

## **BBA Program**

|                     | <b>Code</b> | <b>Course Name</b>                   | L | T | P | S  | CR |
|---------------------|-------------|--------------------------------------|---|---|---|----|----|
| <b>SEMESTER I</b>   |             |                                      |   |   |   |    |    |
| 1                   | 22UC1101O   | Integrated professional English      | 0 | 0 | 4 | 0  | 2  |
| 2                   | 22BS11C1O   | Business Mathematics                 | 3 | 1 | 0 | 0  | 4  |
| 3                   | 22BB11C2O   | Business Environment                 | 3 | 0 | 0 | 0  | 3  |
| 4                   | 22BB11C3O   | Business Economics                   | 3 | 0 | 0 | 0  | 3  |
| 5                   | 22BB11C4O   | Perspectives of Management           | 3 | 0 | 0 | 0  | 3  |
| 6                   | 22BB11C5O   | IT for Business Managers             | 2 | 0 | 2 | 0  | 3  |
| 7                   | 22UC0009O   | Ecology & Environment                | 2 | 0 | 0 | 0  | 2  |
| <b>SEMESTER II</b>  |             |                                      |   |   |   |    |    |
| 8                   | 22UC1202O   | English Proficiency                  | 0 | 0 | 4 | 0  | 2  |
| 9                   | 22BB12C1O   | Introduction to Financial Accounting | 3 | 1 | 0 | 0  | 4  |
| 10                  | 22BS115O    | Business Statistics                  | 3 | 1 | 0 | 0  | 4  |
| 11                  | 22BB12C3O   | Organizational Behaviour             | 3 | 0 | 0 | 0  | 3  |
| 12                  | 22BB22C2O   | Management Information Systems       | 3 | 0 | 0 | 0  | 3  |
| 13                  | 22BB11K1O   | Foreign Language                     | 2 | 0 | 2 | 0  | 3  |
| 14                  | 22UC1203O   | Design Thinking and Innovation       | 0 | 0 | 4 | 0  | 2  |
|                     | 22BB10P0O   | Summer Internship Programme          | 0 | 0 | 0 | 24 | 6  |
| <b>SEMESTER III</b> |             |                                      |   |   |   |    |    |
| 15                  | 22UC2103O   | Professional Communication Skills    | 2 | 0 | 0 | 0  | 2  |
| 16                  | 22BB21C1O   | Management Accountancy               | 3 | 1 | 0 | 0  | 4  |
| 17                  | 22BB21C2O   | Marketing Management                 | 3 | 0 | 0 | 0  | 3  |
| 18                  | 22BB21C3O   | Human Resource Management            | 3 | 0 | 0 | 0  | 3  |
| 19                  | 22BB21C4O   | Business Research Methods            | 3 | 0 | 0 | 0  | 3  |
| 20                  | 22BB21C5O   | Macro Economics                      | 3 | 0 | 0 | 0  | 3  |
| <b>SEMESTER IV</b>  |             |                                      |   |   |   |    |    |
| 21                  | 22BB22C0O   | Cost Accountancy                     | 3 | 1 | 0 | 0  | 4  |
| 22                  | 22BB22C1O   | Production and Operations Management | 3 | 1 | 0 | 0  | 4  |
| 23                  | 22BB22C3O   | Business Law                         | 3 | 0 | 0 | 0  | 3  |
| 24                  | 22BB22C4O   | Financial Management                 | 3 | 1 | 0 | 0  | 4  |
| 25                  | 22BB22C5O   | Business Model Generation            | 3 | 0 | 0 | 0  | 3  |
| 26                  | 22BB22C6O   | Campus to corporate                  | 0 | 0 | 2 | 0  | 1  |
|                     | 22BB20P1O   | Summer Internship Programme          | 0 | 0 | 0 | 24 | 6  |
| <b>SEMESTER V</b>   |             |                                      |   |   |   |    |    |
| 27                  | 22BB31C0O   | Business analytics                   | 2 | 0 | 2 | 0  | 3  |

|                                   |             |  |   |   |   |    |   |
|-----------------------------------|-------------|--|---|---|---|----|---|
| 28                                | 22HS115O    | Soft Skills                                | 2 | 0 | 2 | 0  | 3 |
| 29                                | 22BB31C2O   | Fundamentals of Digital Marketing          | 3 | 0 | 0 | 0  | 3 |
| 30                                | 22BB31C7O   | Research Paper Writing                     | 1 | 0 | 0 | 0  | 3 |
| 31                                | 22BB31XXO   | ELECTIVE 1                                 | 3 | 0 | 0 | 0  | 3 |
| 32                                | 22BB31XXO   | ELECTIVE 2                                 | 3 | 0 | 0 | 0  | 3 |
| <b>SEMESTER VI</b>                |             |  |   |   |   |    |   |
| 33                                | 22BB32C0O   | Entrepreneurship                           | 3 | 0 | 0 | 0  | 3 |
| 34                                | 22BB32C1O   | Strategic Management                       | 3 | 0 | 0 | 0  | 3 |
| 35                                | 22BB32C2O   | Enterprise Resource Planning               | 3 | 0 | 0 | 0  | 3 |
| 36                                | 22BB31XXO   | ELECTIVE 3                                 | 3 | 0 | 0 | 0  | 3 |
| 37                                | 22BB31XXO   | ELECTIVE 4                                 | 3 | 0 | 0 | 0  | 3 |
| 38                                | 22BB31XXO   | ELECTIVE 5                                 | 3 | 0 | 0 | 0  | 3 |
|                                   | 22BB30P2O   | Summer Internship Programme                | 0 | 0 | 0 | 24 | 6 |
| <b>MARKETING ELECTIVE COURSES</b> |             |  |   |   |   |    |   |
|                                   | <b>Code</b> | <b>Course Name</b>                         |   |   |   |    |   |
|                                   | 22BB31M0O   | Consumer Behaviour                         | 3 | 0 | 0 | 0  | 3 |
|                                   | 22BB31M1O   | Product and Brand Management               | 3 | 0 | 0 | 0  | 3 |
|                                   | 22BB31M2O   | Advertising and Sales Promotion            | 3 | 0 | 0 | 0  | 3 |
|                                   | 22BB31M3O   | Customer Relationship and management       | 3 | 0 | 0 | 0  | 3 |
|                                   | 22BB31M4O   | Services Marketing                         | 3 | 0 | 0 | 0  | 3 |
|                                   | 22BB31M5O   | Rural Marketing                            | 3 | 0 | 0 | 0  | 3 |
| <b>FINANCE ELECTIVE COURSES</b>   |             |  |   |   |   |    |   |
|                                   | <b>Code</b> | <b>Course Name</b>                         |   |   |   |    |   |
|                                   | 22BB31F0O   | Banking & Insurance Management             | 3 | 0 | 0 | 0  | 3 |
|                                   | 22BB31F1O   | Investment Management                      | 3 | 0 | 0 | 0  | 3 |
|                                   | 22BB31F2O   | Financial Services                         | 3 | 0 | 0 | 0  | 3 |
|                                   | 22BB31F3O   | Financial Markets                          | 3 | 0 | 0 | 0  | 3 |
|                                   | 22BB31F4O   | Managing Personal Finance                  | 3 | 0 | 0 | 0  | 3 |
|                                   | 22BB31F5O   | Financial Derivatives                      | 3 | 0 | 0 | 0  | 3 |
| <b>HR ELECTIVE COURSES</b>        |             |  |   |   |   |    |   |
|                                   | <b>Code</b> | <b>Course Name</b>                         |   |   |   |    |   |
|                                   | 22BB31H0O   | Personal Effectiveness and Self-Leadership | 3 | 0 | 0 | 0  | 3 |
|                                   | 22BB31H1O   | Dynamics of industrial relations           | 3 | 0 | 0 | 0  | 3 |
|                                   | 22BB31H2O   | Human Resource Development                 | 3 | 0 | 0 | 0  | 3 |

|  |           |                               |   |   |   |   |   |
|--|-----------|-------------------------------|---|---|---|---|---|
|  | 22BB31H3O | Performance Management System | 3 | 0 | 0 | 0 | 3 |
|  | 22BB31H4O | Labour Legislation            | 3 | 0 | 0 | 0 | 3 |
|  | 22BB31H5O | Training & Development        | 3 | 0 | 0 | 0 | 3 |

## 22UC11010-INTEGRATED PROFESSIONAL ENGLISH

L-T-P-S: 0-0-4-0      Credits: 2      Prerequisite: Nil

Course outcomes (Cos) – program outcomes (pos) – blooms taxonomy levels (btl) mapping table:

| Co. No. | Course Outcome's   | PO   | BTL |
|---------|--|------|-----|
| 1       | Understand the concepts of grammar to improve communication, reading, and writing skills   | PO10 | 2   |
| 2       | Demonstrate required knowledge over dos and don'ts of speaking in the corporate context. Demonstrate ability to face formal situations / interactions. | PO9  | 2   |
| 3       | Understand the varieties of reading and comprehend the tone and style of the author. Skim and scan effectively and appreciate rhetorical devices       | PO9  | 2   |
| 4       | Apply the concepts of writing to draft corporate letters, emails, and memos  | PO10 | 3   |

### Syllabus :

Competency: 1 basic grammar - countable and uncountable nouns, present simple and continuous, past simple and continuous – classroom practice – understand and interpret texts and work place situations b) structural pattern - present continuous for future arrangements state verbs, regular and irregular verbs, voice, modal verbs – reporting on going tasks in the corporate world c) descriptive and qualitative patterns: adjectives and adverbs classroom practice) time expressions, comparatives and superlatives , pronouns, conditionals, phrases and clauses (including relative)

Competency: 2 a) formal contexts: being a pa, describing changes in a company taking orders over the phone b) listening & speaking: participate in conversation with proper contextual language markers and turn taking. Classroom practice- presenting context, reason, problem – case analysis (short).C) body language: dos and don'ts of one to one interaction, telephone interaction video/ web conferencing. Culture specific practicesD) work etiquette- situation, ambience, team skills, time management and leadership ability. Competency: 3 a) understand and assimilate main ideas and specific details. (250-300 words text of moderate difficulty)B) read for general understanding, interpreting, factual or specific information, for grammatical

accuracy and information transfer.C) understand the general meaning of corporate context and office correspondence.D) understand short reports of predictable nature.Competency:4  
 a) internal correspondence. Making notes on routine matters, such as, taking/ placing ordersB) emails: types of emails, salutations, vocabulary used in formal and informal (including beginnings and endings)C) writing straight-forward, routine letters of factual nature

**Reference books:**

1. Business benchmark book- preliminary- 2nd edition cambridge press 2019.
2. Business benchmark book- pre intermediate to intermediate- 2nd edition cambridge press 2019

**Web links:**

<https://www.cambridgeenglish.org/>  
<https://learnenglish.britishcouncil.org>,<https://apps.apple.com/in/app/bec-from-cambridge/id1351207688><https://play.google.com/store/apps/details?id=com.liqvid.bec>

**22BS11C1O-Business Mathematics**

Course code : **22BS11C1O**  
 L-T-P-S : 3-1-0-0  
 Credits : 4  
 Contact Hours : 4  
 Pre-requisite : NIL

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**Mapping of Course Outcomes (CO) to Program outcomes:**

| Co. No. | Course Outcome's   | PO     | BTL |
|---------|--|--------|-----|
| 1       | Apply the concept of matrices and matrix operations and their applications.                        | 1, 2,5 | 3   |
| 2       | Understand the concept variables, types of variables, Functions, and different types of functions. | 1, 2   | 2   |
| 3       | Apply the limits, differentiation and Integration and their applications                           | 1, 2,5 | 3   |
| 4       | Apply the simple and compound interest using Arithmetic and Geometric Progressions                 | 1, 2,5 | 3   |

**Elements of Matrix Algebra, Introduction to Variables and Functions, Introduction to calculus, Introduction to Financial Mathematics**

**Syllabus**

**Elements of Matrix Algebra:** Introduction - Types of Matrices - Scalar Multiplication of a Matrix - Equality of Matrices - Matrix operations - Transpose of Matrix - Determinants of a Square Matrix - Inverse of Matrix - Solutions of Simultaneous equations with the inverse of a Matrix - Rank of a Matrix – Eigen values. **Introduction to Variables and Functions:** Meaning of a variable, Types of variables - Dependent variable and Independent variable - Categorical, Discrete and Continuous variables - Mediating and Moderating variables -

Variables vs Attributes. Basic Concept of Functions - Types of Functions - Linear Function - Constant Function - Quadratic Functions - Exponential Functions - Homogeneous Functions - Logit function. **Introduction to calculus:** Calculus definition - Types of calculus - Limits - Differentiation - Derivatives of Functions - Rules of Derivatives - Second order Derivatives - Partial derivatives - Application of Derivatives - Integration - Definite integrals - Indefinite integrals - Application of integration. **Introduction to Financial Mathematics:** Progressions - Arithmetic Progressions - Geometric - - Simple Interest - Compound Interest - Problems with Business applications

**Recommended Textbook(s):**

1. D.C. Snacheti & V.K. Kapoor, Business Mathematics, Sultan Chand & Sons, 11<sup>th</sup> Edition, 2014. New Delhi

**Reference Books:**

1. Alpha Chiang, Mathematics for Economists, Tata Mc.Graw-Hill, 2009, 10<sup>th</sup> Edn, New Delhi
  2. Taro Yamane, Mathematics for Economists, Prentice Hall of India Pvt Ltd, 2008, 2<sup>nd</sup> Edition, New Delhi
  3. J.D.Gupta, P.K.Gupta & Man Mohan, Mathematics for Business and Economics, Tata McGraw Hills, 2005, 4<sup>th</sup> Edition, New Delhi
- K.B.Akhilesh & S.Subrahmanyam, Mathematics and Statistics for Management, Vikas Publication, 2009, 2<sup>nd</sup> Edition, New Delhi

**22BB11C2O-Business Environment**

Course code : 22BB11C2O

L-T-P-S : 3-0-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

**Mapping of Course Outcomes (CO) to Program outcomes:**

| Co. No. | Course Outcome's  | PO | BTL |
|---------|---|----|-----|
| 1       | Outline various components of Business Environment.   | 2  | 2   |
| 2       | Recognize, distinguish, paraphrase and explain the impact of business environment on business activities. | 2  | 2   |
| 3       | Understand the role of regional economic integration and political integration.                           | 3  | 3   |
| 4       | Apply Cognitive knowledge of global issues, to internationalize business.                                 | 3  | 4   |

**Syllabus**

**Business Environment Introduction:** Concepts, Significance and Nature of Business Environment; Elements of environment: Internal and External; Techniques of Environmental Scanning and Monitoring, **Economic Environment of Business:** Significance and Elements of Economic Environment; Economic Systems, Economic Planning in India; **Government**

**Policies:** Industrial Policy & Licensing Policy, Monetary Policy, Foreign Trade Policy, Fiscal Policy - GST; Demonetization; Competition Act, FEMA, Consumer Protection Act. An overview of Globalization, International business environment factors: The cultural environment; International institutions- IMF, World Bank, WTO. Govt. influence on trade & investment. Regional blocks, Cross national co-operation agreements- Tariff & Non-tariff barriers, EU,. Modes of entry – Licensing, Joint ventures, Mergers & Acquisitions and Export management;

**Recommended Textbook(s):**

1. Justin Paul, Business Environment Text and Cases, 3e TMH.
2. Charles W Hill, International Business, 2012, McGraw-Hill, New Delhi.

