and development.
- Students will be able to gain understanding of the Organizational Change techniques.

**Pedagogy:** The teaching-learning of the course would be organized through lectures, tutorials, assignments, projects/ presentations and quizzes with emphasis on case studies. Faculty members strive to make the classes interactive so that students can correlate the theories with practical example.

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

<b>UNIT-I</b>		11 Hours
<p>Meaning and concept of organizational behavior; Personality: meaning, factors affecting personality, Big five model of personality; Attitude &amp; Values; Emotions; Learning: concept and theories of learning (Classical conditioning, operant conditioning and social learning theory), concept of reinforcement; Perception: concept, factors affecting perception, process of perception, perceptual errors.</p>		
<b>UNIT-II</b>		11 Hours
<p>Motivation: Concept, importance, Content theories (Maslows need theory, Alderfers ERG theory (Existence, Relatedness and Growth), Mc Clellands theory of needs, Herzbergs two factor theory) and Process theories (Goal Setting theory &amp; MBO, Self Efficacy theory, Self Determination theory, Adams equity theory, Vrooms expectancy theory); Leadership: Concept, Theories (Trait, Behavioural, Contingency, Charismatic, Transactional, Transformational Leadership, Servant Leadership, Ethical Leadership); Emotional Intelligence: Concept, Importance, Dimensions.</p>		
<b>UNIT-III</b>		10 Hours
<p>Groups: Definition, Stages of Group Development, Group Cohesiveness; Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window; Conflict: Concept, Sources, Types, Stages of Conflict, Management of Conflict; Negotiation; Communication; Organizational Power: Sources of Power and Dysfunctional uses of Power.</p>		
<b>UNIT IV</b>		10 Hours
<p>Organizational Change: Concept, Resistance to change, Managing resistance to change, Kurt Lewin Theory of Change; Stress; Organizational Development (OD): Meaning and types of OD Interventions; Learning Organisations.</p>		
<b>Text Books</b>		
1	Robbins, Stephen P and Judge, T.A. (2013). Organisationa Behaviour (15th Edition). Pearson.	
2	Stephen, P. Robbins and Mary, Coulter (2010). Management (9 th Edition). Pearson.	
<b>Reference Books</b>		
1	Kaul, Vijay Kumar (2012). Business Organisation and Management - Text and Cases. Pearson.	
2	Singh, Kavita, Organisational Behaviour (3 rd Edition), Vikas Publication.	

**Contents:**

<b>UNIT-I</b>		11 Hours
Meaning and concept of organizational behaviour; Personality: meaning, factors affecting personality, Big five model of personality; Learning: concept and theories of learning (Classical conditioning, operant conditioning and social learning theory), concept of reinforcement; Perception: concept, factors affecting perception, process of perception, perceptual errors.		
<b>UNIT-II</b>		11 Hours
Motivation: Concept, importance, Content theories (Maslow's need theory, Alderfer's ERG theory (Existence, Relatedness and Growth), Mc Clelland's theory of needs, Herzberg's two factor theory) and Process theories (Adam's equity theory, Vrooms expectancy theory); Leadership: Concept, Theories (Trait, Behavioural, Contingency, Charismatic, Transactional and Transformational Leadership; Emotional Intelligence: Concept, Importance, Dimensions.		
<b>UNIT-III</b>		10 Hours
Groups: Definition, Stages of Group Development, Group Cohesiveness; Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window; Conflict: Concept, Sources, Types, Stages of Conflict, Management of Conflict; Organisational Power: Sources of Power and Dysfunctional uses of Power.		
<b>UNIT IV</b>		10 Hours
Organizational Change: Concept, Resistance to change, managing resistance to change, Kurt Lewin Theory of Change; Organizational Development (OD): Meaning and types of OD Interventions.		
<b>Text Books</b>		
1	Robbins, Stephen P and Judge, T.A. (2013). Organisational Behaviour (15th Edition). Pearson.	
2	Stephen, P. Robbins and Mary, Coulter (2010). Management (9 th Edition). Pearson.	
<b>Reference Books</b>		
1	Kaul, Vijay Kumar (2012). Business Organisation and Management - Text and Cases. Pearson.	
2	Singh, Kavita, Organisational Behaviour (3 rd. Edition), Vikas Publication.	

<b>BUSINESS ENVIRONMENT</b>	
Course Code: BMS-104 Contact Hours: L-3 T-0 P-0 Course Category: BMS	Credits: 3 Semester: 3

**Introduction:** Understand and analyze the intricacies of business environment, Analyze the impact the cultural differences on various aspects of business decisions, Learn the integration of business processes across organizations, create models that help businesses determine the price decisions in international markets adding value to the company.

**Course Objectives:**

- To get the students acquainted with the present economic environment in India and abroad.
- To enable the students, understand the various issues involved in the macro management of the economy.

**Pre-requisite:** None

**Course Outcomes:** – After completion of the course, the students should be able to

- Understand and analyze the intricacies of global business environment.
- Analyze the impact the cultural differences on various aspects of business decisions.
- Learn the integration of business processes across organizations.
- Create models that help businesses determine the price decisions in international markets adding value to the company.

**Pedagogy:** Apart from interactive class teaching, various individual and group assignments are given. Group discussions, role plays and presentations are conducted in class to enable students to practically apply the theories learnt during the course.

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--



## Contents

<b>UNIT-I</b>		10 Hours
<p><b>An Overview of Business Environment:</b> Type of Environment-Internal, External, Micro and Macro Environment, Competitive Structure of Industries, Environmental Analysis and Strategic Management, Managing Diversity, Scope of Business, Characteristics of Business, Process and Limitations of Environmental Analysis.</p> <p>Structure of Indian Economy: Concept of Economic Growth and Economic development, Growth and Development. Basic Characteristics of Indian Economy, Trends in National Income in India.</p>		
<b>UNIT-II</b>		11 Hours
<p><b>Planning and Economic Development and Problems in Indian Economy:</b> Objectives of Economic Planning in India, Glimpse of Five-Year Plans, Initiatives by NITI Aayog, Economic Issues: Population and demographic dividend, Poverty, Inequality, Parallel Economy, Unemployment, Concentration of Economic Power, Balanced Regional Development, Low Capital Formation and Industrial Sickness. Contemporary issues in Indian Business Environment (Case studies and Discussions)</p>		
<b>UNIT-III</b>		10 Hours
<p><b>Sectors in Indian Economy</b> – Public Sectors Enterprises, Private sector, Twin Balance Sheet Problem, Insolvency and Bankruptcy Code and Micro, Small and Medium Enterprises (MSMEs); Service Sector in India – Characteristics, Growth and Sustainability; Industrial Policy-1991, Disinvestments of Public Enterprises.</p>		
<b>UNIT IV</b>		11 Hours
<p><b>Indian Financial System:</b> Indian Monetary System: Banking, RBI and Money Market, Monetary and Fiscal Policies, Indian Capital Market. Foreign Trade and Policy, FEMA, FDI, WTO, GATT; Globalization.</p>		
<b>Text Books</b>		
1	Madhur M. Mahajan “Indian Economy”, Pearson, 2020	
2	R. Datt, and K.P.M. Sundhram, “Indian Economy”, Sultan Chand & Sons.	
3	F. Cherunilam, “Business Environment - Text and Cases”, Himalya Publishing House.	
<b>Reference Books</b>		
1	I. C. Dhingra, “Indian Economy”, Sultan Chand & Sons.	
2	K. Aswathappa, “Essentials of Business Environment”, Himalaya Publishing House.	

MACRO ECONOMICS	
Course Code: BMS-106 Contact Hours: L-3 T-0 P-0 Course Category: BMS	Credits: 3 Semester: 2

**Introduction:** This course deals with the principles of Macroeconomics. The coverage includes determination of and linkages between major economic variables; level of output and prices, inflation, interest rates and exchange rates. The course is designed to study the impact of monetary and fiscal policy on the aggregate behaviour of individuals.

### Course Objectives:

- Understanding of key macroeconomic variables- outputs, prices and rate of interest.
- To analyze the effect of fiscal and monetary policy.
- To familiarize mechanics of money supply and understand the working of an open economy.

**Pre-requisite:** Basic Concepts of Micro Economics.

### Course Outcomes:

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

- Understand the determination of key macroeconomic variables- outputs, prices and rate of interest.
- Analyze the effect of fiscal and monetary policy.
- Describe the mechanics of money supply.
- Understand the working of an open economy.

**Pedagogy:** Apart from interactive class teaching, various individual and group assignments are given. Group discussions, role plays and presentations are conducted in class to enable students to practically apply the theories learnt during the course.

### Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

**Contents:**

<b>UNIT-I</b>		10 Hours
Measurement of macroeconomic variables: National Income Accounts, Gross Domestic Product, National Income, Personal and Personal disposable income; Classical theory of income and employment, Quantity Theory of Money – Cambridge version, Classical aggregate demand curve, Classical theory of interest rate, effect of fiscal and monetary policy.		
<b>UNIT-II</b>		11 Hours
Simple Keynesian model; components of aggregate demand; equilibrium income; changes in equilibrium, multiplier (investment, Government expenditure, lump sum tax, foreign trade); determination of equilibrium rate of interest; effect of fiscal and monetary policy; composition of output and policy mix; policy mix in action.		
<b>UNIT-III</b>		10 Hours
Properties of ISLM curves; factors affecting the position and slope of ISLM curves; determination of equilibrium income and interest rates; effect of monetary and fiscal policy; relative effectiveness of monetary and fiscal policy; Keynesian aggregate demand curve; flexible price – fixed money wage model; flexible price-variable money wage model.		
<b>UNIT IV</b>		11 Hours
Money stock determination, money multiplier; instruments of monetary control; money multiplier and bank loans; Inflation: meaning, demand and supply side factors; consequences of inflation, anti-inflationary policies; natural rate theory; monetary policy-output and inflation; Phillips curve (short run and long run). Brief introduction to Balance of Payment account; market for foreign exchange and exchange rate; monetary and fiscal policy in open economy; Mundell Fleming model (perfect capital mobility and imperfect capital mobility under fixed and flexible exchange rate).		
<b>Text Books</b>		
1	Froyen, R.P. (2011). Macroeconomics-theories and policies (8th Edition). Pearson.	
2	Dornbusch and Fischer (2010). Macroeconomics (9th Edition). Tata McGraw Hill.	
<b>Reference Books</b>		
1	N Gregory Mankiw (2010). Macroeconomics (7th Edition). Worth Publisher.	

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**MARKETING MANAGEMENT**

Course Code: BMS-108  
Contact Hours: L-3 T-0 P-0  
Course Category: BMS

Credits: 3  
Semester: 2

**Introduction** - This course will build the basic concept of marketing and related concepts. It will provide an in-depth understanding to various elements of marketing mix for effective functioning of an organization. Students will learn some of the tools and techniques of marketing with focus on Indian experiences, approaches and cases.

**Course Objectives:**

- To familiarize students with the marketing function in organizations.
- To equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing.

**Pre-requisite:** None

**Course Outcomes:** – After completion of the course, the students should be able to

- Understand the concept of marketing and related concepts.
- An in-depth understanding to various elements marketing mix for effective functioning of an organization.
- Learn some of the tools and techniques of marketing with focus on Indian experiences, approaches and cases related to supply chain.
- To learn the Promotion functions of Marketing Management and understand the contemporary trends prevalent in modern business.

**Pedagogy:** Apart from interactive class teaching, various individual and group assignments are given. Group discussions, role plays and presentations are conducted in class to enable students to practically apply the theories learnt during the course.

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

**Contents:**

<b>UNIT-I</b>		10 Hours
<b>Introduction to Marketing:</b> Nature, Scope and Importance of Marketing, Basic concepts, Marketing Environment, Consumer Behavior, Market Segmentation, Targeting and Positioning.		
<b>UNIT-II</b>		10 Hours
<b>Product:</b> Product Levels, Product Mix, Product Strategy, Product Development, Product Lifecycle and Product Mix Pricing Decisions: Designing Pricing Strategies and Programmes, Pricing Techniques.		
<b>UNIT-III</b>		10 Hours
<b>Place:</b> Meaning & importance, Types of Channels, Channels Strategies, Designing and Managing Marketing Channel, Retailing, Physical Distribution, Marketing Logistics and Supply Chain Management.		
<b>UNIT IV</b>		12 Hours
<b>Promotion:</b> Promotion Mix, Push vs. Pull Strategy; Promotional Objectives, Advertising-Meaning and Importance, Types, Media Decisions, Promotion Mix, Personal Selling-Nature, Importance and Process, Sales Promotion – Purpose and Types; Publicity and Public Relations- Definition, Importance and Methods. Emerging Issues in Marketing: Integrated Marketing, Online Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).		
<b>Text Books</b>		
1	P. Kotler, P.Y. Agnihotri and E.U. Haque, “Principles of Marketing- A South Asian Perspective”, Pearson Education, 2012.	
2	T. Ramaswamy and S. Namkumar, “Marketing Management Global Perspective: Indian Context”, McMillan, Delhi, 2013.	
<b>Reference Books</b>		
1	R. Saxena, “Marketing Management”, McGraw Hill Education, 2012.	
2	C.W. Lamb, J.F. Hair, C. McDaniel, D. Sharma, “MKTG: a South Asian Perspective with Coursemate”, Cengage Learning, 2016.	
3	R. Winer, “Marketing Management”, Pearson Education, 2012.	

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**MANAGEMENT ACCOUNTING**

Course Code: BMS-112  
Contact Hours: L-3 T-1 P-0  
Course Category: BMS

Credits: 4  
Semester: 2

**Introduction:** This course will help the students to understand the basic concept of cost and management accounting and their relevance to planning, control and decision making in an organization.

**Course Objectives:**

- To acquaint students with role of Management Accounting in planning, control and decisionmaking.

**Pre-requisite:** Knowledge of Financial Accounting.

**Course Outcomes:** – After completion of the course, the students should be able to

- To understand the basic concept of cost and management accounting.
- To understand their relevance to planning, control and decision making in an organization.
- To analyse the Cost and Revenue and budget preparation of the Organisation
- To understand the different aspects costs and decision making using management accounting concepts.

**Pedagogy:** Apart from interactive class teaching, various individual and group assignments are given. Group discussions, role plays and presentations are conducted in class to enable students to practically apply the theories learnt during the course and main focus is on to enhance problem solving ability

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	1	0	Yes	--	10	--	30	--	60	--	--

**Contents:**

<b>UNIT-I</b>		10 Hours
<b>Introduction:</b> Meaning and Scope of Cost Accounting: Meaning, objectives, advantages and scope of cost accounting. Difference between financial, cost and management accounting. Different Types of Cost: Direct and Indirect. Emerging Terms viz. Life Cycle Costing, Activity Based Costing, Role of Cost Accounting in an organization.		
<b>UNIT-II</b>		11 Hours
Methods of Costing: Process Costing: Meaning and computation of normal profits, abnormal effectiveness and abnormal loss, Contract Costing: Meaning and preparation of contract account. Inventory Valuation: Meaning, Techniques of Inventory Valuation-FIFO, LIFO and Weighted Average Method. Inventory system –periodic & perpetual inventory system.		
<b>UNIT-III</b>		11 Hours
<b>Management Accounting:</b> Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant. Budgets and Budgetary Control: Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Preparation of Different Budgets, Cash Budget, Fixed and Flexible Budgeting, Performance Budgeting and Zero-Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centers.		
<b>UNIT IV</b>		10 Hours
<b>Standard Costing and Variance Analysis:</b> Meaning of Standard Cost, Relevance of Standard Cost for Variance Analysis, Significance of Variance Analysis, Computation of Material Variance only. Marginal Costing- Cost-volume profit analysis: Break even Analysis, contribution/sales ratio, key factor, margin of safety and angle of incidence.		
<b>Text Books</b>		
1	S. N. Maheshwari and S. N. Mittal, “Cost Accounting: Theory and Problems”, Shri Mahavir Book Depot, 2015.	
2	S. N. Maheshwari, “Principles of Management Accounting”, Sultan Chand & Sons, 2014.	
<b>Reference Books</b>		
1	M. N. Arora, “Cost Accounting”, Vikas Publishing House, 2012.	
2	D. Bhattacharya, “Management Accounting”, Pearson Education, 2010.	
3	M. Pandey, “Management Accounting”, Vikas Publishing House, Delhi, 2014.	

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**BUSINESS STATISTICS**

Course Code: AMC-102  
Contact Hours: L-3 T-1 P-0  
Course Category: AMC

Credits: 4  
Semester: 2

**Introduction:** Summarize data sets using Descriptive statistics, Analyze the relationship between two variables, analyze trend and seasonality in a time series data, draw conclusion about a population using testing of hypothesis

**Course Objectives:**

- To familiarize the students with various Statistical Data Analysis tools that can be used foreffective decision making.
- To emphasize on the application of the concepts learnt to various managerial situations.

**Pre-requisite:** None

**Course Outcomes:** After completion of the course, the students should be able to

- Summarize data sets using Descriptive statistics.
- Analyze the relationship between two variables.
- Analyze trend and seasonality in a time series data.
- Draw conclusion about a population using testing of hypothesis.

**Pedagogy:** Apart from interactive class teaching, various individual and group assignments are given. Group discussions, JAMs, role plays and presentations are conducted in class to enable students to practically apply the theories learnt during the course.