**Reference Books:**

1. Shaik Saleem, Business Environment, 2E, Pearson, 2010
  2. Fernando, Business Environment, IE, Pearson, 2011
  3. Misra S. K & Puri V. K, Economic Environment of Business, 6E, Himalaya publishing house, 2010.
  4. Justin & Paul, International Business, 2005 Prentice Hall, New Delhi
  5. Francis Cherunilam, International Business, Fourth edition 2014, Prentice-Hall of India private ltd, New Delhi.
  6. John D Daniel et.al., International Business- Environments & Operations, 14<sup>th</sup> ed. Pearson Education.
  7. P Subbarao, International Business, 2006, Himalaya Publications, New Delhi
1. Justin & Paul, International Business, 2005 Prentice Hall, New Delhi
  2. Francis Cherunilam, International Business, Fourth edition 2014, Prentice-Hall of India private ltd, New Delhi.
  3. John D Daniel et.al., International Business- Environments & Operations, 14<sup>th</sup> ed. Pearson Education,
  4. P Subbarao, International Business, 2006, Himalaya Publications, New Delhi

### 22BB11C3O-Business Economics

Course code : 22BB11C3O

L-T-P-S : 3-0-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

#### Mapping of Course Outcomes (CO) to Program outcomes:

| Co. No. | Course Outcome's   | PO   | BTL |
|---------|--|------|-----|
| 1       | Understand the basic principles of business economics  | 1, 5 | 1   |
| 2       | Analyze the responsiveness of consumers' demand to changes in the price of a good or service, the price of other goods and services, and income. | 1, 5 | 4   |
| 3       | Understand the different costs of production and how they affect short and long run decisions  | 1, 5 | 1   |
| 4       | Analyze the price and output decisions under different market structures.  | 1, 5 | 4   |

#### Nature and Scope of Business Economics, Demand Analysis, Production & Cost Analysis, Market Classification

##### Syllabus

**Nature and Scope of Business Economics:** - Meaning, characteristics, scope and subject matter relationship with other disciplines- decision making and forward planning  
Fundamental principles of Business economics: - Opportunity cost principle-incremental principal, principle of time perspective, discounting principle and equi-marginal principle.  
**Demand Analysis:** Meaning and definition of demand, determinants of demand, law of demand, exception to the law of demand, elasticity of demand. Demand Forecasting, Meaning and definitions- methods of demand forecasting, criteria of good forecasting methods.  
**Production & Cost Analysis:** - Concept of production function – Short run production functions and long run production – Internal and external economies of scale. Cost– meaning, money, real, opportunity, implicit and explicit, short–run costs, total cost, fixed cost economics of scale. Revenue – meaning – total revenue, average revenue and marginal revenue - Break even analysis- break even chart.  
**Market Classification:** Perfect competition, Monopoly, Monopolistic and Oligopoly

##### Recommended Textbook(s):

1. D. N. Dwivedi, Managerial Economics, Vikas Publications, New Delhi-2007.
2. H. L. Ahuja, Managerial Economics, McGraw Hill, 2008.

##### Reference Books:

1. P. L. Mehta, Managerial Economics, S. Chand & Sons, New Delhi, 2007.
2. Shankaran, Managerial Economics, Margam Publications, Chennai, 2006
3. Adhikary, M. Managerial Economics, Khosla Publishers, 2009



4. Economics, S. Chand & Sons, New Delhi, 2007.
5. Shankaran, Managerial Economics, Margam Publications, Chennai, 2006
6. Adhikary, M. Managerial Economics, Khosla Publishers, 2009

### 22BB11C4O-Perspectives of Management

Course code : 22BB11C4O

L-T-P-S : 3-0-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

#### Mapping of Course Outcomes (CO) to Program outcomes:

| Co. No. | Course Outcome's   | PO | BTL |
|---------|--|----|-----|
| 1       | Apply the key management concepts along with an insight into skills and functions of managers  | 1  | 2   |
| 2       | Implement various tools and processes used in planning   | 1  | 2   |
| 3       | Develop hands on in-depth knowledge and insight into organization and staffing related Issues.   | 1  | 3   |
| 4       | Analyze the link between planning and controlling, and the various means of directing, controlling thereby developing the ability to resolve managerial issues and problems. | 1  | 2   |

#### Introduction, Planning, Organizing and Staffing ,Directing

##### Syllabus

**Introduction:** Concept, Nature and functions of Management, Levels of Management; An overview of functional areas of Management; Types of managers, Managerial roles, skills and functions; Evolution of Management Theory: Scientific Management approach, Behavioural approach, Systems approach to Organization, Contingency approach. **Planning** :Management planning process, planning objectives and Characteristics, Hierarchies of Planning, the concept and techniques of forecasting, Decision Making, Management by Objectives (MBO). **Organizing and Staffing** :Organization meaning, Importance and principles, Departmentalization, Span of Control, Types of Organizations, Authority and Responsibility, delegation of Authority; Staffing: Meaning, sub functions of Staffing, Importance of Staffing. **Directing**: Features, importance, Communication, Co-ordination; controlling: Management Control, process of Management control, Techniques of Management control.

##### Recommended Textbook(s):

1. Essentials of Management by Harold Koontz and Heinz weirich – Tata mc Graw hill

##### Reference Books:

1. Stoner, Freeman, Gilbert Jr.. Management, Princeton Hall
2. Bhatt & Kumar, Principles of Management, Oxford publications

## 22BB11C50 IT FOR BUSINESS MANAGERS

L-T-P-S 2-0-2-0 Credits :3 Prerequisite: NIL Course Outcomes ( COs) – Program Outcomes (POs) – Blooms Taxonomy Levels ( BTL) Mapping Table:

| CO# | Course Outcome's  | PO   | BT<br>L |
|-----|---|------|---------|
| CO1 | Understand the basic use of computer hardware and software, networks, and the Internet in the workplace and apply the acquired skills and concepts in the professional assignments. | PO 4 | 2       |
| CO2 | Apply the knowledge of networks for effective business operations expansions  | PO 2 | 2       |
| CO3 | Manage and analyze business communication with effective use of Word and PowerPoint   | PO 2 | 3       |
| CO4 | Analyze and Create business databases and dashboards using MS-Excel .   | PO 3 | 4       |

### Syllabus

Introduction to Computers: Overview, Computers for Individual users, Computers for organizations, Computers in society; Components of a Computer-Hardware: Processing Devices, Memory Devices, I/O Devices, Storage Devices. Networks: Introduction to Networks- Overview, Types of Networks; Concepts of Internet-Overview, Applications of Internet, E- Commerce. MS-Word: Introduction to Word Processing: Identifying the components of document window, Standard & Formatting Toolbars, Create, Open, Save documents, Editing Text in Documents; Viewing & Formatting Documents, Mail Merge. PowerPoint - Creating & opening presentations, slide layout, animation schemes to slides. MS-Excel: Using range names: Creating, sorting and filtering lists/tables of data. Number formatting: Creating custom formats, the four parts of a format, Introduction to Date & Time Functions, Scaling numbers, Dates and times: How date and time are stored, Useful date/time functions, Formatting dates and times,.

### RECOMMENDED TEXTBOOK

Peter Norton," Introduction to Computers", Tata McGraw-Hill, 6th Edition.

### REFERENCE BOOKS

Information Technology for Management, Ramesh Behl -Tata McGraw Hill Pvt ltd.  
Alexis Leon, Mathews Leon," Introduction to Computers with MS-Office 2000", Tata McGraw-Hill, 2006

## 22UC0009O-Ecology & Environment

Course code: 22UC0009O

L-T-P-S : 2-0-0-0

Credits : 2

Contact Hours : 2

Pre-requisite : NIL

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### Mapping of Course Outcomes (CO) to Program outcomes:

| Co. No. | Course Outcome's  | PO | BTL |
|---------|---|----|-----|
| 1       | The students will understand the basic concepts of environment, environmental acts and natural resources.   | 1  | 2   |
| 2       | The students will able to understand the various environmental pollution aspects and their effect on environment.   | 1  | 2   |
| 3       | The students are equipped with knowledge regarding optimization procedures and concept of sustainability along with natural and industrial ecological systems | 1  | 2   |
| 4       | To apply the knowledge on waste management and the way to safeguard the environment.  | 7  | 3   |

### Environmental Management, Environmental Pollution ,Optimization procedures in Environmental Protection, Waste Management

#### Syllabus

**Environmental Management** – Concept, Importance, Perspectives of Environmental Management in India, The Environment (Protection) Act, 1986, National Environmental Policy, 2006; Environmental Priorities in India. Basics of Natural Resources: Concept, classification and conservation/preservation of natural resources, resources and economic development. **Environmental Pollution** – Air Pollution, Indoor Pollution, Water Pollution, Soil Pollution, Noise Pollution, Radiation Pollution, Bio-pollution – Causes, effects and Control techniques and Management Issues of all environmental pollution. **Optimization procedures in Environmental Protection** – Introduction and Definition of sustainability, concept of sustainability – Bio type & Ethic type, Resources Demand, Definition of Carry capacity, Rio Summit (1992), Aspects of Sustainability – Three-pronged approach, Ecological footprint, Sustainable Development, Natural systems and Industrial systems, Eco-Industrial principles and Industrial Ecology, Implications of sustainability for industrial ecology. **Waste Management:** Introduction to Wastes, Management of Municipal Solid Wastes, Management of Industrial Wastes, Management of Hazardous Wastes, Management of Biomedical and Hospital Wastes and Management of Wastewater, Disaster Management.

**Recommended Textbook(s):**

1. Anubha Kaushik, C.P.Kaushik, “Environmental Studies”, New Age International, (2007).
2. Benny Joseph, “Environmental Studies”, Tata McGraw-Hill Companies, New Delhi, (2009).

**Reference Books:**

1. Environmental Science – William P Cunningham, Barbara Woodworth Saigo, WBC Publishers.
2. Environmental Science the Way the World Works – Bernard J Nebel and Richard T Wright – Prentice Hall.  
Basu Mahua, Xavier.S, Fundamentals of Environmental Studies, Cambridge Publications, New Delhi, 2017.

**22UC12020 - ENGLISH PROFICIENCY**

L-T-P-S: 0-0-4-0 Credits: 2 Prerequisite: IPE

Course Outcomes (COs) – Program Outcomes (POs) – Blooms Taxonomy Levels (BTL)  
Mapping Table:

| Co. No. | Course Outcome's  | PO | BTL |
|---------|---|----|-----|
| CO1     | Understand the concepts of Job description- Advice on job applications Marketing Report | 10 | 2   |
| 2       | Demonstrate required knowledge of becoming an entrepreneur- buying a franchise          | 9  | 2   |
| 3       | Understand the Social media and business  | 9  | 2   |
| 4       | Apply the Underlying assumptions, finding the conclusions, Argument strengthening       | 10 | 3   |

**Syllabus**

Job description- Advice on job applications – getting the right job- importance of doing a job interview -Launching and promoting a new product-Persuasive and negotiation skills - Types of emails: giving information, making an enquiry, answering enquiries - Marketing: Becoming an entrepreneur- buying a franchise- franchising start -up -presenting business idea- signaling parts of presentation - arranging business travel- business conferences and meetings- spending sales budget: Social media and business- introducing company using social media- staff survey- survey report- offshoring and outsourcing- customer satisfaction and loyalty- communication with customers- corresponding with customers- business across cultures Underlying assumptions, finding the conclusions, **Argument strengthening, Argument weakening, finding the fallacies**

## REFERENCE BOOKS:

R1. Business Benchmark Book- Upper Intermediate - 2nd edition Cambridge Press 2019.

R2. Business Benchmark Book- Pre-Intermediate to Intermediate- 2nd edition Cambridge Press 2019.

R3. Business Benchmark Book-Upper Intermediate: 2nd Edition Cambridge Press, 2019

R4. Pillai, Sabina, et.al, Soft Skills and Employability Skills, New Delhi: CUP. 2018. Print.

R5. Peterson, Reading Skill, New York: Peterson. 2007

R6. Verbal and Non-Verbal Reasoning, R. S. Aggarwal, S Chand Publications.

R7. R S Agarwal, S Chand, 'A modern approach to Logical reasoning'

GRE Barron's, Mc Graw Hills

R8. Logical Reasoning, Edgar Thorpe, Pearson Publications

### Web Links:

1. <https://www.cambridgeenglish.org/>

2. <https://learnenglish.britishcouncil.org>,

3. <https://apps.apple.com/in/app/bec-from-cambridge/id1351207688>

4. <https://play.google.com/store/apps/details?id=com.liquid.bec>

5. <https://www.cambridgeenglish.org/exams-and-tests/business-preliminary/exam-format/>

6. <https://www.cambridgeenglish.org/exams-and-tests/business-preliminary/preparation/>

7. [www.bbclearningenglish.com](http://www.bbclearningenglish.com)

8. [www.indiabix.com](http://www.indiabix.com)

## 22BB12C10-Introduction to Financial Accounting

Course code : 22BB12C10

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

Credits : 4

Contact Hours : 4

Pre-requisite : NIL

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### Mapping of Course Outcomes (CO) to Program outcomes:

| Co. No. | Course Outcome's  | PO    | BTL |
|---------|---|-------|-----|
| 1       | Understand accounting concepts, conventions and assumptions in the business context | 1, 11 | 1   |
| 2       | Prepare BRS, balancing of ledgers and preparation of trail balance.                 | 1     | 2   |
| 3       | Prepare profit & Loss account and Balance Sheet for the financial year.             | 11    | 2   |
| 4       | Analyze final statements of a company   | 11    | 2   |

### Introduction to Accounting, Rules of Debit and Credit , Subsidiary books , Final Accounts

#### Syllabus

**Introduction to Accounting** – Development of Accounting – Need for Accounting – Definition of Accounting - Objectives of Accounting – Functions of Accounting – Book keeping vs. Accounting - Branches of Accounting – Users of accounting information – Limitations of Accounting. Accounting Principles – Concepts and Conventions – Double Entry Book keeping System – Single Entry system- Accounting Equation – Advantages of double entry system – single entry vs double entry. **Rules of Debit and Credit** – Classification of accounts – Journal –Advantages of journal - Rules of Journal – Journal entries – Ledger – Ledger posting – Balancing the Account – difference between Journal and Ledger – Trial Balance – Preparation of Trial Balance. **Subsidiary books** – Advantages of Subsidiary books – Preparation of Subsidiary books – Cash book – Meaning of Cash book – Features of cash book - Types of Cash book – Petty Cash book – Imprest System-Bank Reconciliation Statement – Meaning – Bank pass book – Causes of Difference between Cash book and Pass book - Advantages of Bank Reconciliation Statement – Practical Problem on BRS. **Final Accounts** – Meaning – Objectives of Preparing Final Accounts – Trading Account – Profit and Loss Account - Balance Sheet – Arrangement of Assets and Liabilities – Preparation of Final Accounts – Adjustments – Practical problems on Final Accounts (only on Trading Concerns).

#### Recommended Textbook(s):

1. RL Gupta & V.K Gupta, Fundamentals of Accounting, Sultan Chand & Sons, 2008.

#### Reference Books:

1. Jain & Narang, Introduction to Financial Accounting, Kalyani Publishers, 2008

2. Dr.S.N. Maheswari and S.K.Maheswari, An Introduction to Accountancy, Vikas Publishing House pvt. Ltd., 2008.
3. MC Shukla & TS Grewal, Financial Accounting
4. R.K.Sharma and Shashi K. Gupta, Financial Accounting  
S Kr Paul. Financial Accounting.

### 22BS115O-Business Statistics

Course code : 22BS115O

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

Credits : 4

Contact Hours : 4

Pre-requisite : NIL

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#### Mapping of Course Outcomes (CO) to Program outcomes:

| Co. No. | Course Outcome's   | PO      | BTL |
|---------|--|---------|-----|
| 1       | Apply and interpret basic descriptive statistics   | 1, 2, 5 | 3   |
| 2       | Apply and construct cross tabulation, correlation, regression and their applications in management                                     | 1, 2, 5 | 3   |
| 3       | Calculate probabilities for simple events from a variety of random experiments or surveys and describe basic probability distributions | 1, 2, 5 | 3   |
| 4       | Apply and be able to perform statistical inference in the form of confidence intervals and hypothesis tests                            | 1, 2, 5 | 3   |

#### Introduction to data and Its Analysis, Univariate Statistics, Bi-variate Statistics, Elementary Probability Theory, Sampling and Testing of Hypothesis

##### Syllabus

**Introduction to data and Its Analysis:** Data, Type of Data: Primary, Secondary, time-series data, cross-sectional data and panel data. Data processing: Editing, Coding, Classification and Tabulation of Data. Frequency Distribution of Categorical and continuous variables. **Univariate Statistics:** Measures of Central Tendency, Measures of Dispersion, Measures of Shape – Graphical representation of frequency distribution for Continuous variable– Histogram, Frequency Polygon, Ogive, Line graphs, Density plot, Box and Whisker plot. Bar & pie chart. **Bi-variate Statistics:** Cross Tabulation, Covariance, Karl-Pearson's Coefficient of Correlation, Spearman's Rank Correlation, Regression analysis – Linear and Non-linear Regression – Lines of regression and its equations – Regression coefficients and its properties. Applications of Correlation and Regression in Business Arena. **Elementary Probability Theory:** Concepts of Probability: Random Experiment – Sample Space – Events and their types, Classical definition of Probability, Addition and Multiplication Theorems (without proofs) – Independence of events – Bayes Theorem – Concept of Probability Distribution Function – Binomial, Poisson and Normal Distribution and Standard Normal Distribution – Simple Examples – Central limit theorem. **Sampling and Testing of Hypothesis:** Sampling Design, Concept of Hypothesis, Null and Alternative Hypothesis,

Hypothesis Testing Procedure, Tests of Hypothesis: Parametric tests and non-Parametric Tests: t-test, Z-test, Chi-square test.

**Recommended Textbook(s):**

1. Anderson, Sweeney, Williams, *Statistics for Business and Economics*, 9<sup>th</sup> edition, Cengage Learning, 2012.
2. S.C.Gupta, **Fundamentals of Statistics**, Himalaya Publishing House, 7<sup>th</sup> revised and enlarged edition, 2013.

**Reference Books:**

1. S.C.Gupta&V.K.Kapoor, *Fundamentals of Mathematical Statistics*, 11<sup>th</sup> thoroughly revised edition, 2007,S.Chand and Sons, New Delhi
2. Richard Levin, David S.Rubin, *Statistics for Management*, Prentice Hall of India, 7<sup>th</sup> edition, New Delhi, 2008.

**22BB12C3O-Organizational Behaviour**

Course code : 22BB12C3O

L-T-P-S : 3-0-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

**Mapping of Course Outcomes (CO) to Program outcomes:**

| Co. No. | Course Outcome's  | PO     | BTL |
|---------|---|--------|-----|
| 1       | Ability to manage people with an understanding of Individual behavior                                       | 2, 8,9 | 2   |
| 2       | Ability to manage groups with an understanding of the Group behavior and leadership.                        | 9      | 2   |
| 3       | Ability to motivate and in competitive business environment.  | 8      | 2   |
| 4       | Ability to perceive organizational culture and implement organization Change and development interventions. | 1, 8   | 1   |

**Introduction, Personality, Values, Attitudes, Learning, Perception, Motivation, Stress Foundations of Group Behavior, Leadership, Conflict Management, Change Management Organizational Culture, Organizational Development**

**Syllabus**

**Introduction:** Organizational Behavior – Nature and Significance of OB; Emergence of OB as a discipline; Contributing Disciplines to the OB field; Challenges and Opportunities for OB. Foundations of Individual Behavior: **Personality**- Personality determinants; Personality traits: The Big Five Model, Major personality attributes influencing OB; Theories of personality; **Values** – Types of Values; **Attitudes** – Types of Attitudes, work attitudes. **Learning** – Theories of learning; principles of learning. **Perception** – Perceptual process;



Factors influencing Perception; **Motivation** – Theories of Motivation – Hierarchy Needs Theory – Two-Factor Theory – Expectancy Theory; Applications of Motivation; **Stress** – Causes and consequences of stress; Stress-management. **Foundations of Group Behavior:** Groups – Nature of groups; Types of groups; Stages of Group Development; Group Cohesiveness; Group Decision-Making; Understanding Work Teams; **Leadership** – Nature; Theories of leadership: Trait Theories, Behavioral Theories and Contingency Theories; **Conflict Management**- The Conflict process; Conflict Management. **Organizational Culture:** Nature; Culture’s Functions; Creating and sustaining Organizational Culture; **Change Management** - Forces for change ; Resistance to change; Approaches to Managing Organizational Change – Lewin’s Model – Kotter’s Plan for Implementing Change; **Organizational Development** – Techniques of organizational development.

**Recommended Textbook(s):**

1. Robbins, Stephen, Timothy A Judge & Niharika Vohra . “Organizational Behavior” Pearson Education. 15<sup>th</sup> Ed. 2013

**Reference Books:**

1. Fred Luthans, Organizational Behavior, Prentice Hall, 2007.
2. Laurie J. Mullins, Management and Organizational Behavior, Oxford Publishers, New Delhi, 2007.
3. Aswathappa, Organizational Behavior, Himalaya Publishing House, 2008.

**22BB22C2O-Management Information Systems**

Course code: 22BB12C2O

L-T-P-S : 3-0-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

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**Mapping of Course Outcomes (CO) to Program outcomes:**

| Co. No. | Course Outcome’s   | PO | BTL |
|---------|--|----|-----|
| 1       | Understand the information needs of an organization and a business function. | 5  | 2   |
| 2       | Evaluate effectiveness of decision making process and identify it's tools.   | 5  | 5   |
| 3       | Apply DSS techniques for effective decisions.                                | 5  | 3   |
| 4       | Design parameters for MIS application, for data analysis uses.               | 5  | 6   |

**Management Information System, Managerial Decision Making, System and Design, Database Management System**

## Syllabus

**Management Information System;** Basic Concepts – Organization Structure – Business Functions – Role of MIS – MIS in Business - MIS Developing Process Models - Simon’s Model in Information System – Major Trends in Information Technology. **Managerial Decision Making;** Decision Making Process – Relationship between Decision-Making and MIS –Group Decision Making - Integrating Managerial Levels and Functional areas by MIS-Components of MIS. **System and Design;** Systems Development Initiate - Different Methodologies – System Life Cycle Design - Prototype Approach - System Implementation. Decision Support System; Definitions of DSS – Architecture of DSS - Scope of DSS - Characteristic and Capabilities of DSS - Components of DSS – Modules in DSS- Classification of DSS – Steps in Designing a DSS. **Database Management System;** Sources of Data – Architecture of Database Management System - Data Models – Implementation - DGMS.

### Recommended Textbook(s):

1.Jawadekar, Management Information System, Tata McGraw Hill, 2008, 7th Edition, New Delhi.

### Reference Books:

- 1 Arora, Management Information System, Excel Books, 2010, 4th Edition, New Delhi.
- 2 C.S.V. Murthy , Management Information System, Himalaya Publishing House, 2011, 11 Edition, Mumbai.
- 3 G.V.Satya Sekhar, Management Information

### 22BB11K1O-Foreign Language

Course code : 22BB11K1O

L-T-P-S : 2-0-2-0

Credits : 3

Contact Hours : 4

Pre-requisite : NIL

### Mapping of Course Outcomes (CO) to Program outcomes:

| Co. No. | Course Outcome's   | PO   | BTL |
|---------|--|------|-----|
| 1       | Learn alphabet, phonetics and basic words like days, months, names of countries, professions etc.,. useful in daily life | 5,10 | 1   |
| 2       | Understand how to ask questions and framing negative sentences   | 5,10 | 2   |
| 3       | Acquires knowledge of different tenses and their usage in various contexts   | 5,10 | 3   |
| 4       | Utilizes the learnt concepts with proper liaison & accuracy to describe about themselves and their family                | 5,10 | 3   |

## Syllabus

L'alphabet - Les Salutations – Accents - Les Pronoms Sujets - Les Verbes – Régulier et Irrégulier – Nombres – ordinaux et cardinaux - Les Jours - Mois - Les Articles Indéfinis - Les Articles Définis – les mots interrogatifs - Nationalités/Les Pays - Les Prépositions. La Négation - Les Professions - Les Adjectifs Interrogatifs - Les questions générale – Les presentateurs - L'interrogation - Les Adjectifs Démonstratifs - Les Adjectifs Possessifs. Les Loisirs - Goûts et Préférences - Les Pronoms Toniques - Le Futur Simple - Les Articles Contractés - Le Futur Proche - Le Passé Récent – Presentezvous – Le Pronom "On". Les Adjectifs Qualificatifs - La Famille – les animaux - Formulaire d'inscription

### Recommended Textbook(s):

1. Alter Ego (Catherine Hugot, Véronique M. Kizirian, Monique Waendendries).

### Reference Books:

Cours de Langue et de civilisation française - G. Mauger

### 22UC12030: DESIGN THINKING AND INNOVATION

|               |                  |
|---------------|------------------|
| Course Code   | <b>22UC12030</b> |
| L-T-P-S       | 0-0-4-0          |
| Credits       | 2                |
| Contact Hours | 4                |
| Pre requisite | Nil              |

### Syllabus:

Design thinking an overview, Design Thinking for Contextualized Problem-Solving: Problem Selection/Definition Need for Cultural Relevance (Time, Space, and Environment). Empathy: definition, Empathic research: framing interview questions, focus groups, procedure to conduct skilled interviews, Insights from Empathetic research, Define: Developing user personas, nuggets from insights, laying customer journey maps, POV statements and POV questions to define user needs. Ideate: Techniques to generate, shortlist and evaluate Ideas: Rapid Estimation form and Solution concept form. Prototyping and Testing: Products vs. Services, Rough Prototypes, Testing Techniques, User Experience High-Fidelity Prototypes Entrepreneurial Innovation: Innovation Management, Business Model Basics, Financial Estimation, Pitch Decks, IPR Considerations.

Text Books:

1. David Lee: Design Thinking in Classroom. Ulysses Press: 2018
2. The Art of Innovation Lessons in Creativity from IDEO, America's Leading Design Firm by Tom Kelley: 2001

Reference Books:

1. Michael Lewrick, Patrick Link & Larry Leifer: The Design Thinking Play Book. Wiley Press: 2018

**22BB21C10-Management Accountancy**

Course code : 22BB21C10

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

Credits : 4

Contact Hours : 4

Pre-requisite : NIL

**Mapping of Course Outcomes (CO) to Program outcomes:**

| Co. No. | Course Outcome's  | PO | BTL |
|---------|---|----|-----|
| 1       | Understand the concept of management accounting and financial statement analysis.   | 1  | 2   |
| 2       | Analyse various ratios to evaluate the financial performance of the firm in terms of Risk, Profitability, Solvency, and Efficiency. | 2  | 4   |
| 3       | Analyze the funds flow and cash flows and applying those techniques for the analysis of financial health of the organisation.       | 3  | 4   |
| 4       | Analysing various tactical decisions with the help of Marginal costing techniques.  | 3  | 4   |

**Management accounting, Ratio analysis, Fund flow and Cash Flow analysis, Marginal costing and profit planning**

**Syllabus**

**Management accounting: Meaning** – objectives – scope- management accounting and financial accounting - management and Cost Accounting – utility and limitation of management accounting. Analysis of financial statements – tools for analysis - comparative financial statements – common size statement- trend analysis. **Ratio analysis: Analysis** and interpretation of financial statement through accounting ratios – significance of various ratios and their computation – uses and limitations of ratios. **Fund flow and Cash Flow analysis:** Concept of funds – sources and uses of funds – concepts of flow –fund flow statement – construction of cash flow statement – Difference between fund flow and cash flow statement. **Marginal costing and profit planning:** Distinction between absorption costing and marginal costing- Break even analysis – margin of safety – cost volume profit relationship- key factor.