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	1	0	Yes	--	10	--	30	--	60	--	--



**Contents:**

<b>UNIT-I</b>		10 Hours
Data: quantitative and qualitative, attributes, variables, Scales of measurement: nominal, ordinal, interval and ratio, Measures of Central Value: Mean , Median and Mode, Measures of Dispersion: Absolute and Relative measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Moments, Shape of the distribution: Skewness and Kurtosis, z-score, Chebychev and empirical rule.		
<b>UNIT-II</b>		11 Hours
Correlation Analysis: Meaning and significance. Correlation and Causation, Types of correlation, Methods of studying simple correlation - Scatter diagram, Karl Pearson’s coefficient of correlation, Spearman’s Rank correlation coefficient, Regression Analysis: Meaning and significance, Regression vs. Correlation, Simple Regression model: Linear Regression, Conditions for simple linear regression, Standard error of estimate, Tests for the significance of correlation coefficient.		
<b>UNIT-III</b>		11 Hours
Analysis of Time Series: Meaning and significance, Utility, Components of time series, Models (Additive and Multiplicative), Measurement of trend: Method of least squares, Linear and Parabolic trend, Measurement of seasonal variations by method of ratio to trend. Index Numbers: Meaning and significance, problems in construction of index numbers, Methods of constructing index numbers-weighted and unweighted, Construction of index numbers of prices and quantities, Consumer price index number.		
<b>UNIT IV</b>		10 Hours
Probability: Meaning and need, Theorems of addition and multiplication, Conditional probability, Bayes’ theorem, Random Variable- discrete and continuous. Probability Distribution: Meaning, characteristics (Expectation and variance) of Binomial, Poisson, exponential and Normal distribution, Central limit theorem.		
<b>Text Books</b>		
1	N. D. Vohra, “Quantitative Techniques in Management”, McGraw Hill Education, 2011.	
2	S. P. Gupta and P. K. Gupta, “Quantitative Techniques and Operation Research”, Sultan Chand, 2013.	
<b>Reference Books</b>		
1	Keller, G. (2015). Statistics for Management and Economics (10th Edition). Cengage Learning.	
2	Levin, R. and Rubin, D. (2012). Statistics for Management (7 th Edition). Pearson.	

<b>BUSINESS COMMUNICATION – II</b>	
Course Code: AMC-104 Contact Hours: L-2 T-0 P-0 Course Category: AMC	Credits: 2 Semester: 2

**Introduction:** The course Business Communication II acts as a perfect sequel to BC-I, as after facilitating effective speaking and writing skills the students are taken to the next level of communication skills development by exposing them to advanced nuances of effective communication. The course also provides valid inputs on the Ethical dimension of communication so as to enable the students to be ethical communicators.

The highlight of the course is special emphasis on Employment Communication i.e. job application and resume writing along with preparing and appearing for Interviews. The students are also acquainted with various forms of business correspondence used in organizations on a regular basis like agenda and minutes of meetings, business letters, notices, memo and circulars.

#### **Course Objectives:**

- To enable students to understand the importance of ethics in communication and their application
- Improve upon their professional communication skills
- Help the students learn how to face interviews and deliver oral presentations
- Facilitate effective professional writing skills

#### **Pre-requisite:**

**Course Outcomes:** After completion of the course, the students should be able to:

- Apply ethical communication theories and communicate effectively in various settings and contexts.
- Demonstrate appropriate and professional communication skills
- Develop the ability to face interviews and effectively deliver oral presentations
- Improve their competence in professional writing

**Pedagogy:** Apart from interactive class teaching, various individual and group assignments are given. Group discussions, role plays and presentations are conducted in class to enable students to practically apply the theories learnt during the course.

#### **Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
2	0	0	Yes	--	10	--	30	--	60	--	--

**Contents:**

<b>UNIT-I</b>		7 Hours
<b>Communication Rules:</b> Ethics of Communication (plagiarism, language sensitivity towards gender, caste, race, disability etc.) Role of Culture in communication, Challenges in online communication.		
<b>UNIT-II</b>		7 Hours
<b>Everyday Communication:</b> Business Etiquette (greetings, introducing, shaking hands, exchanging cards, making requests, asking and giving permission, offering help and giving instructions and directions etc.), Understanding Telephone Skills (handling calls, leaving a message, asking and giving information and instructions etc.), Netiquette.		
<b>UNIT-III</b>		7 Hours
<b>Effective Communication:</b> Classroom Presentations (purpose, types, preparing and presenting - use of visual aids/ PowerPoint presentations), Interview Skills (purpose, types of interviews, guidelines and preparing for facing the interviews) Job Application (Resume and Cover Letter), Presentation, Mock interview practice should be undertaken in class.		
<b>UNIT IV</b>		7 Hours
<b>Writing during the Job:</b> Letters at the workplace, Meeting documentations (notice, memo, circular, agenda and minutes of meeting etc.), Report Writing (characteristics, types, structure of formal report), Proposal writing.		
<b>Text Books</b>		
1	Lesikar, & Neerja Panda, MC Crow Hill	
2	Effective Business Communication by Neera Jain & Shoma Mukherji MC Crow Hill.	
<b>Reference Books</b>		
1	Lewis and Hedwig, Body Language: A Guide for Professionals, New Delhi, Response Books, 2000.	
2	Sides and H. Charles, How to Write & Present Technical Information, Cambridge, CUP, 1999.	

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## THIRD SEMESTER

<b>HUMAN RESOURCE MANAGEMENT</b>	
Course Code: BMS-201 Contact Hours: L-3 T-0 P-0 Course Category: BMS	Credits: 3 Semester: 2

**Introduction:** This course focuses on issues and strategies required to select and develop manpower resources. The main objective of this course is to help the students to acquire and develop skill to design rational decisions in the discipline of human resource management.

**Course Objective:** The objective of this course is to make students familiar with the basic concepts of human resource management and people related issues.

- To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.
- To help the students focus on and analyze the issues and strategies required to select and develop manpower resources.
- To develop relevant skills necessary for application in HR related issues.
- To enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions.

**Pre-requisite:** None

**Course Outcomes:** After completion of the course, the students should be able to:

- Develop an understanding of the concept of human resource management and to understand its relevance in organizations.
- Develop necessary skill set for application of various HR issues.
- Analyze the strategic issues and strategies required to select and develop manpower resources.
- Integrate the knowledge of HR concepts to take correct business decisions.

**Pedagogy:** The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

## Contents

<b>UNIT-I</b>		10 Hours
<b>Human Resource Management:</b> Introduction to Concept and Functions of HRM, Role, Status and Competencies of HR Manager, HR Policies, Evolution of HRM. Emerging Challenges of Human Resource Management; Workforce Diversity, Empowerment, Downsizing; VRS; Role of HRM in strategic management; Human Capital; Human Resource Information System.		
<b>UNIT-II</b>		11 Hours
<b>Human Resource Planning:</b> Human Resource Planning- Quantitative and Qualitative dimensions; Recruitment – Concept and sources; (E-recruitment, recruitment process outsourcing etc.); Selection – Concept and process; test and interview; placement induction. Job analysis – job description and job specification; job design: behavioural concerns, ergonomic considerations and flexible work schedules; introduction to employee empowerment, managing protean careers, moonlighting phenomenon etc		
<b>UNIT-III</b>		10 Hours
<b>Training and Development:</b> Concept and Importance; Identifying Training and Development Needs; Designing Training Programmes; Role Specific and Competency Based Training; Evaluating Training Effectiveness; Performance appraisal: nature and objectives; Modern Techniques of performance appraisal; Compensation: concept and policies; job evaluation; methods of wage payments and incentive plans; fringe benefits; performance linked compensation, 360 Degree Appraisal Technique.		
<b>UNIT IV</b>		11 Hours
<b>Human Resource Development:</b> Orientation Program; Requisite of an effective Program, Evaluation of Orientation Program. Strategic HRM: HRD audit, ethics and CSR; managing globalization; technology and HRM; work-life balance and green HRM practices; knowledge management.		
<b>Text Books</b>		
1	G. Dessler. “A Framework for Human Resource Management”, Pearson Education, 15 <sup>th</sup> Edition, 2017.	
2	D. A. Decenzo, S. P. Robbins, S. L. Verhulst, “Human Resource Management”, Wiley India Private Limited, 2015.	
3	Bohlendar and Snell, “Principles of Human Resource Management”, Cengage Learning, 2013.	

FINANCIAL MANAGEMENT	
Course Code: BMS-203 Contact Hours: L-3 T-1 P-0 Course Category: BMS	Credits: 4 Semester: 3

**Introduction:** Efficient Management of a business enterprise is closely linked with the efficient management of its finances. Accordingly, the objective of the course is to familiarize the students with the basic fundamentals, principles and practices of financial decision-making in a business unit in the context of a changing, challenging and competitive global economic environment. The purpose of the course is to offer the students relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice while making financial decisions and resolving financial problems.

**Course Objectives:** The objective of the course is to acquaint the students with the overall framework of financial decision-making in a business unit.

- To acquaint the students with the fundamentals of Financial Management
- To make them understand Decisions to be taken as a Finance Manager.
- The course will use and focus on Indian experiences, approaches and cases.

**Pre-requisite:** None

#### Course Outcomes:

Upon successful completion of the course, students will be able to:

- Understand the overall role and importance of the finance function for decision-making.
- Recommend whether and why a particular investment should be accepted or rejected by determining an appropriate investment criteria and projecting cash flows associated with corporate project evaluation.
- Differentiate between the various sources of finance and their pros and cons.
- Outline capital requirements for starting a business and management of working capital. Analyse the complexities associated with management of cost of funds in the capitalstructure.