**Recommended Textbook(s):**

1. Principles of Management accounting – S. N. Maheswari, Sultan Chand & Sons.

2. Management accounting – Principles and practice – R. K Sharma and Shashi K. Gupta

**Reference Books:**

1. Management accounting – Tools and Technique – N. Vinayakam, I. B. Sinha – Himalaya Publishing House.
2. Principles of management accounting – Man Mohan and S. N. Goyal – Sahitya Bhavan – Agra.
3. Management accounting – S. K. R. Paul, New Central Book Agency, Calcutta.

**22BB21C2O-Marketing Management**

Course code : 22BB21C2O

L-T-P-S : 3-0-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

**Mapping of Course Outcomes (CO) to Program outcomes:**

| Co. No. | Course Outcome's   | PO   | BTL |
|---------|--|------|-----|
| 1       | Explain the key terms, definitions, and concepts used in the study of Marketing Management and understand the changing Marketing Environment | 1    | 2   |
| 2       | Apply the knowledge of marketing concepts to strategize the marketing program regarding product and pricing                                  | 1, 2 | 3   |
| 3       | Apply the knowledge of marketing concepts to strategize the marketing program regarding promotion and distribution                           | 1, 2 | 3   |
| 4       | Understand the need for ethics in marketing and the importance of social and green marketing   | 8    | 2   |

**Introduction, Market Segmentation, Promotion, Physical Distribution of goods**

**Syllabus**

**Introduction-** Need, Want and Demand -Marketing – Definition, Concepts Significance and functions of Marketing- Consumer Behavior-Nature, Scope, Significance and Determinants Organizational Buying Behavior. Marketing Environment-Internal and External forces of Marketing Environment- Marketing Research- Marketing research process. **Market Segmentation-** Targeting and Positioning Strategies Marketing Mix-4 Ps of Marketing Product – Concept of Product-Product Planning and New Product Development -Product life cycle- Branding-Packing and labeling-Price-Meaning -Importance-Objectives-Factors affecting pricing – Pricing policies- Methods of pricing. **Promotion-**Methods of Promotion- Advertising-Media their merits and limitations- Personal selling and sales force management-Sales Promotion and publicity- Distribution channel and physical distribution- Distribution channels-concepts and types of distribution channel-Retailer and Wholesaler. **Physical Distribution of goods-** Transportation, Warehousing. Marketing organization –

Marketing control Ethics in Marketing – Social Marketing – Green marketing – Online Marketing.

**Recommended Textbook(s):**

1. Phillip Kotler and Kevin Keller – Marketing Management – Pearson Publication 15<sup>e</sup>, 2016

**Reference Books:**

1. Etzel, Walker, Stanton and Pandit, Marketing: Concepts and Cases, TMH – New Delhi, 14<sup>th</sup> Edition, 2017
2. Rama Swamy and Nama Kumari -Marketing Management, Planning, Implementation and Control –McMillan 5<sup>TH</sup> Edition 2013

**22BB21C30-Human Resource Management**

Course code : 22BB21C30  
 L-T-P-S : 3-0-0-0  
 Credits : 3  
 Contact Hours : 3  
 Pre-requisite : NIL

**Mapping of Course Outcomes (CO) to Program outcomes:**

| Co. No. | Course Outcome's  | PO   | BTL |
|---------|---|------|-----|
| 1       | Integrated perspective on role of HRM in modern business  | 1, 9 | 1   |
| 2       | Ability to plan human resources and implement techniques of job design                          | 1    | 2   |
| 3       | Competency to recruit, train, and appraise the performance of employees                         | 9    | 2   |
| 4       | Rational design of compensation and salary administration and ability to handle employee issues | 9    | 2   |

**Introduction, Manpower Planning, HR Processes, Governance, New Trends in HRM**

**Syllabus**

**Introduction:** Importance and Functions, Scope of HRM, Human Resource Management in a changing environment; **Manpower Planning:** Manpower planning process, Job Description and Job specification, Job analysis and Job design; Techniques of Job design. **HR Processes:** Employee Selection and Development - Recruitment, Selection and Induction, Training and Development, Performance Appraisal. Compensation Planning- Employee Compensation, Job evaluation, Employee Benefits and Welfare, Compensation and Salary Administration. **Governance:** Integration and Separation- Employee Discipline, Suspension, Dismissal and Retrenchment; Employee Grievance Handling, Trade Unionism, Collective Bargaining, Industrial Democracy Labour Laws. **New Trends in HRM:** HRM in India, HRM in International Firms, talent management, HR Accounting, HR Audit, HRIS.

**Recommended Textbook(s):**

1. Dessler, Human Resource Management, Pearson Education, Eleventh edition, New Delhi, 2011.

**Reference Books:**

1. Raymond Andrew Noe, John R. Hollenbeck, Barry Gerhart, Patrick M Wright, Human Resource Management, 8<sup>th</sup> Ed., The McGraw Hill Pub, 2012
2. Louis & Gomitz Mejia et. al: Managing Human Resources, 7<sup>th</sup> Ed., Pearson Education, 2011

**22BB21C4O-Business Research Methods**

Course code : 22BB21C4O

L-T-P-S : 3-0-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

**Mapping of Course Outcomes (CO) to Program outcomes:**

| Co. No. | Course Outcome's  | PO   | BTL |
|---------|---|------|-----|
| 1       | Understand and independently apply the research process to business problems.             | 4, 5 | 1   |
| 2       | Evaluate different statistical methods that are applicable to specific research problems. | 4    | 3   |
| 3       | Take data driven business decisions   | 5    | 2   |
| 4       | Analyze organizational data using software packages                                       | 4    | 2   |

**Introduction, Data Collection and Processing, Data analysis, interpretation and forecasting, Research Design, Report Writing****Syllabus**

**Introduction :** Definition and Objectives of Research-Types of Business Research-Research process-Defining research problem and Sources of Research Problem, review of literature. Hypothesis formulation, Research design-Types-Sampling designs: Concepts, types and their applicability. **Data Collection and Processing:** Primary data and Secondary data; Scaling Methods and Scaling of techniques: Turnstone, Likert and semantic differentials. Methods of collection of Primary data and secondary data: Observation Method Interview method, Questionnaire design, periodicals and news papers, Characteristics of good questionnaire/schedule. Data processing: Editing, Coding and Tabulation of data. **Data analysis, interpretation and forecasting:** meaning of data analysis and its types-descriptive and inferential statistics (measures of central tendencies, measures of dispersions, test for means, test for association). Forecasting: Forecasting Methods: Simple Moving Average Method, Weighted Moving Average Method, Exponential Smoothing method; Trend

Analysis. **Research Design:** Research Designs: Meaning, Need and Features of Completely Randomized Design, Randomized Block Design, Latin Square Design. **Report Writing:** Significance of report writing, Types of reports, Steps in report writing, Layout of research report, Mechanics of report writing, precautions in research reporting.

**Recommended Textbook(s):**

1. C.R Kothari, *Research Methodology - Methods & Techniques*, 2/e, Vishwa Prakashan, 2009.
2. Levin, Richard and Rubin, David, *Statistics for Management*, 7/e : Pearson, 2011.

**Reference Books:**

1. Gaur, *Statistical Methods for Practice and Research*, Sage Publication,2009
  2. Bhandarkar & Wilkinson, *Methodology and Techniques of Social Research*, Himalaya, 2004.
- Dipak Kumar.Bhattacharya, *Research Methodology*, Excel Books, 2009.

**22BB21C50- Macro Economics**

Course code : **22BB21C50**

L-T-P-S : 3-0-0-0

Credits : 2

Contact Hours : 3

Pre-requisite : NIL

| Co. No. | Course Outcome's  | PO  | BTL |
|---------|---|-----|-----|
| 1       | Analyze the macro economy using national income and aggregate demand and aggregate supply analysis.                       | a,g | 2   |
| 2       | Understand the causes and effects of inflation and unemployment.  | a   | 1   |
| 3       | Analyze monetary and fiscal policy options as they relate to economic stabilization in the short run and in the long run. | g   | 2   |
| 4       | Understand how comparative advantage provides the basis for gains through trade   | g   | 1   |

**SYLLABUS**

**National Income:** Macro Economics - Meaning, Definition and importance of Macro Economics - National Income- various concepts relating to National Income- Different methods of measuring national income - Growth of national income and per capita income in various plans - Uses of National Income Statistics. **Theories of Employment:** Unemployment - Types, causes and incidence of unemployment - Concept of full employment - Classical theory of full employment - Keynes's Theory of Income and Employment - Consumption Function - Factors influencing consumption function - Investment function - Concept of Multiplier - Types of Multiplier - Accelerator. **Money and Banking:** Money - Meaning and functions - Classification of Money - Supply of Money - Concepts



- Determinants - Control of Money supply - Commercial Banks - Role and Functions - Reserve Bank of India - Role and Functions - Monetary Policy. **Business Cycles and Inflation:** Business Cycles - Meaning and definition Phases of Business cycles - Inflation - Definition - Types of Inflation - Causes and effects of Inflation - Measures to control Inflation. **Public Finance and Balance of Payments:** Government's Budget - Meaning and Components - Classification of Receipts and Expenditure - Types of Budgets, Balance of Payments - its meaning and components, External Debts - Fiscal Policy.

**RECOMMENDED TEXTBOOK(S):**

1. A.V.Ranganadha Chari, Macro Economics, Kalyani Publishers , 2nd Edition, New Delhi, 2002.
2. D.M.Mithani, Money, Banking and Public Finance, Himalaya Publisher, Student Edition, Mumbai, 2008.

**REFERENCE BOOKS:**

3. K.P.M.Sundaram, Money, Banking and International Trade, Sultan Chand, 7th Edition, New Delhi, 2009.
4. RuddarDutt and Sundaram, Indian Economy, S.Chand& Company, 61st Edition, New Delhi, 2010.
5. SurjeetR.Thillon, Economics, Dhillon Group of Publisher, 1st Edition, New Delhi, 2000.
6. H.L.Ahuja, Macro Economics Theory and Policy, S Chand, 10th Edition, New Delhi, 2009.

**22BB22C00-Cost Accountancy**

Course code : 22BB22C00

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

Credits : 4

Contact Hours : 4

Pre-requisite : NIL

**Mapping of Course Outcomes (CO) to Program outcomes:**

| Co. No. | Course Outcome's  | PO | BTL |
|---------|---|----|-----|
| 1       | To Impart the Knowledge of Basic cost concepts, element of cost & Preparation of Cost Sheet | 1  | 2   |
| 2       | To provide basic knowledge of important Methods & Techniques of costing                     | 2  | 2   |
| 3       | To understand the various methods of budgetary control and CVP analysis                     | 3  | 2   |
| 4       | To analyze the standard costing and variance analysis                                       | 4  | 4   |

**Concept of cost, costing, cost Accounting & Cost Accountancy, Methods of Costing, Budget and Budgetary Control, Standard Costing**

**Syllabus**

**Concept of cost, costing, cost Accounting & Cost Accountancy-** objectives of cost Accounting - Advantages and Limitations of Cost Accounting - Difference between Financial and management and Cost Accounting - Cost Unit & Cost Centre Elements of cost - Material, Labour and other Expenses - Classification of cost & Types of Costs Preparation of Cost Sheet. **Methods of Costing** - Job Costing – Features, Advantages and Limitation - Contract Costing – Basic Concepts - Process Costing - Features, Normal and Abnormal Loss/ Gains - Operating Costing - Features & Objectives, Techniques. **Budget and Budgetary Control-** Definition and objectives of Budgetary control Advantages and

disadvantages of Budgetary Control Types of Budget Marginal Costing – Meaning and Various Concepts - Fixed Cost Variable Cost, Contribution, P/V Ratio, Break Event Point, Margin of Safety. **Standard Costing**- Definition and Meaning of Various Concepts Advantages and Limitations of Standard Costing Variance Analysis – Material and labour Variances.

**Recommended Textbook(s):**

1. Advanced cost Accounting by Saxena and Vasistha.
2. Advanced cost Accounting by S.P.Jain and Narong

**Reference Books:**

1. Cost Accounting by S.N.Maheshwari
2. Cost Accounting by Ratnam.
3. Practice in Advanced Costing and Management Accounting by Prof. Subhash Jagtap NiraliPrakashan, Pune.
4. Cost and Works Accounting II and III- Prof.Subhasg Jagtap, Prof.Pagar and Dr.NareK.S.Publication, Pune.

## 22BB22C10-Production and Operations Management

Course code : 22BB22C10

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

Credits : 4

Contact Hours : 4

Pre-requisite : NIL

### Mapping of Course Outcomes (CO) to Program outcomes:

| Co. No. | Course Outcome's   | PO       | BTL |
|---------|--|----------|-----|
| 1       | Illustrate the general concepts of overall plant and production management using appropriate analysis tools  | 1, 4, 11 | 2   |
| 2       | Establish methods for maximizing productivity and understand the purpose of setting and attaining high levels of throughput, quality, and customer service | 1, 11    | 3   |
| 3       | Optimize the use of resources which include: people, plant, equipment, tools, inventory, premises and information systems                                  | 4        | 3   |
| 4       | Make the best use of computers to achieve maximum efficiency, especially in the planning and control of operations   | 1        | 2   |

**Introduction to operations management, Gantt chart, Materials and quality management**

**TQM**

### Syllabus

**Introduction to operations management-** Overview of operations management, functions of operations manager, types of production processes and their suitability, just in time manufacturing, manufacturing operations versus service operations. Production planning and control- levels in production planning and Control; strategic planning, aggregate planning, shop floor planning, planning devices. **Gantt chart**, Master production schedule, PERT/CPM. Plant location and layout - factors influencing facility location decision, location modeling, factors influencing layout decision, facility layout modeling, types of material handling equipment and their purposes. Productivity: Factors affecting productivity, job design, work-study, work measurement. **Materials and quality management-** Inventory - costs associated with inventory, Economic order quantity, acceptance sampling, SQC, Control charts for variables – X and R charts and control charts for attributes – p, np, c charts. **TQM.** -Total Quality management Concept, Ergonomics, Kaizen. Deming's 14 principles, Balridge&Juran's contribution; Six sigma – Concept and principles.

### Recommended Textbook(s):

1. Norman Gaither and Greg Frazier, *Operations Management*, 9<sup>th</sup> international student edition, South Western, Thomson learning Inc., 2008.

### Reference Books:

1. William Stevenson, *Operations Management*, Tata McGraw Hill Company, New Delhi, 2009.
2. S.N.Chary, *Production and Operations Management*, Tata McGraw Hill Company, New Delhi, 2000.
3. K. Sridhara Bhat, *Operations Management*, Himalaya Publishing House, 1<sup>st</sup> edition, 2009.

### 22BB22C3O-Business Law

Course code : 22BB22C3O

L-T-P-S : 3-0-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

### Mapping of Course Outcomes (CO) to Program outcomes:

| Co. No. | Course Outcome's  | PO | BTL |
|---------|---|----|-----|
| 1       | Understand and apply the law relating to formation, performance and discharge of contracts and special contracts.   | 10 | 4   |
| 2       | Acquire legal knowledge relating to transactions involving, Sale of Goods and also apply appropriate remedies available under the Act.  | 10 | 4   |
| 3       | Comprehend the use of negotiable instruments i.e., Promissory Notes, Bills of Exchange and Cheques. The students will also be able to create new instruments, discharge their liabilities and avail their rights under the instruments effectively. | 10 | 4   |
| 4       | Understand the nature of partnership and also appreciate the law governing relationship between the partners and working of partnership.  | 10 | 2   |

### Nature of Contract, Special Contracts, Sale of Goods Act, 1930, Indian Partnership Act, 1932

#### Syllabus

**Nature of Contract:** Object of Law of Contract – The Indian Contract Act, 1872, Definition of Contract – Essential elements of a Valid Contract – Kinds of Contracts – Offer and Acceptance – Consideration – Legal rules as to Consideration – Contract without consideration – Stranger to a Contract Capacity to Contract – Free Consent – Legality of Object – Performance of Contract – Discharge of Contract. **Special Contracts:** Contract of Indemnity and Guarantee – Distinction between indemnity and guarantee – Kinds of Guarantee – Right of Surety- Bailment and Pledge – Rights and Duties of Bailor and Bailee- Contract of Agency – Definition of Agent and Principal – Creation of Agency – Rights and Duties of Agent and Principal – Termination of Agency.– Specific goods – Unascertained goods – Unpaid Seller – Rights of Unpaid Seller. **Sale of Goods Act, 1930:** Sale and

Agreement to Sell – Differences between Sale and Agreement to Sell- Conditions and Warranties – Express and Implied Conditions and Warranties – Transfer of Property . Indian Negotiable Instrument Act, 1881: Meaning of Negotiable instrument, Types of Negotiable Instruments- Endorsement and kinds of Endorsement-Dishonor of Negotiable instrument. **Indian Partnership Act, 1932:** Meaning and Definition of Partnership – Formation of Partnership-Registration of Partnership – Kinds of Partners – Rights, Duties and Liabilities of Partners – Dissolution of Partnership infirm.

**Recommended Textbook(s):**

1. N.D Kapoor, Business Law – Sultan Chand & Sons.

**Reference Books:**

1. Akileswar Pathak, Legal aspects of Business – Tata McGraw Hill Ltd.
2. Avatar Singh – Principles of Mercantile Law, Eastern Book Company.
3. Gulshan& G.K. Kapoor , Business Law, New Age Publishers, New Delhi

**22BB22C40-Financial Management**

Course code : 22BB22C40

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

Credits : 4

Contact Hours : 4

Pre-requisite : NIL

**Mapping of Course Outcomes (CO) to Program outcomes:**

| Co. No. | Course Outcome's  | PO   | BTL |
|---------|---|------|-----|
| 1       | To gain a knowledge on availability of various sources of finance and markets for raising of funds. | 1    | 2   |
| 2       | To evaluate the long term and short term investment decisions                                       | 1, 5 | 5   |
| 3       | To Evaluate the financing decisions by using different techniques of valuation.                     | 5    | 5   |
| 4       | To evaluate the dividend Decisions in relation to wealth maximization.                              | 5    | 5   |

**Introduction to Finance, Capital Budgeting Decisions, Cost of Capital and Capital Structure, Dividend Decisions , Working Capital Management**

**Syllabus**

**Introduction to Finance:** Nature and Scope of Financial Management, Goals& Objectives of Financial Management – Emerging Role of Financial Manager -- organization of finance function--Sources of Finance-Long Term and Short Term Financing – Time Value of Money. **Capital Budgeting Decisions:** Payback Period, Average Rate of Return, Net Present value,

Internal Rate of Return, Profitability Index and **IV** Discounted Payback Period. **Cost of Capital and Capital Structure:** Capital Structure Theories, EBIT& EPS Analysis – Financial Leverage – Operating Leverage – Specific Cost of Capital and Weighted Average Cost of Capital. **Dividend Decisions** Dividend Theories–Forms of Dividend. **Working Capital Management:** Working Capital Management – Determinants - Working Capital Financing approaches –Estimation of working Capital - Cash Management - Receivables Management - Inventory Management. (Problems).

**Recommended Textbook(s):**

1. James C. Vanhorne, Financial Management

**Reference Books:**

1. Jonathan Berk, Peter Demarzo, Financial Management, Pearson.
2. Prasanna Chandra, Fundamentals of Financial Management, TMH.
3. I. M. Pandey, Financial Management, Vikas Publications
4. Shashi K.Gupta, Financial Management by Kalayani Publications

**22BB22C50- BUSINESS MODEL GENERATION**

Course code :22BB22C50 L-T-P-S: 3-0-0 Credits: 3 Contact Hours : 3

Pre-requisite : NIL

Prerequisites : Basic economics, Business economics and Marketing Management.

**COURSE OUTCOMES**

Mapping of Course Outcomes (CO) to Program outcomes:

| CO No. | Course Outcome  | POs   | BTL |
|--------|---|-------|-----|
| CO1    | Understand and be able to explain the purpose, role and importance of business models including the key elements of a business model and the interactions and interdependencies among the elements. | 1,3   | 2   |
| CO2    | Analyse existing business models utilizing the course frameworks, tools, and techniques, evaluate their strengths and limitations, and make recommendations for improvement.                        | 3,4   | 4   |
| CO3    | Evaluate, design, and recommend innovative business models for entrepreneurial new ventures or businesses experiencing significant changes in their external environments.                          | 1,3   | 6   |
| CO4    | Apply the strategic approach to business models, to identify the environmental changes, to design the business models and to manage multiple business models  | 1,3,4 | 3   |

**Concept of Business Model:** Introduction, Definition of a Business Model, The 9 Building Blocks- Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, Cost Structure **Apple Business Model** - Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, Cost Structure.**Amazon Business Model**- Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key

Partnerships, Cost Structure.**Google Business Model** - Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, Cost Structure.**eBay Business Model** - Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, Cost Structure.**Uber Business Model** - Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, Cost Structure.**Wikipedia Business Model** - Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, Cost Structure.**Facebook Business Model** - Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, Cost Structure. **Netflix Business Model** - Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, Cost Structure.**Microsoft Business Model** - Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, Cost Structure.**BING Business Model** - Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, Cost Structure.**Whatsapp Business Model** - Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, Cost Structure. **Linkedin Business Model** - Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, Cost Structure.

### **22BB22C6O-Campus to Corporate**

Course code : 22BB22C6O  
 L-T-P-S : 0-0-2-0  
 Credits : 1  
 Contact Hours : 2  
 Pre-requisite : NIL

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#### **Mapping of Course Outcomes (CO) to Program outcomes:**

| Co. No. | Course Outcome's  | PO | BTL |
|---------|---|----|-----|
| 1       | Helps you in adapting to the new corporate environment  | 1  | 6   |
| 2       | To develop interpersonal skills required for working in the corporate world                           | 9  | 3   |
| 3       | Analyse the corporate communication skills  | 10 | 4   |
| 4       | Develop the confidence to handle a wide range of difficult and demanding situations more effectively. | 5  | 3   |

**Interpersonal Skilling, Email writing, Industry analysis, Quantitative Aptitude**

#### **Syllabus**

**Interper sonal Skilling:** Brain storming, Self appraisal, Public speaking, Z Review (Book Review). **Email writing:** Discussing and agreeing terms, Asking for payment Describing processes. **Industry analysis:** Background of promoter groups of top 3 and bottom 3 players in the industry.Management ethos and

philosophy. Brief profiles of CMD's CEO's and key top management personnel with their career highlights. Detailed profile of one distinguished top management personnel each. Two players in the industry – CSR Policy, Corporate governance initiatives. **Quantitative Aptitude** : Simple Interest and Compound Interest, Age Problems, Work And Time, Time & Speed, Probability, Mensuration, Permutation and Combination

### 22BB31C00-Business Analytics

Course code : 22BB31C00

L-T-P-S : 2-0-2-0

Credits : 3

Contact Hours : 4

Pre-requisite : NIL

#### Mapping of Course Outcomes (CO) to Program outcomes:

| Co. No. | Course Outcome's   | PO  | BTL |
|---------|--|-----|-----|
| 1       | Apply quantitative modeling and data analysis techniques to the solution of real world business problems, communicate findings, and effectively present results using data visualization techniques. | 2,4 | 3   |
| 2       | Apply ethical practices in everyday business activities and make well-reasoned ethical business and data management decisions.   | 2   | 3   |
| 3       | Demonstrate knowledge of statistical data analysis techniques utilized in business decision making.  | 4   | 2   |
| 4       | Apply principles of Data Science to the analysis of business problems and also Use data mining software to solve real-world problems.  | 2   | 3   |

#### Business Analytics, Univariate Statistics, Bivariate Statistics, Multivariate Statistics

##### Syllabus

**Business Analytics** – Introduction, Growth & Challenges, Types of Business Analytics , Domain Specific Analytics – Marketing, HR, Finance, Retail, Healthcare, Insurance, Banking, Financial Services, Telecom, Pricing and Supply Chain Analytics. Importance of Data in Organizations, Databases & Systems in Organizations, Types of Data, Data Sources, Quality and Classification, Missing Data, Data Mining & Management Techniques. **Univariate Statistics:** Introduction, Conceptual Note on Univariate Statistics, A Case Study in Marketing/Financial/Marketing Context. **Bivariate Statistics:** Introduction, Conceptual Note on Bivariate Statistics, A Case Study in Marketing/Financial/Marketing Context. **Multivariate Statistics:** Introduction, Conceptual Note on Multivariate Statistics, A Case Study in Marketing/Financial/Marketing Context, Review of Regression Concept, Multiple Regression and Factor Analysis.

#### Recommended Textbook(s):

1. James.R.Evans, Business Analytics 2/e, Pearson ed.

#### Reference Books:

1. E. Turban, R. Sharda, J. Aronson, and D. King, Business Intelligence: A Managerial Approach, Pearson Prentice Hall, 2008, ISBN-13: 978-0-13-234761-7.



## 23HS115O-SOFT SKILLS 2

**LTPS 2-0-2-0**

**CREDITS 3**

**PRE REQUISITES –NIL**

Course Outcomes ( COs) – Program Outcomes (POs) – Blooms Taxonomy Levels ( BTL) Mapping Table:

| CO# | Course Outcome's   | PO   | B<br>T<br>L |
|-----|--|------|-------------|
| CO1 | Able to face audience confidently while giving presentations and speaking in public.   | PO 5 | 2           |
| CO2 | Think logically and solve problems in professional life.   | PO 2 | 3           |
| CO3 | Creating and crafting effective Resumes, attending, and conducting interviews.   | PO 2 | 3           |
| CO4 | Getting familiar with the key players in the business world and acquiring knowledge about different aspects of the business. | PO 3 | 5           |

### Syllabus

Oral and written communication • Introduction • Language proficiency • Language proficiency Paragraph writing • Voice modulation • Writing circulars • Writing notices  
Developing conversation skills Intrapersonal Skills • Building confidence • Motivation • Personal grooming Adaptability Forming habits • General awareness • Attitude  
Interpersonal skills • Listening skills • Facing social dilemma • Persuasive skills • Problem solving • Verbal & non-verbal communication Negotiation skills Etiquette • Business etiquette Dining etiquette • Telephone etiquette • Email etiquette • Office etiquette • Cross cultural etiquette . Taking a stand • Professionalism • Do's & Don'ts in GD Lab Activities  
• Paragraph Writing • Writing Circulars and Notices • CO-5: Dialogue writing • Confidence Building • Problem Solving –case study • Creativity-Ad making • Listening skills –case study • Negotiation skills –case study • Group discussions

### Text Books :

1. Communicating at Work – Principles and Practices for Business and the Professions by Adler, The McGraw Hill Company, 9<sup>th</sup> Edition
2. Quantitative aptitude by r s agarwal, s chand publications
3. Modern approach to verbal reasoning by r s agarwal, s chand publications

### Reference Books :

1. Business Communication and Personality Development by Biswajit Das & Ipseeti Satpathy, The Encel Publications, 1<sup>st</sup> Edition

2. Managerial Communication – Strategies and Applications by Hynes; The McGraw Hill Company, 4<sup>th</sup> Edition
3. Effective Business Communication by Murphy; The McGraw Hill Company, 7<sup>th</sup> Edition
4. Winning at Interviews by Edger Thorpe, Showik Thorpe; Pearson Publications, 1<sup>st</sup> Edition
5. Developing Soft Skills by Robert M. Sherfield, Rhonda J., Patricia J. Moodi; Cornerstone Publications.
6. Quantitative aptitude by Abhijit guha, Tata mc-graw halls

**22BB31C2O-Fundamentals of Digital Marketing**

Course code : 22BB31C2O  
 L-T-P-S : 3-0-0-0  
 Credits : 3  
 Contact Hours : 3  
 Pre-requisite : NIL

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**Mapping of Course Outcomes (CO) to Program outcomes:**

| Co. No. | Course Outcome's   | PO    | BTL |
|---------|--|-------|-----|
| 1       | Outline the key concepts of digital marketing                      | 1     | 2   |
| 2       | Apply the SEO to a website   | 1, 11 | 3   |
| 3       | Use the key PPC concepts to draw visitors to a business's websites | 1, 11 | 3   |
| 4       | Use Campaign Management to manage the marketing concepts           | 1     | 4   |

**Key Concepts of Digital Marketing, Key SEO Concepts, The SEO Process, Campaign Management**

**Syllabus**

**Key Concepts of Digital Marketing:** Fundamental, Need, Scope of Digital marketing, Traditional v. Digital Marketing, the Opportunity of Digital Marketing, Characteristics of Digital Marketing, Implications of Digital Marketing, Market Research v. Market Reality. Principles and Drivers of New Marketing Environment, Online Marketing Environment - Dotcom Evolution. **Key SEO Concepts:** Keyword Research & Selection, Search Results & Positioning, Content Updates & Layout, Benefits of Search Position, Meta Tags, Stakeholders in Search, SEO Site Map, Mechanics of Search, SEO Webmaster Tools, On-Page Optimization, Off-Page Optimization. **The SEO Process:** Inbound Links & Link Building, Customer Insights, Ranking, Analysis & Review, Laws & Guidelines; **Key PPC Concepts:** Budgets, Strengths of Pay per click, Scheduling, Keyword Research, Display Networks Google PPC, Ad Centre, Research Tools. **Campaign Management:** Search Campaign Process, Conversion Tracking, Keyword Selection, Conversion Metrics: CPA, CTR, Ad Copy, Bidding, Landing Pages, Analytics, Targeting, Laws & Guidelines.