**Pedagogy:** The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

#### Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	E'ETEP*
3	1	0	Yes	--	10	--	30	--	60	--	--

## Contents

<b>UNIT-I</b>		10 Hours
<b>Financial Management</b> Definition, scope, objectives of Financial Management, Profit maximization and wealth maximization - goal of a firm, Functions of a finance manager, Time value of money. Sources of Finance for different Organizations, comparative analysis of various sources of finance.		
<b>UNIT-II</b>		11 Hours
<b>Capital Structure:</b> Meaning and Theories of Capital Structure: Net Income, Net Operating Income and MM Approach and Traditional Approach, Factors Determining Capital Structure. Cost of Capital: Concept, Importance, Classification and Determination of Cost of Capital (Cost of Equity, Preference, Debt and WACC).		
<b>UNIT-III</b>		10 Hours
<b>Capital Budgeting:</b> Concept, Importance and Appraisal Methods: Pay Back Period, Accounting, Rate of Return, Net Present Value Method (NPV), Profitability Index, and IRR. Capital Rationing. Dividend Policy: Theories for Relevance and Irrelevance Concepts of Dividend.		
<b>UNIT IV</b>		11 Hours
<b>Working Capital Management:</b> Operating cycle, Working Capital Estimation, Concept, Management of cash: Preparation of Cash Budget, Inventory Management: EOQ Problem.		
<b>Text Books</b>		
1	M.Y. Khan and P.K. Jain, "Financial Management", McGraw Hill Education, 8 <sup>th</sup> Edition, 2018.	
2	I. M. Pandey, "Financial Management", Vikas Publishing House, 2015.	
3	S. Kapil, "Financial Management", Pearson Education, 2012.	
4	C. Prasanna, "Financial Management: Theory and Practice", McGraw Hill, 2017.	
5	S.N. Maheshwari, "Financial Management: Principles and Practice", Sultan Chand, 2019.	



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<b>BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY</b>											
Course Code: BMS-205						Credits: 3					
Contact Hours: L-3 T-0 P-0						Semester: 3					
Course Category: BMS											

**Introduction:** The basic objective of this paper is to make the students realize the importance of values and ethics in business.

**Course Objective:** This course endeavours

- To provide a background to ethics as a prelude to learn the skills of ethical decision – making.
- To apply the skills gained to the real and current challenges of the information professions.

**Pre-requisite:** None

**Course Outcomes:** After completion of the course, the students should be able to:

- Understand the basics of Ethics and Values and Governing Principles
- Analyse the Indian Ethos and its application in Management
- Understand Business Ethics and its implications
- Corporate Governance and CSR concepts application in present business scenario.

**Pedagogy:**

The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

## Contents

<b>UNIT-I</b>		10 Hours
<p><b>Introduction:</b> Morals, Values and Ethics, Integrity, Work Ethic, Respect for Others, Living Peacefully, Caring, Sharing, Honesty, Valuing Time, Co-operation, Commitment, Empathy, Self-Confidence, Character, Spirituality. Indian values (on the conceptual framework of Vedas): Purusharth, Niskama karma, Religion and Human Values, Towards a World Religion, Ethical Living and Harmony in Life. .</p>		
<b>UNIT-II</b>		11 Hours
<p>Values, Types and Formation of Values, Values and Behaviour, Business Ethics and Values, Values of Indian Managers, Ethical Decision Making. Ethics: Management Process and Ethics, Ethical Decision Making, Ethical Issues, Ethos of Vedanta in Management, Relevance of Ethics and Values in Business</p>		
<b>UNIT-III</b>		10 Hours
<p><b>Corporate Social Responsibility;</b> Corporate Responsibility of Business: Employees, Consumers and Community, Consumer Protection Act, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Philanthropy; Environmental Aspect of CSR, Models and benefits of CSR, Drivers of CSR; CSR in India.</p>		
<b>UNIT IV</b>		11 Hours
<p>Corporate Governance, Code of Corporate Governance, Corporate Governance: Meaning, significance and principles, Management and corporate governance, Corporate Governance and Ethics; CSR and Corporate Governance,</p>		
<b>Text Books</b>		
1	A. C. Fernando, “Business Ethics”, Pearson education.	
2	L. Hartman, Laura and A. Chatterjee, “Perspectives in Business Ethics”, McGraw Hill Education, 2017.	
3	M. Govindarajan, S. Natarajan and V. S. Senthil Kumar, “Professional Ethics and Human Values”, PHI, 2013.	
4	A. B. Rao, “Business Ethics and Professional Values”, Excel Book.	
5	G. V. Manuel, “Business Ethics Concepts”, Prentice Hall of India.	

## E – COMMERCE

Course Code: AMC-201 Contact Hours: L-3 T-0 P-2 Course Category: AMC	Credits: 4 Semester: 3
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**Introduction:** The course imparts understanding of the concepts and various application issues of e-commerce like Internet infrastructure, security over internet, payment systems and various online strategies for e-commerce.

**Course Objectives:** The aim of the course is to introduce students to: (1) the fundamental principles of e-Business and e-Commerce and the role of Management, (2) the underlying used technologies with emphasis on Internet Technologies, and (3) the application of tools and services to the development of small scale-Commerce applications.

- Overview of the E-Commerce landscape in India and the world Component of a basic E-Commerce business
- E-Commerce business model
- E-commerce and E-Business
- E-Commerce marketing concepts and communications
- Security and Payment systems.

**Pre-requisite:** None

**Course Outcomes:** After completion of the course, the students should be able to:

- Recognize the impact of Information and Communication technologies, especially of the Internet in business operations. Recognize the fundamental principles of e-Business and e-Commerce.
- Distinguish the role of Management in the context of e-Business and e-Commerce. Explain the added value, risks and barriers in the adoption of e-Business and e-Commerce.
- Examine applications of e-Commerce in relation to the applied strategic.
- Develop and publish web pages using HTML. Use tools and services of the internet in the development of a virtual e-commerce site.

**Pedagogy:** The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

### Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	2	Yes	Yes	--	10	15	--	60	15	--

## Contents

Theory Component	
<b>UNIT-I</b>	
10 Hours	
<p><b>Basics of E-Commerce:</b> Definition of E-Business, E Commerce, Types of E Commerce, Benefits, Limitations and Barriers of E-commerce, Electronic Commerce Models, Value Chains in Electronic Commerce, E-Commerce in India., Web Based Tools for Electronic Commerce, e-Marketing, Intranet, Composition of Intranet, Business Applications on Intranet, Extranets. Electronic Data Interchange, Components of Electronic Data Interchange.</p>	
<b>UNIT-II</b>	
11 Hours	
<p><b>Security System for E-business:</b> Basic E-Commerce Security issues, Electronic Commerce Threats, E-Commerce Security Strategy, Encryption, Digital Signatures, Digital Certificates, Securing E-commerce Networks: Firewalls, Personal Firewalls, IDS, VPNs, Public Key Infrastructure (PKI) for Security.</p>	
<b>UNIT-III</b>	
10 Hours	
<p><b>E-Payment System:</b> Concept of e-Money, Internet Banking, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards, Infrastructure Issues in EPS, Electronic Fund Transfer.</p>	
<b>UNIT IV</b>	
11 Hours	
<p><b>Emerging Opportunities in E-Business:</b> Business Models &amp; Revenue Models over Internet, Emerging Trends in e-Business, Digital Commerce, Mobile Commerce, Basics of Internet Enabled SCM-•e Supply Chain, Internet based Business Models; Case Studies on Indian E-Commerce success stories.</p>	
Text Books	
1	E. Turban, D. King, D. Viehland, J. Lee, “Electronic Commerce – A Managerial Perspective”, Pearson Education, 2018.
2	B. Bhaskar, “Electronic Commerce-Framework, Technologies”, Tata McGraw Hill.
3	P. T. Joseph, “E-Commerce – An Indian Perspective”, PHI, 6 <sup>th</sup> Edition, 2019.
4	S. Gary, “Electronic Commerce”, Cengage Learning, 12 <sup>th</sup> Edition , 2016.
PRACTICAL COMPONENT	
<b>UNIT-I</b>	
28 Hours	
<p><b>Course Objective:</b> The objective of the course is to apply the techniques and tools studied in E-Commerce course.</p> <p>The course will include practical sessions regarding the various types of web commerce and a know-how and familiarity with these. Use a web page editor to create effective web pages. Design (plan) a simple e-commerce web site. Create, modify, enhance and publish a simple e-commerce web site.</p>	
Text Books	
1	E. Turban, D. King, D. Viehland, J. Lee, “Electronic Commerce – A Managerial Perspective”, Pearson Education, 2018.
2	site. Create Commerce-site. Create”, Tata McGraw Hill.

OPERATIONS MANAGEMENT	
Course Code: AMC-203 Contact Hours: L-3 T-1 P-0 Course Category: AMC	Credits: 4 Semester: 3

**Introduction:** This course discusses about the basic aspects of Operations Management. The course attempts to discuss various important planning, organizing and controlling aspects of Operations Management. This course prepares for a study of different operational issues in manufacturing and services organizations.

**Course Objectives:**

- To have an understanding of Operation Management and nature of the manufacturing systems.
- To understand the relationship between operations and other business functions.
- To understand techniques of location and facility planning; line balancing; jobdesigning; and capacity p
- To determine various inventory related decisions and various costs associated with it.

**Pre-requisite:** None

**Course Outcomes:** After completion of the course, the students should be able to:

- Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.
- Analyze and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments.
- Develop aggregate capacity plans in operation environments.
- Plan and implement suitable material handling principles and quality control measures in the operations.