**Recommended Textbook(s):**

1. David J. Bradley ,Getting Digital Marketing Right: A Simplified Process For Business Growth, Goal Attainment, and Powerful Marketing [Kindle Edition]
2. Michael Solomon and Tracy Tuten, Social Media Marketing \_ Pearson, Aug 2013

**Reference Books:**

1. F.R. Media, Social Media Marketing Successfully For Beginners: Create Successful Campaigns, Gain More Fans, And Boost Sales.

**22BB32C00- Entrepreneurship**

Course code : 22BB32C00

L-T-P-S : 3-0-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

**Mapping of Course Outcomes (CO) to Program outcomes:**

| Co. No. | Course Outcome's  | PO   | BTL |
|---------|---|------|-----|
| 1       | Understand and explain the key terms, definitions, and concepts used in Entrepreneurship Development  | 1    | 2   |
| 2       | Apply the techniques of environmental analysis, opportunity assessment, feasibility study and generating business ideas   | 3, 7 | 3   |
| 3       | Construct a well-structured business plan by including all the necessary elements of the business plan  | 11   | 6   |
| 4       | Plan a start up by applying the knowledge of sources of finance and the supporting schemes offered by state and central governments and other entrepreneurial development organizations | 6    | 2   |

**Introduction to Entrepreneurship, Creating and Starting the venture, Financing and Managing the New Venture, Institutional support to Entrepreneurship****Syllabus**

**Introduction to Entrepreneurship:** Definition of Entrepreneur, Entrepreneurial traits, Entrepreneurial Culture, Administrative culture Vs Entrepreneurial Culture; Entrepreneur vs. Manager, Entrepreneur vs. Intrapreneur; The Entrepreneurial decision process; Role of Entrepreneurship in Economic Development; Ethics and Social Responsibility of Entrepreneurs; Opportunities for Entrepreneurs in India and abroad; Woman as Entrepreneur.

**Creating and Starting the venture:** Environmental Analysis - Search and Scanning, Assessment of Opportunities; Business Idea, Sources of new Ideas, Techniques of generating ideas, Techniques of creative problem solving, product planning and development process. The Business Plan: Nature and scope of business plan, Writing Business Plan, Evaluating Business plans, Using and implementing Business plans. Marketing plan, financial plan and the organizational plan; launching formalities. **Financing and Managing the New Venture:**

Sources of Capital, Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs, and Venture Capital. New venture Expansion Strategies and Issues, Record keeping, recruitment, motivating and leading teams, financial controls,

Marketing and sales controls. E - Commerce and Entrepreneurship, Internet advertising.  
**Institutional support to Entrepreneurship:** Government policies and schemes for entrepreneurial development; Role of MSME, Directorate of Industries, District Industries centers (DICs), Industrial Development Corporation (IDC), Small Scale Industries Development Corporation (SSIDCs), Khadi and Village Industries Commission (KVIC), Technical Consultancy Organization (TCO), Small Industries Service Institute (SISI), National Small Industries Corporation (NSIC), Small Industries Development Bank of India (SIDBI).

**Recommended Textbook(s):**

1. Robert Hisrich, Michael Peters and Dean Shepherd, Entrepreneurship, TMH, 10th Edition, 2017.
  2. Arya Kumar, Entrepreneurship – Creating and leading an entrepreneurial organization, Pearson, 2012
- Reference Books:**
1. Baringer and Ireland, Entrepreneurship, 6th Edition, Pearson, 2018
  2. P. Narayana Reddy, Entrepreneurship – Text and Cases, Cengage Learning India, I edition, 2010
  3. "Corporate Entrepreneurship: Building The Entrepreneurial Organization" by Paul Burns published by Palgrave Macmillan, 3<sup>rd</sup> Edition 2013
  4. Drucker F Peter “Innovation and Entrepreneurship”, 1985.Heinemann, London.

**22BB32C1O-Strategic Management**

Course code : 22BB32C1O  
 L-T-P-S : 3-0-0-0  
 Credits : 3  
 Contact Hours : 3  
 Pre-requisite : NIL

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**Mapping of Course Outcomes (CO) to Program outcomes:**

| Co. No. | Course Outcome's   | PO     | BTL |
|---------|--|--------|-----|
| 1       | Articulate a vision that gives meaning to all the firm's stakeholders of the firm's objectives                 | 2, 6,8 | 2   |
| 2       | Formulate a strategic plan that operationalizes the goals and objectives of the firm;                          | 2      | 3   |
| 3       | Identify the resource endowments specific to the firm and those that are homogeneous to industry participants; | 6, 8   | 3   |
| 4       | Evaluate and revise programs and procedures in order to achieve organizational goals;                          | 2, 8   | 5   |

**Basic concepts of Strategic Management, Environment and Resource Analysis, Strategy Formulation, Strategic Choice, Strategic implementation and control: Issues in implementation**

**Syllabus**

**Basic concepts of Strategic Management:** Definition and Nature; Basic model and process of management; Benefits and limitations of Strategic Management; Business Vision, Mission and Objectives; Contents and characteristics of Corporate mission statements. **Environment and Resource Analysis:** Environmental Analysis, Industry and Competitive Analysis, Porter's Five forces Model, Internal Analysis, SWOT Analysis, Value Chain Analysis. **Strategy Formulation:** Developing Alternative strategies, Types of strategies, Corporate Strategy, Business strategy, Functional strategy, and Global strategy. Michael Porter's Generic Business strategies, Ansoff's Product-Market Matrix. **Strategic Choice:** Strategic Analysis and Choice; Portfolio analysis and its limitations. BCG matrix and GE nine-cell matrix. **Strategic implementation and control: Issues in implementation;** Formulation of short-term objectives; Resource allocation; Organizational structure; Strategic Leadership; Strategy supportive culture; Managing strategic change; Strategic evaluation and control.

**Recommended Textbook(s):**

1. Fred R. David, *Strategic Management*, Prentice Hall, New Delhi, 2009

**Reference Books:**

1. Charles Hill & Gareth Jones/ Biztantra, *Strategic Management – An Integrated Approach*, Wiley India, 2009.
2. Hitt/Hoskisson/Ireland, *Management of Strategy – Concepts and Cases*, Cengage Learning, 2009.
3. KazmiAzhar, *Business Policy and Strategic Management*, Tata MC Graw Hill, New Delhi, 2008.
4. Pearce and Robinson, *Strategic Management*, McGraw Hill, New York, 2007.
5. Michael Porter, *Competitive Strategy*, Harvard University Press, New York, 2007.  
Arthur Shaplin, *Strategic Management*, Tata McGraw Hill, New Delhi, 2007.

## PROFESSIONAL ELECTIVES (BBA -GENERAL)

### 22BB31M00: CONSUMER BEHAVIOR

Course code : 22BB31M00

L-T-P-S : 3-0-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

#### Mapping of Course Outcomes with PO/PSO :

| CO | Course Outcome  | PO | BTL |
|----|---|----|-----|
| 1  | Understand concepts used in the study of consumer behavior.   | 7  | 2   |
| 2  | Apply the knowledge of consumer behavior concepts to analyze changing consumer profiles and factors influencing consumer purchase decision    | 6  | 3   |
| 3  | Apply the knowledge of consumer behaviour to analyse the changing consumer perceptions, attitudes, values and lifestyles and overall behavior | 6  | 3   |
| 4  | Create better marketing programs and strategies basing on the knowledge of consumer behavior.   | 7  | 3   |

**Introduction to Consumer Behavior, consumers in their social and cultural settings, consumer motivation, models of consumer behavior.**

#### SYLLABUS

Introduction to Consumer Behaviour: Concepts, Need to study consumer behaviour, Factors influencing consumer behaviour, Changing trends in consumer behaviour. Individual Determinants of Consumer Behaviour: Consumer needs & motivation, personality and self concept, consumer perception, learning and memory, nature of consumer attitudes, consumer attitude formation and change. Environmental Determinants of Consumer Behaviour: Family influences, culture influence, sub culture & Cross cultural influence s, Group dynamics and consumer reference groups, social class and consumer behaviour. Consumer Decision Making Process:

Consumer Decision Making Models: Howard Shet Model, Engel-Blackwell-Miniard Model, Nicosia Models of Consumer Decision Making. E-buying behaviour, The E-buyer, The brick and mortar buyer, Influences on E-buying.

## 22BB31M10 PRODUCT AND BRAND MANAGEMENT

Course code : 22BB31M10

L-T-P-S : 3-0-0-0

Credits : 3

Contact Hours: 3

Pre-requisite: NIL

### Mapping of Course Outcomes with PO/PSO:

| CO | Course Outcome  | PO | BTL |
|----|---|----|-----|
| 1  | Provide the fundamentals of product and brand management                              | 7  | 4   |
| 2  | Product Management Process  | 6  | 4   |
| 3  | Understand the Brand Management and Brand Management Process                          | 6  | 3   |
| 4  | Create awareness about measuring Brand equity, Brand Assessment & Financial Aspects . | 7  | 4   |

### SYLLABUS:

Introduction to Product Management: Concepts related to product-Product development, New product, Product life cycle, product upgrade, Product Management, Aspects of Product Management – Product planning and product Marketing, Scope of product management, Role of product manager. Product Management Process: Product vision, Techniques for creating the product vision, Designing MVP prioritized backlog, UX Design Process: Sketching wire-framing/Mock-up/Prototyping: Iteration. Product Achievement Process. Product Matrix. Introduction to Brand Management: Brand Management Process, Brand Hierarchy, Brand personality, Brand image, Brand identity, Brand positioning, Brand loyalty and Consumer loyalty, Brand Architecture, Brand Leadership, Managing Brands, Brand creation, Brand extensions, Brand-Product matrix. Brand Portfolio & Multi Brand Portfolio: Brand Revitalization, Techno Branding, Ingredient Branding, Measuring Brand equity, Brand Assessment & Financial Aspects, Branding in different sectors: Branding in Consumer, Industrial, Retail and service sectors; Digital Branding & Sustaining Brand in long term.

### Text & Reference books:



## 22BB31M2O ADVERTISING AND SALES PROMOTION

Course code : 22BB31M2O

L-T-P-S : 3-0-0-0

Credits : 3

Pre-requisite : NIL

### Mapping of Course Outcomes with PO/PSO :

| CO | Course Outcome  | PO | BTL |
|----|---|----|-----|
| 1  | Understand the basic concepts of Advertising and analyze the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of advertising media. | 5  | 4   |
| 2  | Analyze the design and execution of advertising campaigns   | 7  | 4   |
| 3  | Understand the basic components of sales promotion and apply the sales promotion campaign related decisions   | 6  | 3   |
| 4  | Analyzethe emerging trends in sales promotion techniques  | 6  | 4   |

**Introduciton to adverstisement, the internet as an advertising medium, introduction to sales promotion.**

### SYLLABUS:

Advertising: History of advertising, Role of advertising, Types of advertisement, Industrial, Institutional, Retail, Trade and Professional, Approaches to Advertising-DAGMAR & AIDA, Advertising Department and Advertising Manager, Role and functions of advertisement agencies, Advertising agency and services, client agency relationship, Advertisement layout, Advertisement copy, effective use of words. Advertising Budget: Selecting Media outlets, Media market reach, Message Placement Cost, Length of Exposure, Advertising Clutter, Response Tracking, Type of Media Outlets, Television advertising, Radio advertising, Print Publication advertising, Internet advertising, Direct mail, Signage and Billboards, Product Placement Advertising, Measuring advertising effectiveness, Objectives and methods. Sales Promotion: Importance and scope, need and objectives of sales promotion, consumer promotion, channel promotion, timing of sales promotion, measurement of impact of sales promotion, sales promotion budgeting. Tools of Sales Promotion: Samples, point of purchase, displays and demonstration. Exhibition and Fashion shows, sales contest and game of chance and skills, lotteries, gifts, offers, premium and free goods, Price packs, rebates, patronage, rewards etc. Conventions, conference and trade shows, specialties and novelties, Developing a sales promotion programmes, pre testing implementing, evaluating the results and making necessary modification.

### Text & Reference Books:

## 22BB31M30 CUSTOMER RELATIONSHIP MANAGEMENT

Course code : 22BB31M30

L-T-P-S : 3-0-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

### Mapping of Course Outcomes with PO/PSO :

| CO | Course Outcome   | PO | BTL |
|----|--|----|-----|
| 1  | Understand the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.      | 5  | 2   |
| 2  | Analyze CRM practices for competitive advantage of organization  | 7  | 4   |
| 3  | Implement data mining tools and techniques in the organization   | 6  | 4   |
| 4  | Gets the ability to analyze customer relationship management strategies by understanding customers' Preferences for the long-term sustainability of the Organizations. | 6  | 4   |

**Emerging concepts in consumer relationship management, CRM as a business strategy, data mining for CRM.**

### SYLLABUS:

Introduction to CRM: Definition and concepts of CRM, Evolution of CRM, Components of CRM, Understanding the goal of CRM and customer touch points, significance and importance of CRM in modern business environment. CRM Process: Introduction and objectives of a CRM process, an insight into CRM and online CRM, The CRM cycle-Assessment phase, Planning phase, executive phase, Modules in CRM, 4C's of CRM process, CRM process for marketing organization, CRM affiliation in retailing sector. Developing CRM strategy: Role of CRM in business strategy, Understanding Service quality: Technical Functional, and dimensions of service quality, managing customer communications. CRM Implementation: Choosing the right CRM solution, Framework for implementing CRM-A step-by-step process. CRM links in E-business-E-commerce and customer relationships on the internet.