**Pedagogy:** The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	1	0	Yes	--	10	--	30	--	60	--	--

## Contents

<b>UNIT-I</b>		10 Hours
<p><b>Operations Management:</b> Introduction, Operations Management and Strategy, Tools for Implementation of Operations, Industry Best Practices. <b>Operations Strategy:</b> Operations Strategy, Competitive Capabilities and Core Competencies, Linkage Between Corporate, Business, and Operations Strategy, Developing Operations Strategy, Elements or Components of Operations Strategy, Competitive Priorities, Manufacturing Strategies, Service Strategies.</p>		
<b>UNIT-II</b>		11 Hours
<p><b>Operation Analysis:</b> - Service Operations, Case: The Dabbawalla system, Business Process Modelling, Data Driven Approach to Process Definition. Logical vs. Physical Database Modelling, <b>Operations Scheduling:</b> Introduction, Purpose of Operations Scheduling, Factors Considered while Scheduling, Scheduling Strategies, Scheduling Guidelines, Approaches to Scheduling, Scheduling Methodology [Quantitative], Scheduling in Services.</p>		
<b>UNIT-III</b>		10 Hours
<p><b>Supply Chain Management:</b> Introduction, Domain Applications, SCM– The Breakthrough Article, Supply Chain Management, Views on Supply Chain, Bullwhip Effect in SCM, Collaborative Supply Chain, Inventory Management in Supply Chain, Financial Supply Chain – A New Revolution within the SCM Fold</p>		
<b>UNIT IV</b>		11 Hours
<p><b>Total Quality Management:</b> Introduction, Meaning and Dimensions of Quality, Quality Control Techniques, Quality Based Strategy, Total Quality Management (TQM), Towards TQM – ISO 9000 as a Platform – Working with Intranet, Total Productive Maintenance (TPM)</p>		
<b>Text Books</b>		
1	B. Mahadevan, “Operations Management Theory & Practice”, Pearson Education, 2018.	
2	E. S. Buffa and R. K. Sarin, “Modern Production Operations Management”, 8th edition, John Wiley.	

## DISASTER MANAGEMENT

Course Code: AMC-205	Credits: 2
Contact Hours: L-2 T-0 P-0	Semester: 3
Course Category: AMS	

**Introduction:** Natural and technological hazards affect the everyday life as well as long- social media. For many decades the prevailing approach in dealing with disasters was focus on response and social media pre-disaster actions to minimize the disaster risks are getting importance. The course introduces Disaster Management, focusing on natural disasters.

**Course Objectives:** The objective of the course is to acquaint the students about the concept of information system in business organizations, and also the management control systems

**Pre-requisite:** None

**Course Outcomes:** After completion of the course, the students should be able

- To gain and integrate knowledge, to analyze, evaluate and manage the different public health aspects of disaster events at local and global levels
- To describe, analyze and evaluate the environmental, social, cultural, economic, legal and organizational aspects, minimize risk, prepared community and develop capacities to mitigate disasters.
- To understand theoretically and practically different step of disaster management and relate their interconnections, with psychosocial, livelihood, logistics and Public Health aspects of the disasters
- To build capacity to work at the time of need, support community.

**Pedagogy:** The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
2	0	0	Yes	--	10	--	30	--	60	--	--

## Contents

<b>UNIT-I</b>	<b>4 Hours</b>
<b>Concepts and definitions of disaster</b> - hazard, vulnerability, resilience, risks, rehabilitation, reconstruction, search and rescue before, during and after disasters. Disaster Profile of India – Mega Disasters of India and Lessons Learnt.	
<b>UNIT-II</b>	<b>10 Hours</b>
Categories of disasters -Natural disasters – earthquake, cyclone, landslide, flood, tsunami, heat waves, cold waves, avalanches, Man-made disasters – fire, urban fire, forest fire, Chemical, biological, radiological and nuclear disasters, armed conflict and civil strife, oil and Gas leakage, Transport disasters Factors affecting Vulnerabilities, impact of Development projects such as dams, high rise constructions etc.	
<b>UNIT-III</b>	<b>6 Hours</b>
Geo-informatics in Disaster Management (RS, GIS, GPS and RS), Disaster Communication System (Early Warning and Its Dissemination), Use of ICT, mobile technology, alarms etc, Application of Drone.	
<b>UNIT IV</b>	<b>8 Hours</b>
Disaster Management Act 2005, Disaster Management National Policy, Disaster Management cycle, Role of Government (local, state and national), Non-of Government-Governmental and UN Agencies.	
Demonstration/Drills of <ul style="list-style-type: none"> <li>· Cardiopulmonary Resuscitation (CPR)</li> <li>· Search and Rescue Operations</li> <li>· Earthquake Evacuation Drill</li> <li>· Demonstration of Fire Drill</li> </ul>	
<b>Text Books</b>	
1	<a href="https://ndma.gov.in/en/">https://ndma.gov.in/en/</a>
2	Alexander David, Introduction in Confronting Catastrophe, Oxford University Press.
3	Kapur, Anu & others, Disasters in India Studies of grim reality, Rawat Publishers, Jaipur.
4	Mukta Girdhar, Natural Disasters, Amy publication, Dariyaganj, New Delhi, 2019.
<b>Reference Books</b>	
1	Andharia J. Vulnerability in Disaster Discourses, JTCDM, Tata Institute of Social Sciences Working Paper No. 8, 2008.
2	Govt. of India: Disaster Management Act 2005, Government of India, New Delhi.



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## **SEMESTER 4**

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**PROJECT MANAGEMENT**

Course Code: BMS-202  
 Contact Hours: L-3 T-1 P-0  
 Course Category: DCC

Credits: 3  
 Semester: 4

**Introduction:** The aim is to provide a suitable framework for gaining insight into the process of preparation, appraisal, monitoring and control of a project. The role project management techniques and how to mobilize finance for domestic and international projects shall be highlighted.

**Course Objectives:** The basic objective of this course is to familiarize the students with the various aspects of Projects and key guidelines relevant to project planning, analysis, financing, selection, implementation and review.

**Pre-requisite:** None

**Course Outcomes:** Having successfully completed this course, the student will be able to:

- Strengthen the foundations of the analytical approach to Project Planning & Management,
- Understand project preparation, understand the history, approaches, framework and processes of projects.
- Understand the project financing and implementation.
- Understand the Project Evaluation and Control in the various types of organizations.

**Pedagogy:** The teaching-learning of the course would be organized through lectures, tutorials, assignments, projects/ presentations and quizzes with emphasis on case studies. Faculty members strive to make the classes interactive so that students can correlate the theories with practical example.

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	1	0	Yes	--	10	--	30	--	60	--	--

**Contents:**

<b>UNIT-I</b>		11 Hours
<b>Introduction:</b> Project Management: Objectives, Importance, Tools and Techniques. Project Team, Roles and Responsibilities of Project Manager, Project Life Cycle, Classification of Projects. Project Management Process and Project Selection: Strategic Position and Action Evaluation, Project Selection Methods, Project Selection Criteria. Generation and Screening of Project Ideas.		
<b>UNIT-II</b>		10 Hours
<b>Technical Analysis:</b> Selection of Locations, Technology Selection, Market Analysis: Conduct of Market Survey, Characterization of Market, Market Planning (Introductory aspects only). Probability of Completing the project within given time, Project Cost Analysis, Project Crashing (Simple problems only).		
<b>UNIT-III</b>		10 Hours
<b>Financial Estimates and Projections:</b> Feasibility Study: Types, Steps of Feasibility Study, Importance and Steps of Financial Feasibility, Components of Cost of Project and Its Estimation (Introductory aspects only). Financing of Projects: Capital Structure, Sources of Long-term Finance, Debt Financing, Characteristics of Debt, Types of Debts, Equity Financing, Preferential Shares, Equity Shares, Retained Earnings, Short-term Sources for Working Capital, Newer Sources of Finance, Venture Capital.		
<b>UNIT IV</b>		11 Hours
<b>Project Evaluation and Control:</b> Project Monitoring and Controlling, Project Evaluation, Post Project Evaluation (Post Audit), Abandonment Analysis. Social Cost Benefit Analysis, Risk Analysis, Managing Risk. International Project Management: Introduction, Types, Risk, Process and Financing. Emerging Concepts and Issues in Project Management: Role of Information Technology.		
<b>Text Books</b>		
1.	C. Prasanna, "Projects: Planning, Analysis, Financing, Implementation and Review", Tata McGraw Hill Publishing Company Limited, 2019.	
2.	K. Nagarajan, "Project Management", New Age International Limited, Publishers, 2020.	
3.	R. Panneerselvam, P. Senthil Kumar, "Project Management", PHI Learning, 2013.	
4.	S. N. Maheshwari, "Financial and Management Accounting", Sultan Chand & Sons, 2019.	
5.	K. P. Jeffrey, "Project Management: Achieving Competitive Advantage", Pearson Education, 2012.	

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**BUSINESS LAWS**

Course Code: BMS-204 Contact Hours: L-3    T-0    P-0 Course Category: BMS	Credits: 3 Semester: 4
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**Introduction:** The Legal requirements are an essential part of the business. This course introduces the students the fundamental concepts, principles, and rules of law that apply to business transactions.

**Course Objective:** The objective of the course is to impart basic knowledge of the important business laws along with relevant case law. This course is designed to expose the student to the Indian Legal System and its effect on business activities.