## 22BB31M40 SERVICES MARKETING

Course code : 22BB31M40

L-T-P-S : 3-0-0-0

Credits : 3

Pre-requisite : NIL

### Mapping of Course Outcomes with PO/PSO :

| CO | Course Outcome  | PO | BTL |
|----|---|----|-----|
| 1  | Implement the best practices of the Services Marketing  | 3  | 2   |
| 2  | Apply the marketing mix elements of services for designing proper marketing strategy  | 4  | 3   |
| 3  | Analyze the gaps between service provider and consumer and perform lifelong learning and professional development to enrich the services marketing strategies | 5  | 4   |
| 4  | Analyze, interpret and solve problems in service Recovery   | 6  | 3   |

### SYLLABUS:

Introduction to service marketing: Concept, characteristics of services, service marketing triangle, purchase process for services, marketing challenges of services, Role of services in modern economy, services marketing environment, goods vs services marketing. Key elements of services marketing mix: The service product, pricing mix, promotion and communication mix, place/distribution of service, people, physical evidence, process-service mapping-flow-charting, Branding of services. Managing quality aspects of services marketing: Improving service quality and productivity, service quality-GAP model, Benchmarking, measuring service quality, zone of tolerance and improving service quality, The SERVQUAL model. Marketing of services: International and Global strategies in services marketing: services in the global economy-moving from domestic to transnational marketing, recent trends in marketing of services in tourism, hospitality, health-care, banking, insurance, education, IT and Entertainment Industry, Ethics in services marketing.

## **22BB31M50 RURAL MARKETING**

Course code : 22BB31M50

L-T-P-S : 3-0-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

### **Mapping of Course Outcomes with PO/PSO:**

| <b>CO#</b> | <b>Course Outcome</b>   | <b>PO/PSO</b> | <b>BTL</b> |
|------------|---|---------------|------------|
| 1          | To understand the Concept and Scope - Nature of rural markets                         |               | 4          |
| 2          | To understand the Product Strategy & Competitive product strategies for rural markets |               | 2          |
| 3          | To understand the Pricing strategy - pricing policies of rural marketing              |               | 2          |
| 4          | To understand the Distribution - Logistics Management of rural markets                |               | 6          |

Rural Marketing - Concept and Scope - Nature of rural markets - attractiveness of rural markets - Rural Vs Urban Marketing - Characteristics of Rural consumers - Buying decision process - Rural Marketing Information System - Potential and size of the Rural Markets. Selection of Markets - Product Strategy - Product mix Decisions - Competitive product strategies for rural markets. Pricing strategy - pricing policies - innovative pricing methods for rural markets - promotion strategy - appropriate media - Designing right promotion mix - promotional campaigns. Distribution - Logistics Management - Problems encountered - selection of appropriate channels - New approaches to reach out rural markets – electronic choupal applications.

## 22BB31F00 -BANKING & INSURANCE MANAGEMENT

Course code : 22BB31F00

L-T-P-S : 3-0-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

### Mapping of Course Outcomes with PO/PSO:

| CO | Course Outcome   | PO | BTL |
|----|--|----|-----|
| 1  | Understand nature of IFS and Banking Sector            | 3  | 2   |
| 2  | Analyze banking operations                             | 4  | 4   |
| 3  | Ascertain Regulation and Innovations in Banking System | 5  | 3   |
| 4  | Understanding the concept of Insurance operation       | 6  | 2   |

### Introduction to Banking, Sources of Bank Funds Uses of Bank Funds, Banking Regulation Act and Monetary Policy, Introduction to Insurance

#### Syllabus:

**Introduction to Banking:** Meaning of a Bank and Customer- Bank and customer Relationship - Role of commercial banks in Economic Development - Evolution of Banking -**Bank Customers and NI Act 1881:** Types of Customers, Deposits, Non Performing Assets: - gross and net concept of NPAs, causes, implications & recovery of NPAs. And NBFCs and Its functions **Banking Regulation Act and Monetary Policy** - RBI and Innovations in Banking System: Introduction to Basel Norms - Retail Banking - Products & Services: Nature, Scope, - Plastic Money – E- Banking RTGS - NEFT –SWIFT- ATM - Mobile Phone Banking - Banc-assurance. **Introduction to Insurance:** Principles of Insurance - Characteristics of Insurance contract - Functions of Insurers - Types of Insurers- Concept of Reinsurance, uses and advantages -IRDA. Health and General insurance– Micro Insurance in India.

#### Reference Books:

1. Vijayakumar P., Srinivasa Subbarao P., Himalaya Publication, New Delhi.
2. Peter.S.Rose& Sylvia. C. Hudgins: “Bank Management & Financial Services”, Tata McGraw Hill New Delhi, 1910.
3. James S. Trieschmann, Robert E. Hoyt & David. W. Sommer B:”Risk Management & Insurance”, Cengage Learning, New Delhi

4. Reddy K S and Rao R N: “Banking & Insurance”, Paramount Publishing House 1913.
5. Vasant Desai: “Banks & Institutional Management”, Himalaya Publishing House 1910.
6. R.K.Sharma, Shashi and Jagwant: “Banking and Insurance”, , Kalyani Publishers, 16th edition.
7. Emmett J. Vaughan & Therese M. Vaughan: “Fundamentals of Risk & Insurance”, Wiley, India Edition.
8. Harold. D. Skipper & W. Jean Kwon: “ Risk Management & Insurance, Perspectives in a Global Economy”, Blackwell Publishing New Delhi.

### **22BB31F10 Investment Management**

Course Code: 22BB31F10

L-T-P : 3-0-0

Credits : 3

Contact Hours: 3

Pre-requisite: NIL

#### **Mapping of Course Outcomes (CO) to Student outcomes**

| Co. No. | Course Outcomes  | PO | BTL |
|---------|--|----|-----|
| 1       | Explore to different avenues of investment.                          | 6  | 2   |
| 2       | Equipped with the knowledge of security analysis.                    | 1  | 2   |
| 3       | Apply the concept of portfolio management for the better investment. | 2  | 3   |
| 4       | Invest in less risk and more return securities.                      | 3  | 4   |

### **SYLLABUS**

**Investment:** Meaning and Nature of Investment- Objectives and Process of Investment- Investment Environment- Investment Avenues -Securities Trading- Recent Developments in Stock Market. **Fundamental and Technical Analysis:** Economy analysis- Industry analysis- Company analysis. Meaning of Technical Analysis- Dow Theory-Elliot Wave theory-

Technical vs Fundamental Analysis- Efficient Market Hypothesis (EMH). **Portfolio Management and Portfolio analysis:** : Meaning of Portfolio Management-Phases of Portfolio Management-Evolution of Portfolio Management-Role of Portfolio Manager. Meaning of portfolio analysis- Risk and Return of Portfolio-diversification-Portfolios with more than two securities. **Portfolio selection, Portfolio Revision and Evaluation:** Selection of optimal Portfolio-Pricing of securities with CAPM.-: Need for Revision-Meaning of portfolio Revision-Portfolio Revision strategies-Need for Evaluation-Evaluation perspective-meaning of Portfolio Evaluation- Measuring portfolio Return -Risk Adjusted Returns- Differential Return

### **RECOMMENDED TEXT BOOK**

Bhalla. V.K. Investment Management: Security Analysis and Portfolio Management, Sultan Chand, 1910, 7<sup>th</sup> Edition, New Delhi.

### **REFERENCE BOOKS**

1. S. Kevin, Security analysis and Portfolio Management, PHI, 1910, 2<sup>nd</sup> Edition, New Delhi.
2. Alexander. G.J, Sharpe. W.F and Bailey. J.V, “Fundamentals of Investments”, PHI,
3. Reilly, Brown: “Analysis of Investments and Management of Portfolios”, Cengage Learning, New Delhi, 1913
4. Prasanna Chandra, “Investment Analysis and Portfolio Management”, TMH, New Delhi, 1913
5. Charles.P.Jones, “Investments: Analysis and Management”, John Wiley & Sons, Inc. 9th Ed.
6. Francis. J.C. & Taylor, R.W., “Theory and Problems of Investments”. Schaum’s Outline Series, TMH, New Delhi,
7. Preeti Singh, “Investment Management”, Himalaya Publishing House. New Delhi. JNTUK Master of Business Administration 57
8. Peter L. Bernstein and Aswath Damodaran, “Investment Management”, Wiley Frontiers in Finance.
9. Shashi and Rosy: “Security Analysis and Portfolio Management Investment Management”, Kalyani Publishers, New Delhi 3rd edt.
10. Dhanesh Khatri, “Investment Management and Security Analysis;Text and Cases”, Macmillan Publishers. New Delhi, 1911
11. Sudhindra Bhat, “Security Analysis and Portfolio Management”, Excel Books.32 .

## 22BB31F2O FINANCIAL SERVICES

Course Code: 22BB31F2O

L-T-P : 3-0-0

Credits : 3

Pre requisites : Nil

### Mapping of Course Outcomes (CO) to Student outcomes:

| CO. No. | Course Outcomes   | PO | BTL |
|---------|---|----|-----|
| 1       | 1. Understand the role and function of the financial system in reference to the macro economy.  | 7  | 2   |
| 2       | 2. Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.  | 6  | 2   |
| 3       | 3. Evaluate and create strategies to promote financial products and services.   | 2  | 5   |
| 4       | Describe the impact that financial innovation, advances in technology, and changes in regulations has had on the structure of the financial firms/industry. | 3  | 2   |

### SYLLABUS:

Role of Financial System in Economic Development .**Financial Services:** Concept, Nature and Scope of Financial Services – Regulatory Framework of Financial Services – Growth of Financial Services in India – Merchant Banking – Meaning-Types – Responsibilities of Merchant Bankers – Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India.**Mutual Funds:** Concept and Objectives, Functions and Portfolio Classification, Organization and Management, Guidelines for Mutual Funds, Working of Public and Private Mutual Funds in India, .**Allied Financial Services:** Venture Capital – Growth of Venture Capital in India, Leasing – types of Leases – Credit Rating – Meaning & Functions, Insurance Services,– Factoring – Forfaiting -.Discounting.

*Case Studies: Five to seven Case studies will be discussed covering various topics.*

### RECOMMENDED TEXT BOOK

Clifford Gomez, “Financial Markets, Institutions and Financial Services”, PHI, Eastern Economy Edition.



## REFERENCE BOOKS

1. M Y Khan, “Financial Services”, TMH, 7<sup>th</sup> edition
2. Ravi M. Kishore, “Financial Management”, Taxmann’s, 6<sup>th</sup> edition.
3. Bhole. L.M. and Jitendra Mahakud “Financial Institutions & Markets – Structure, Growth & Innovations”, TMH 5<sup>th</sup> edition.
4. Anthony Saunders & Marcia Millon Cornett, “ Financial Markets & Institutions”, TMH, 5<sup>th</sup> edition.

## 22BB31F30 FINANCIAL MARKETS

Course code : 22BB31F30

L-T-P-S : 3-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

### Mapping of Course Outcomes with PO/PSO:

| CO | Course Outcome  | PO/PSO | BTL |
|----|---|--------|-----|
| 1  | Understand the role and function of the financial Markets in reference to the macro economy.                              | 7      | 2   |
| 2  | Demonstrate an awareness of the current structure and regulation of the Indian financial system.                          | 6      | 2   |
| 3  | Understand the financial markets which are in India.  | 3      | 2   |
| 4  | Understand the impact that financial markets and changes in regulations on the structure of the financial firms/industry. | 4      | 2   |

### Overview of Financial System, Financial markets, Financial Regulators, Financial Instruments.

#### Syllabus:

**Overview of Financial System:**An introduction to the financial system, overview of financial system, functions of a financial system, evolution of financial systems, financial system in India, constituents of the financial system and interrelationships between various components. **Financial markets:** Capital Markets, Money Markets, Foreign Exchange Markets, Commodity Markets, Derivative Markets, Meaning, classification and structure, sub-segments, role and participants. **Financial Regulators:** Role and functions of financial regulators, kinds of financial regulators, Role of Central Bank in Money Market, Capital market, Debt and Fixed Income Securities Market including Bond Market, SEBI, AMFI, IRDA and others. **Financial Instruments:**Meaning and classification of financial instruments, types of financial instruments, evaluation of financial instruments, characteristics and new financial instruments.

### Reference Books:

1. Gordon E. & Natarajan K. Financial Markets & Services, Himalaya Publishing House.
2. Indian Financial System, Machiraju.R.H, Vikas Publishing House.
3. Indian Financial System, Khan M.Y Tata Mcgraw Hill.
4. Financial Institutions and Markets, BholeL.M,TataMcgraw Hill.
5. The Indian Financial System, Desai, Vasantha Himalaya Publishing House.

S. Saha. Financial Market Operations. McGraw Hill Education

### 22BB31F40 – MANAGING PERSONAL FINANCE

Course code : 22BB31F40

L-T-P-S : 3-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

### Mapping of Course Outcomes with PO/PSO:

| CO | Course Outcome   | PO/PSO | BTL |
|----|--|--------|-----|
| 1  | Understand the need for effective financial planning   | 6      | 2   |
| 2  | Understand various financial tax saving schemes to save money to get tax benefits  | 6      | 2   |
| 3  | Understand the basic concepts of money management, tax planning, consumer credit, housing and other consumer decisions, insurance, investments, retirement planning etc. | 7      | 2   |
| 4  | Understand savings and investment plans.   | 6      | 2   |

**Financial planning process, Making decisions regarding houses and automobiles, Planning for Investments, Mutual Funds .**

### Syllabus:

**Financial planning process:** Introduction-Importance of Financial Planning- Process of financial planning -The planning environment-Determinants of personal income- Financial

statements and plans-Concept of Time value of money - Preparing a personal balance sheet - Preparing the income and expense statement-Using personal financial statements - Ratio Analysis. Managing Taxes: Introduction-Importance of tax planning-Basic concepts of income tax - Personal taxation -Income tax benefits on certain long term investments -Tax planning-Ethical consideration in tax planning. **Making decisions regarding** houses and automobiles:- Meeting housing needs-The rental option - The home buying process - Financing the housing transaction - Housing finance institutions in India - Housing schemes in India- Automobile purchase planning. **Planning for Investments**:- Types of investment vehicles-Factors considered in the choice of investments- Developing the investment strategy - Investment Process- Insurance planning - Buying a life insurance - Life insurance products in India- Health Insurance-Need-Types and Sources of health care plans-Providers of Health care-Long term care insurance-Disability income insurance-Health Insurance in India; **Mutual Funds**:- Mutual funds – Types of mutual fund products – Objectives of investing in Mutual funds.