**Pre-requisite:** None

**Course Outcomes:** After completion of the course, the students should be able to:

- Demonstrate an understanding of the Legal Environment of Business.
- Apply basic legal knowledge to business transactions.
- Communicate effectively using standard business and legal terminology.
- Understand the Intellectual Property Laws and competition act

**Pedagogy:** The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

## Contents

<b>UNIT-I</b>		10 Hours
<p><b>Introduction to Indian legal system:</b> Define Law, explain why we have laws, List the sources of Law, explain why Govt. regulates business <b>The Indian Contract Law:</b> What is a Contract and what are its characteristics and kinds, what are the conditions of a valid contract          - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects, Contract of Indemnity and Guarantee, Contract of Bailment &amp; Pledge.</p>		
<b>UNIT-II</b>		11 Hours
<p><b>Law of sales of Goods</b> – What is a Contract of sale, what are Goods and their classification, meaning of price, Conditions and Warranties, Passing of property in goods, Transfer of title by non-owners, Performance of a contract of sale, Unpaid seller and his rights, Remedies for breach of contract. <b>Consumer Protection Act-</b> Introduction, Definitions, Rights of Consumers, Nature and Scope of Complaints, Remedies Available to Consumers</p>		
<b>UNIT-III</b>		10 Hours
<p><b>The Company’s Act:</b> Introduction, Formation of a Company, Memorandum of Association, Articles of Association, Prospectus, Shares, Directors, General Meetings and Proceedings, Auditor, Winding up. <b>Banking &amp; Insurance Law-</b> Introduction, Control and Regulation of Banking, Insurance in India, Regulation of Insurance Sector</p>		
<b>UNIT IV</b>		11 Hours
<p><b>Intellectual Property Laws-</b> Introduction, Legal Aspects of Patents, Filing of Patent Applications, Rights from Patents, Infringement of Patents, Copyright and its Ownership, Infringement of Copyright, Civil Remedies for Infringement. <b>The Competition Act-</b> Introduction, Definitions, Enquiry into Certain Agreements and Dominant Position of Enterprise and Combinations, Miscellaneous Provisions, Finance, Accounts and Audit</p>		
<b>Text Books</b>		
1	M. C. Kuchhal and V. Kuchhal, “Business Law”, Vikas Publishing House, New Delhi, 2018.	
2	S.N. Maheshwari and S.K. Maheshwari, “Principles of Business Law”, Himalaya Publication House-New Delhi, 2016.	
3	R. Kumar, “Legal Aspects of Business”, Cengage Learning, 2016.	
4	K.D. Raju, “The Intellectual Property Rights & Competition Law a Comparative Analysis” Eastern Law House.	

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<b>INTERNATIONAL BUSINESS MANAGEMENT</b>	
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Course Code: BMS-206 Contact Hours: L-3 T-1 P-0 Course Category: DCC	Credits: 4 Semester: 4
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**Introduction:** The goal of this program is to enhance students with business education. This course provides students Strategy making and International Business. Students centred learning focuses on skills and practices that enable lifelong learning and independent problem-solving. During the course the students are given hands-on experience by working on various case studies, projects and presentations. The course equips students to understand how organisations work, how they are managed, and sensitise students towards national and international environments.

**Course Objectives:** The basis objective of this course is to provide understanding to the students with the global dimensions of management.

**Pre-requisite:** None

**Course Outcomes:** Having successfully completed this course, the student will be able to:

- Understand and explore the various drivers and patterns of international business activity
- Examine the various forms of international business activity, international business strategies for going global and key managerial issues.
- Understand the Strategies applied in International Business.
- Analyse the socio economic impact of International Business.

**Pedagogy:** The teaching-learning of the course would be organized through lectures, tutorials, assignments, projects/ presentations and quizzes with emphasis on case studies. Faculty members strive to make the classes interactive so that students can correlate the theories with practical example.

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	1	0	Yes	--	10	--	30	--	60	--	--

**Contents:**

<b>UNIT-I</b>	11 Hours
<p><b>Overview:</b> International Business- Introduction, Concept, Definition, Scope, Trends, Challenges and Opportunities Nature, Meaning and Importance of International Competitive Advantage, Multidimensional view of Competitiveness Financial. Perspectives: International Monetary Systems and Financial Markets, IMF, World Bank, IBRD, IFC, IDA, Existing International Arrangements; Globalization and Foreign Investment- Introduction FDI, national FDI Policy Framework, FPI.</p>	
<b>UNIT-II</b>	10 Hours
<p><b>Globalization:</b> Impact of Globalization, Technology and its Impact, Enhancing Technological Capabilities, Technology Generation, Technology Transfer, Diffusion, Dissemination and Spillovers, Rationale for Globalization, Liberalization and Unification of World Economics, International Business Theories, Trade Barriers- Tariff and Non-Tariff Barriers.</p>	
<b>UNIT-III</b>	10 Hours
<p><b>Strategy making and International Business:</b> Structure of Global Organizations, Types of Strategies used in Strategic Planning for achieving Global Competitive Advantage, Meaning, Concept and scope of Distinctive Competitive Advantage, Financial Integration, Cross border Merger and Acquisitions.</p>	
<b>UNIT IV</b>	11 Hours
<p><b>Socio Cultural Environment-</b> Managing Diversity within and across Cultures, Country Riskanalysis, Macro Environmental Risk Assessment, Need for Risk Evaluation; Corporate governance, Globalization with social responsibility- Introduction, Social responsibility of TNC, Recent development in corporate social responsibility and policy implications. Global Human Resource Management- Selection, Development, Performance Appraisal and compensation, motivating employees in the global context and managing groups acrosscultures, Multicultural management.</p>	
<b>Text Books</b>	
1.	C. Tamer, K. Gary, “International Business: Strategy, Management and the New Realities”, Pearson Education, 2012.
2.	K. Aswathappa, “International Business”, McGraw Hill Education, 2020.
3.	P. K. Sinha, “International Business Management”, Excel Books, 2012.
4.	S. Singh, “International Business”, Galgotia Publishing Company, 2018.
<b>Reference Books</b>	
1.	Charles W. L. Hill, G. Tomas M. Hult, “International Business” Tata Mcgraw Hill, Latest Edition
2.	John d. Daniels, Daniel P. Sullivan, Prashant Salwan, Lee H. Radebaugh, “International Business”, Pearson



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## RESEARCH METHODOLOGY

Course Code: AMC-202	Credits: 4
Contact Hours: L-3 T-0 P-2	Semester: 4
Course Category: BMS	

**Introduction:** This course provides a basic understanding of the framework of research process, various research designs, techniques and methodologies and will help students identify various techniques for literature review and data collection and conduct research in a more organized manner

### Course Objectives:

The objective of this paper is to understand the various aspects of research, identify the various tools available to a researcher. Research Methodology can help the business manager in decision making.

- To acquaint the students with the fundamentals of research and the research process.
- To understand the facets of research and availability of various tools.
- To help students in conducting research work and making research reports.
- To familiarize students with latest statistical packages for data analysis.

**Pre-requisite:** None

**Course Outcomes:** After completion of the course, the students should be able to:

- Develop understanding of various kinds of research, objectives of doing research, research process, research designs and sampling.
- Be able to formulate research problem and develop a sufficiently coherent research design.
- Develop basic knowledge regarding various techniques for literature review, data collection and data analysis.
- Conduct research in a more organized manner. Write a research proposal.

**Pedagogy:** The teaching-learning of the course would be organized through lectures, tutorials, assignments, projects/ presentations and quizzes with emphasis on case studies. Faculty members strive to make the classes interactive so that students can correlate the theories with practical example.

### Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	2	Yes	Yes	--	10	15	--	60	15	--

## Contents

Theory Component	
<b>UNIT-I</b>	
10 Hours	
<b>Research Process:</b> Meaning of research; Scope of Business Research; Importance of research in business decision making. Type of Research, Research process: Defining the Research Problem; Literature Review- Importance and sources of information; Identification of research problem, development of theoretical or research model and formulation of hypothesis.	
<b>UNIT-II</b>	
11 Hours	
<b>Research Design and Data Collection:</b> Research Design: Exploratory, Experimental and Causal Research Design. Data Collection and Preparation: Primary and Secondary sources. Measurement and Scaling - Uni-dimensional and Multidimensional scales; Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking Scale, Likert and Semantic Differential scaling, Paired Comparison, Itemized Rating Scale. Questionnaire and Form Design.	
<b>UNIT-III</b>	
12 Hours	
<b>Data Analysis:</b> Sampling: Design, Procedure and Techniques. Type1 and Type 2 errors. Data Preparation, Checking Data for Assumptions – Normality, Homogeneity of Variances. Descriptive Statistics – Mean, Mode, Median, Frequencies, Bar Graph, and Pie Chart. Hypothesis Testing. : Tests concerning means and proportions. Correlation and Regression; t- test (two tailed), z-test ANOVA(One-way), Chi-square test.	
<b>UNIT IV</b>	
09 Hours	
<b>Report Preparation(Theory):</b> Meaning, types and layout of research report; Steps in reportwriting; Plagiarism; Citations, Bibliography and Annexure in report.	
<b>Text Books</b>	
1	Chawala and Sondhi “Research Methodology: Concepts and Cases”, 2016
2	N. Malhotra “Marketing Research : An Applied Orientation”, 2019, 7 <sup>th</sup> Edition.
3	G. C. Beri, “Marketing Research”, McGraw Hill Education.
4	D.R. Cooper and S. P. Schindler, Business Research Methods, Tata McGraw Hill.
<b>Reference Books</b>	
1	R. Nargundkar, “Marketing Research: Text and Cases”, McGraw Hill Education, 2017.
2	R. Kumar, “Research Methodology: A step by step guide for Beginners”, Pearson. Education.
3	I. Levin & D.S. Rubin, “Statistics for Management”, Pearson Education, 2017.
4	Dangi, H., Dewan, S., “Business research methods”, Cengage Learning India Private Ltd., 2017.
<b>Practical Component</b>	
<b>UNIT-I</b>	
28 Hours	
<b>Course Objective:</b> The objective of the course is to apply the techniques and tools studied in Research methodology course. The course will include practical sessions regarding data analysis using latest statistical packages. It will include use of descriptive statistics, correlation, regression, boxplots and statistical tests. The students will be required to prepare a project proposal, collect the data on field, perform above learnt statistical analysis and submit the project report.	
<b>Text Books</b>	
1	A. Field, “Discovering Statistics using IBM SPSS Statistics”, Sage Publications, 2019, 4 <sup>th</sup> Edition.
2	R. Malhotra, “Empirical Research in Software Engineering: Concepts, Analysis & Applications”, CRC press, 2016

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**MANAGEMENT INFORMATION SYSTEM**

Course Code: AMC-204 Contact Hours: L-3 T-0 P-0 Course Category: AMS	Credits: 3 Semester: 4
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**Introduction:** This course is an introduction to Management Information Systems solutions through business-driven information systems. Focused on business concepts first and the technology that supports it second. This approach allows students to understand that business initiatives drive technology choices and decisions. We will incorporate numerous exercises to help students apply critical thinking elements in the course. Business Driven Information Systems is designed to give students the ability to understand how information technology can be a point of strength for an organization.

**Course Objectives:**

- The objective of the course is to acquaint the students about the concept of information system in business organizations, and also the management control systems
- To acquaint the students with the fundamentals of managing business
- To make them understand individual and group behavior at workplace so as to improve the effectiveness of an organization.
- The course will use and focus on Indian experiences, approaches and cases.

**Pre-requisite:** None

**Course Outcomes:** After completion of the course, the students should be able to:

- Analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives.
- Effectively communicate strategic alternatives to facilitate decision making.
- Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making.
- Express ethical awareness and moral reasoning applied to a MIS problem, issue or case study

**Pedagogy:** The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

## Contents

<b>UNIT-I</b>		10 Hours
<p><b>Introduction:</b> Definition, Purpose, Objectives, and Role of MIS in Business Organization, pre-requisites for effective MIS, MIS Applications in Business. Information in Decision Making: Meaning and importance, Sources and Types of Information, information requirements with particular reference to Management Levels, Relevance of Information in Decision Making, Strategic Business objectives of information system.</p>		
<b>UNIT-II</b>		11 Hours
<p><b>Cost Benefit Analysis:</b> Quantitative and Qualitative Aspects, Assessing Information needs of the Organization. System Development: Concept of System, Types of Systems – Open, Closed, Deterministic, Probabilistic, etc., System Approaches - System Development Life Cycle (SDLC), Prototyping, End User Development, Waterfall and Spiral method, System Analysis, Design and Implementation.</p>		
<b>UNIT-III</b>		10 Hours
<p><b>Types of Information Systems:</b> Transaction Processing System, Expert System, Decision Support System, Executive Information system and Knowledge Management System. Information Technology: Recent Developments in the Field of Information Technology, Impact of IT on Organisation, Multimedia Approach to Information Processing, Centralised and Distributed Processing.</p>		
<b>UNIT IV</b>		11 Hours
<p><b>Emerging Concepts and Issues in Information Systems:</b> ERP - An overview, Characteristics, and Role of ERP in Business Organization, Customer Relationship Management, Business Intelligence, Introduction to Database, Data Warehousing, Data Mining and its Applications, MIS and Information Security Challenges (Introductory aspects only).</p>		
<b>Text Books</b>		
1	Laudon, Management Information Systems, Pearson Education, 2018.	
2	W. S. Javadekar, “Management Information Systems”, Tata McGraw Hill Publication.	
3	J. O’Brien and G.M. Marakas, “Management Information System”, Tata McGraw Hill.	
4	G. B. Davis and M.H. Olson, “Management Information System”, Tata McGraw Hill Publication.	
5	D. P. Goyal, “Management Information Systems”, Macmillan Publication.	
6	M. Azam, “Management Information System”, Tata McGraw Hill.	

CYBER SECURITY					
Course Code	: AMC 206	Credits	3		
Contact Hours	: L-3 T-0 P-0	Semester	4		
Course Category	: AMC				

**Introduction:** This course is designed to enable students to be aware of basics and principles of cyber security. The course will enable students to learn different types of security features available in operating systems and devices and implement them in day-to-day life. The course covers prevention of cyber-crime through use of cyber security and its related laws with Indian context.

### Course Objectives

- To learn principles of Information security
- To learn implementation of security features and security configurations in various devices and applications in both desktop and mobile
- To learn various cyber-crime pertaining to e-commerce and m-commerce industry, its related laws and the ways to prevent them.

### Pre-requisite:

- None

**Course Outcome:** Upon successful completion of this course, students will be able to:

- Learn basics of cyber security and its principles.
- Configure desktop, laptops, mobile devices, Smartphones, email, apps using the available security features.
- Prevent cybercrime and manage frauds pertaining to m-commerce and e-commerce.
- Learn various laws pertaining to Cyber Crime and Cyber Security with Indian Context.

### Pedagogy

Lectures will be imparted along with hands on lab sessions to learn security features, setting and configurations for various devices, email, apps, and e-commerce and m-commerce applications.

### Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	C A T	CA P	MTE T	MTE P	ETE T	ETI P	ETEP *
3	0	0	Yes	--	10	--	30	--	60	--	--

## Contents

<b>UNIT-I</b>		<b>11 Hours</b>
<b>Introduction:</b> Information as an asset, Information Security Concepts, Computer and Internet Security, Security Services, Security goals, Attributes of Information Security, Confidentiality, Integrity, Authentication, Availability and Non repudiation, Principle of least privilege, Access Control, Secure Design Principles, Defence Models: The Lollipop Model, The Onion Model, Security attacks, Threats, Vulnerabilities, Malicious Software, Virus, Trojan, Worms, Spywares.		
<b>UNIT-II</b>		<b>10 Hours</b>
Securing PC (Windows Security), Securing Smart Phone, Securing Laptops/Tabs, Securing Pen drives, Physical Security, Wi-fi security, Email Security and Best Practices, Browser security, Email Architecture, Email Tracing, Secure download, Secure Apps, Spam mails, Identity theft, Security and Privacy in Social Media Platforms (WhatsApp security, Facebook, Instagram etc)		
<b>UNIT-III</b>		<b>10 Hours</b>
Cryptography Basics, Symmetric Vs Asymmetric Cryptography, Key management, Public Key cryptography and Applications, Message Authentication Code, Message Digest, Properties of message authentication code, Hash Function, Properties of Hash Function, Secured Hash Algorithm, Digital Signature		
<b>UNIT-IV</b>		<b>11 Hours</b>
Cyber Crime, Types of Cyber-crime, Cyber Attacks methodology, Hacking, Phishing, credit card fraud, Malware, M-commerce e.g., mobile wallet, mobile payment m-banking and security issues, Prevention of Cyber Crimes and Fraud Management, Threats to Critical infrastructure, software Piracy and legal issues, Indian IT ACT, 2000 and its amendments 2008 & 2011, Mobile law in India, Legal issues pertaining to Device, Mobile Apps and social media		
<b>Text Books</b>		
1	William Stallings, “Cryptography and Network security: Principles and Practices”, Pearson Education.	
2	Nina Godbole, “Information Systems Security: Security Management, Metrics, Frameworks and Best Practices”, Wiley, 2017, Second Edition.	
3	Alfred Basta, Nadine Basta, Mary Brown, “Computer Security and Penetration Testing”, Cengage India Private Limited, 2017, Second Edition.	
<b>Reference Books</b>		
1	Mark Rhodes, “The complete reference Information security”, 2nd Edition, McGrawHill.	
2	Pavan Duggal., “Law Relating to iPads, Tablets, Smartphones & Smart Devices,” Universal Law Publishing & Co.	
3	“Prevention of Cyber Crimes and Fraud Management”, Indian Institute of Banking and Finance, 2017.	

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### BASICS OF INCOME TAX

Course Code: GEC-201 Contact Hours: L-2 T-0 P-0 Course Category: GEC	Credits: 2 Semester: 3/4
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**Introduction:** Knowledge of Important laws related to Income Tax is very much important for making right decisions in Business. To accomplish this objective, it is necessary to learn the basic laws which are used there in business. This course will focus on the provisions of Income tax Act and laws important for management students.

**Course Objective:** The course aims to help students to comprehend the basic principles of the laws governing Income tax. Students are expected to have only elementary knowledge of the topics specified in the syllabus.

**Pre-requisite:** None

**Course Outcomes:** After completion of the course, the students should be able to:

- Understand the basic of Income Tax
- Calculation of Taxable income for different Assesses
- Provisions of Income tax savings
- Filing income tax return

**Pedagogy:** The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
2	0	0	Yes	--	10	--	30	--	60	--	--

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## Contents

<b>UNIT-I</b>		07 Hours
Introduction to Direct Tax code, Salient Features and Basic Concepts – Previous Year, Assessment Year, Person, Gross Total Income and Agricultural Income, Residential Status and Incidence of Tax, Fully Exempted Incomes		
<b>UNIT-II</b>		07 Hours
Sources of Income-Salary (perquisites, allowances and retirement benefits), House Property, Business or Profession, Capital Gains, Other Sources		
<b>UNIT-III</b>		07 Hours
Deduction's u/s 80C to 80U, Provisions for Clubbing of Income (simple problems), Meaning and Provisions of Set off and Carry Forward of Losses (simple problems), Concept of Presumptive Income and deductions.		
<b>UNIT IV</b>		07 Hours
Deduction of Tax at Sources, Payment of Advance Tax, Assessment of Individuals (computation of Total Income and Tax Liability) and Procedure for filing of returns (online filing- ITR).		
<b>Text Books</b>		
1	B. B. Lal, "Income Tax and Central Sales tax Law and Practice", Pearson Education.	
2	V. K. Singhania and M. Singhania, "Students Guide to Income Tax", Taxman Publications.	
3	G. Ahuja and R. Gupta, "Systematic Approach to Income Tax", Bharat Law House.	



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**SOFT SKILLS AND PERSONALITY DEVELOPMENT**

Course Code: GEC-2xx Contact Hours: L-2    T-0    P-0 Course Category: GEC	Credits: 2 Semester: 3/4
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**Introduction:** This course aims to enhance the various soft skills essential for students like, Speaking Skills, Listening, Leadership, Team behavior, Time Management etc. thereby resulting in overall personality development of students to a considerable extent.

**Course Objective:** The primary objective of this course is to facilitate personality development in students by providing adequate opportunities to them with lots of practice sessions.

**Pre-requisite:** None

**Course Outcomes:** After completion of the course, the students should be able to:

- Understand the basics of effective communication skills
- Improve their group discussion participation
- Face industry interviews with confidence
- Draft effective professional documents

**Pedagogy:** The teaching pedagogy will be a blend of teaching and learning techniques including:

- Interactive Lectures and Case Discussions
- Project work and Written Assignments
- Group Discussions
- Team Presentations.

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
2	0	0	Yes	--	10	--	30	--	60	--	--

## Contents

<b>UNIT-I</b>		07 Hours
Self-Analysis through SWOT, Leadership Skills, Team Behaviour, Time Management, Listening Skills, Speaking with Impact.		
<b>UNIT-II</b>		07 Hours
Group Discussions: Performing with an edge, Presentation Skills: Creating the Desired Impact		
<b>UNIT-III</b>		07 Hours
Interview Skills: Types of Interviews, Strategies to prepare and face an interview, Tips to succeed in interview		
<b>UNIT IV</b>		07 Hours
Professional Writing: Email writing, Paragraph writing, Drafting Negative Messages		
<b>Text Books</b>		
1	Rajendra Pal, J S Kothari. Essentials of Business Communication, Sultan Chand & Sons, 2017.	
2	Andre J. Rutherford. Basic Communication Skills for Technology, Pearson Education Asia, 2014.	
3	K.R. Lakshmi Narayanan, English for Technical Communication, SciTech Publications, 2015.	
<b>Reference Books</b>		
1	RK Madhukar, Business Communications, Vikas Publishing House Pvt. Ltd. 2018.	
2	English in Mind, Herbert Puchta and Jeff Stranks, 2 <sup>nd</sup> Edition, Cambridge University Press.	
3	Suresh K, P. Srihari, J Savitri, Communication Skills and Soft Skills: An Integrated Approach, 1 <sup>st</sup> Edition. Pearson Education.	

BASIC BUSINESS ANALYTICS	
Course Code: GEC-204	Credits: 2
Contact Hours: L-2 T-0 P-0	Semester: 3/4
Course Category: GEC	

**Introduction:** The course provides an understanding of Basic concepts of Business Analytics like Descriptive, Predictive and Prescriptive Analytics and an overview of Programming using R.

**Course Objectives:** Quantitative techniques are important as a tool in decision making. They assist in analysis of situations and aid managerial decision making. The objective of the course is to introduce the students to basic mathematical and statistical methods for solving problems in business and make decisions. The course will enable students to get hands on expertise in the application of these tools

**Pre-requisite:** None

**Course Outcomes:** After completion of the course, the students should be able to:

- Implement analytical models in the software tools.
- Interpret the results of business analytics and their implications to business administrations.
- Make data driven decisions to optimize the business process and
- Use data analytics to address issues in business administrations.

**Pedagogy:** The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
2	0	0	Yes	--	10	--	30	--	60	--	--

## Contents

<b>UNIT-I</b>		07 Hours
<b>Introduction to Business Analytics:</b> Definition of Business Analytics, Categories of Business Analytical methods and models, Business Analytics in practice, Big Data - Overview of using Data, Types of Data.		
<b>UNIT-II</b>		07 Hours
<b>Descriptive Analytics:</b> Over view of Description Statistics (Central Tendency, Variability), Data Visualization-Definition, Visualization Techniques – Tables, Cross Tabulations, charts, Data Dashboards using Ms-Excel or SPSS.		
<b>UNIT-III</b>		07 Hours
<b>Predictive Analytics:</b> Trend Lines, Regression Analysis –Linear & Multiple, Forecasting Techniques, Data Mining Definition, Approaches in Data Mining- Data Exploration & Reduction, Classification, Association, Cause Effect Modelling.		
<b>UNIT IV</b>		07 Hours
<b>Prescriptive Analytics:</b> Overview of Linear Optimization, Non-Linear Programming Integer Optimization, Cutting Plane algorithm and other methods, Decision Analysis – Risk and uncertainty methods.		
<b>Text Books</b>		
1	C. Hemann and K. Burbary, Digital Marketing Analytics: Making sense of consumer data in a digital world, QuePublishing.	
2	Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams- Essentials of Business Analytics, Cengage Learning, 2019.	
3	James Evans, Business Analytics, Pearson, 2017, Second Edition.	
4	Albright Winston, Business Analytics- Data Analysis-Data Analysis and Decision Making, Cengage Learning, Reprint 2017.	
5	Sahil Raj, Business Analytics, Cengage Learning.	

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**DIGITAL MARKETING ANALYTICS**

Course Code: GEC-2xx Contact Hours: L-2 T-0 P-0 Course Category: GEC	Credits: 2 Semester: 3/4
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**Introduction:** This course will help students in understanding digital marketing methods to be used by them as analysts, consumers or entrepreneurs and to inculcate the fundamental concepts of digital marketing. The course includes basics of various tools of the trade such as social media listening, search analytics being used in business to gain competitive advantage.

**Course Objective:** The aim of the course is to aid students in understanding digital marketing methods from the viewpoint of several parties such as analysts, consumers or entrepreneurs and to inculcate the fundamental concepts of digital marketing.

**Pre-requisite:** None

**Course Outcomes:** After completion of the course, the students should be able to:

- Understand the basics of digital marketing.
- Understand social media and search analytics.
- Understand search analysis and paid advertisement.
- Understand search analysis and decision making.

**Pedagogy:** The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

**Evaluation Scheme:**

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
2	0	0	Yes	--	10	--	30	--	60	--	--

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## Contents

<b>UNIT-I</b>		07 Hours
<b>Introduction:</b> Understanding the Digital Media Landscape: Digital Media Types, Paid & Owned Media, Understanding Digital Analytics Concepts: Owned & Earned Social Metrics, Demystifying Web Data, searching for the Right Metrics, Paid & Organic Searches.		
<b>UNIT-II</b>		07 Hours
<b>Tools of the Trade: social media Listening and Search Analytics:</b> Tools: Identification, Data Capture, Spam Prevention, Integration with Other Data Sources, Cost, Mobile Capability, API Access, Consistent User Interface, Workflow Functionality, Historical Data.		
<b>UNIT-III</b>		07 Hours
Understanding Social Media Engagement Software, Easy-to-Navigate User Interface, Reliability, Robust Analytics Dashboards, Mobility, CRM Hooks.		
<b>UNIT IV</b>		07 Hours
<b>Search Analysis and Return on Investment:</b> Search Analysis: Search Analytics for Digital Strategy, Content Strategy, Planning and Paid Advertising.		
<b>Text Books</b>		
1	C. Hemann and K. Burbary, Digital Marketing Analytics: Making sense of consumer data in a digital world, Que Publishing, 2018, Second Edition.	
2	R. Venkatesan and P. Farris, Cutting-Edge Marketing Analytics: Real World Cases and Data Sets for Hands on Learning, Pearson Education.	
3	W.L. Winston, Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wiley.	
4	S. Sorger, Marketing Analytics: Strategic Models and Metrics, Admiral Press.	
5	M. Sponder and G.F. Khan, Digital Analytics for Marketing, Routledge, 2017.	