### **Reference Books:**

1. Jack R Kapoor, “Personal Finance” Mc Graw Hill Publications, New Delhi, 1908.
2. KC Mishra and Steward Doss, “Basics of Personal Financial Planning” Cengage Learning, First Edition 1909
3. Joehnk, Billingsley and Gitman “Planning Your Personal Finances” Cengage Learning India Private Limited, Delhi, 1912.
4. Mark Hirschey and John Nofsinger “Investments Analysis” and Behavior” Mc Graw Hill Publications, New Delhi, 1908.

## **22BB31F50 FINANCIAL DERIVATIVES**

Course code : 22BB31F50

L-T-P-S : 3-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

### Mapping of Course Outcomes (CO) to Student outcomes:

| Co. No. | Course Outcome's  | PO | BTL |
|---------|---|----|-----|
| 1       | Students will be able to analyze the risks in different financial markets.                                    | 3  | 2   |
| 2       | Acquire ability to selection of various options and then can apply them to specific markets.                  | 4  | 3   |
| 3       | Student will be able to learn different option trading strategies   | 3  | 3   |
| 4       | The student will be able to analyze various models in order to take wise decisions for improving their wealth | 3  | 2   |

### SYLLABUS

Introduction: Forwards and futures contracts, other derivatives-Trading regulation-Futures and its types-Derivatives market in India. Options market: Mechanics of option Markets-Underlying assets-Stock options-Warrants and Convertibles-Strategies involving options-Spread, Combinations, and other payoffs-Options on Indices-Hedging strategies using derivatives. Options Valuation: Binomial Model-one step and two step Binomial trees-Black- Scholes model-Lognormal Property of stock prices-Volatility-Causes of volatility. Swaps- Currency swaps-Interest rate swaps-Equity swaps-Credit derivatives-Credit default swaps-Caps and floors.

### RECOMMENDED TEXT BOOK

Gupta S L, Financial Derivatives: Theory, Concepts and Problems, Prentice Hall of India, New Delhi.

### REFERENCE BOOKS

1. John C Hull: Options, Futures and Other Derivatives, Prentice Hall of India, New Delhi.
2. Redhead: Financial Derivatives: An Introduction to Futures, Forwards, Options, Prentice Hall of India, New Delhi.
3. BishnuPriya Mishra, Financial Derivatives, Excel Books, New Delhi.
4. SatyanarayanaChary T, Financial Derivatives, Excel Books, New Delhi.
5. Kumar S SS, Financial Derivatives, Prentice Hall of India, New Delhi.

## 22BB31H00 – PERSONAL EFFECTIVENESS AND SELF-LEADERSHIP

Course code : 22BB31H00

L-T-P-S : 3-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

### Mapping of Course Outcomes with PO/PSO:

| CO#. | Course Outcome   | POs | BTL |
|------|--|-----|-----|
| 1    | Understand the conceptual framework of personal effectiveness and self- leadership | 2   | 2   |
| 2    | Outline the thinking process of designing and perceptual process                   | 2   | 3   |
| 3    | Demonstrating one's own self- awareness and to understand others                   | 3   | 4   |
| 4    | Analyse the emerging perspectives on personal effectiveness and leadership         | 3   | 4   |

### Syllabus

Journey of self-discovery - Understanding self and others through Johari Window, Understanding your Thinking Process - Analysis of Strength and Weakness, Goal Settings to Overcome Weaknesses, Stephen R Covey's 7 Habits of Highly Effective People Enriched Communication through Sensory Specific Language, Managing your Internal Dialogue, Powerful Persuasion Strategies, Emotional Intelligence, Effective life and time management, Assertiveness, Problem Solving, Critical Thinking, Creativity & Innovation, Conflict Management, Stress Management, Spiritual Foundations of Personal Effectiveness Principle Centered leadership, Participative leadership, Creative leadership, Personal characteristics for effective leadership, Leader and values.

### Reference Books:

- The Obstacle Is the Way: The Timeless Art of Turning Trials into Triumph by Ryan Holiday
- The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change by Stephen R. Covey, Jim Collins
- Emotional Intelligence by Daniel Goleman

## **22BB31L00: FUNDAMENTALS OF LOGOSTICS**

Course Code :22BB31L00

L-T-P-S : 3-0-0

Credits : 3

Contact Hours : 3

Pre-requisites : NIL

### **Mapping of Course Outcomes with PO/PSO:**

| <b>CO</b> | <b>Course Outcome</b>  | <b>PO</b> | <b>BTL</b> |
|-----------|--|-----------|------------|
| 1         | Students will be able to apply the Basic knowledge of Logistics in the real life situation | 3         | 2          |
| 2         | To enable them to elaborate their abilities and professional skills in Logistics           | 4         | 4          |
| 3         | Students will be able to apply the Basic knowledge of Logistics in the real life situation | 5         | 3          |
| 4         | To enable them to elaborate their abilities and professional skills in Logistics           | 6         | 2          |

### **Syllabus:**

**Introduction to Logistics:** History of Logistics Need for logistics- Cost and Productivity, cost saving & Productivity improvement. Logistics Cost, reduction in logistics cost, benefits of efficient Logistics, Principles of Logistics, Technology & Logistics -Informatics, Logistics optimization. Listing of Sub-sectors of Logistics. **Logistics and Customer Service-** Definition of Customer Service Elements of Customer Service- Phases in Customer Service-Customer Retention - Procurement and Outsourcing - Definition of Procurement/Outsourcing - Benefits of Logistics Outsourcing - Critical Issues in Logistics Outsourcing.**Global Logistics-** Global Supply Chain - Organizing for Global Logistics-Strategic Issues in Global Logistics - Forces driving Globalization - Modes of Transportation in Global Logistics Barriers to Global Logistics - Markets and Competition - Financial Issues in Logistics Performance. **Integrated Logistics** - Need for Integration - Activity Centre in Integrated Logistics. Role of 3PL&4PL..a) Warehouse: Warehouse-Meaning, Types of Warehouses Benefits of Warehousing. b)Transportation- Meaning; Types of Transportations, efficient transportation system and Benefits of efficient transportation systems. c)Courier/Express - Courier/Express-Meaning, Categorization of Shipments, Courier Guidelines, Pricing in Courier - Express Sector for international and domestic shipping.d) E-Commerce - Meaning, Brief on Fulfillment Centers, Reverse logistics in e-commerce sector, Marketing in e-commerce and future trends in e-commerce.e)EXIM: Brief on EXIM/FF & CC, Multi-modal transportation, brief on customs clearance, bulk load handling and brief on trans-shipment.a)Supply chain.b).Cold chain.c).Liquid Logistics.d). Rail Logistics.

### **Text Books:**

1.Course Material Prepared by LSC

2. Fundamentals of Logistics Management (The Irwin/McGraw-Hill Series in Marketing), Douglas Lambert, James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.

**Reference Books**

Vinod V. Sople (1909) Logistic Management (2nd Edn.) Pearson Limited.

4. Logistics Management for International Business: Text and Cases, Sudalaimuthu & Anthony Raj, PHI Learning, First Edition, 1909.

5. Fundamentals of Logistics Management, David Grant, Douglas M. Lambert, James R. Stock, Lisa M. Ellram, McGraw Hill Higher Education, 1997.

**22BB31B00 BUSINESS INTELLIGENCE & DATA MINING**

Course code : 22BB31B00

L-T-P-S : 2-0-2

Credits : 3

Contact Hours: 3

Pre-requisite: NIL

**Mapping of Course Outcomes with PO/PSO:**

| CO | Course Outcome   | PO/PSO | BTL |
|----|--|--------|-----|
| 1  | Outline different data mining technique for which can help organizations’ decision making. | 2      | 2   |
| 2  | Compare the different data mining technique and business intelligence technique.           | 2      | 4   |
| 3  | Demonstrate the functions of data mining and functions of association rule mining.         | 3      | 2   |
| 4  | Identify the basic functionalities of meta data warehousing.                               | 4      | 3   |
| 5  | Compare data reduction technique with data cube aggregation with dimensionality reduction. | 5      | 4   |

**Overview And Concepts Of Business Intelligence, The Architecture Of BI and DW, Introduction To Data Mining, The Architecture Of BI and DW.**

**Syllabus:**

Overview And Concepts Of Business Intelligence: Reporting and Analysing data, Raw data to valuable information. Lifecycle of Data - What is Business Intelligence? BI and DW intoday’s perspective. What is data warehousing? The building Blocks: Defining Features - Data warehouses and data marts - Overview of the components - Metadata in the data warehouse - Need for data warehousing - Basic elements of data warehousing

– trends in data warehousing. THE ARCHITECTURE OF BI AND DW: BI and DW architectures and its types - Relation between BI and DW - OLAP (Online analytical processing) definitions - Difference between OLAP and OLTP - Dimensional analysis - What are cubes? Drill-down and roll-up - slice and dice or rotation - OLAP models - ROLAP versus MOLAP - defining schemas: Stars, snowflakes and fact constellations  
 INTRODUCTION TO DATA MINING (DM): Motivation for Data Mining - Data Mining-Definition and Functionalities – Classification of DM Systems - DM task primitives - Integration of a Data Mining system with a Database or a Data Warehouse - Issues in DM – KDD Process. Data Pre-processing: Why to pre-process data? - Data cleaning: Missing Values, Noisy Data, Data Integration and transformation, Data Reduction: Data cube aggregation, Dimensionality reduction, Data Compression, Numerosity Reduction, Data Mining Primitives, and Languages. Concept Description and Association Rule Mining: What is concept description? Data Generalization and summarization-based characterization, Attribute relevance, class comparisons  
 Association Rule Mining: Market basket analysis, basic concepts, finding frequent item sets: Apriori algorithm, generating rules, Improved Apriori algorithm, Incremental ARM, Associative Classification – Rule Mining.  
 THE ARCHITECTURE OF BI AND DW: BI and DW architectures and its types - Relation between BI and DW - OLAP (Online analytical processing) definitions - Difference between OLAP and OLTP - Dimensional analysis - What are cubes? Drill-down and roll-up - slice and dice or rotation - OLAP models - ROLAP versus MOLAP - defining schemas: Stars, snowflakes and fact constellations.

**Reference Books:**

1. Data Mining Concepts and Techniques, J. Han, M. Kamber
2. Data mining: Concepts, models, methods and algorithms, M. Kantardzic, Wiley & Son
3. Data Mining: Introductory and Advanced Topics, M. Dunham, Pearson Education
4. Data Mining for Business, G. Shmueli, N.R. Patel, P.C., Wiley, latest edition

**22BB31H10 – DYNAMICS OF INDUSTRIAL RELATIONS**

Course Code: 22BB31H10

L-T-P : 3-0-0

Credits : 3

Contact Hours: 3

Pre-requisite: NIL

**Mapping of Course Outcomes with PO/PSO:**

| CO#. | Course Outcome  | PO | BTL |
|------|---|----|-----|
| 1    | Understand the employee relations and its complexities    | 5  | 2   |
| 2    | Make use of knowledge to strengthen relations             | 4  | 3   |
| 3    | Utilize the knowledge for team building                   | 4  | 3   |
| 4    | Develop competencies to become effective Relation officer | 3  | 3   |



## **Syllabus:**

**Industrial Relations:** Concept, Scope and Approaches to Industrial Relations- Unitary, Pluralistic, and Radical approach, Industrial Relations Systems (IRS), **Trade Unionism:** Concept, structure and function, Union Registration and Recognition, Trade Union Movement in India. **Industrial Disputes:** Causes, types, methods of settlement of disputes in India, Code of Discipline and Grievance Management **Collective Bargaining:** Meaning, Concept and functions, Types of Bargaining, Process of Bargaining, Emerging Trends in Collective Bargaining, Levels of bargaining and agreements, negotiation techniques and skills, Bipartism and Tripartism **Workers Participation in Management:** Concept, Scope, Levels and functions, Forms of Workers' Participation in India

## **RECOMMENDED TEXTBOOK(S):**

1. Employee Relations, Mike Leat, Heriot-Watt University Edinburgh press, United Kingdom
2. VenkatRatnam, C.S. – Industrial Relations, Oxford University Press.
3. Group Dynamics and Team Interventions: Understanding and Improving Team, Timothy M. Franz, Wiley publications.

## **REFERENCE BOOKS:**

1. S. C Srivathava, Industrial Relations and Labour Laws, Vikas, ND.
2. P.R.N. Sinha, Indu Bala Sinha and Seema Priyadarshini Shekar, “Industrial Relations, Trade Unions and Labour Legislation”, Pearson Education, New Delhi.
3. Ramaswamy E.A. – The Strategic Management of Industrial Relations, Oxford University Press.
4. Cowling and James, The Essence of Personnel Management and Industrial Relations, Prentice Hall of India.
5. RatnaSen, “Industrial Relations in India”, Macmillan India Ltd. New Delhi.
6. Michael Armstrong, Employee Reward, Universities Press (India) Ltd
7. Organization Psychology - Eder Scheim.
8. T-Group Development and OD - Dharani P Sinha.
9. Interpersonal Underworld - G. William Shutz

## 22BB31L10: MATERIALS AND WAREHOUSE MANAGEMENT

Course Code: 22BB31L10

L-T-P : 3-0-0

Credits : 3

Contact Hours: 3

Pre-requisite: NIL

### Mapping of Course Outcomes with PO/PSO:

| Co. No. | Course Outcomes   | PO | BTL |
|---------|---|----|-----|
| 1       | Understand the importance of Materials management and Logistics and Supply chain Management | 6  | 2   |
| 2       | To enable the students to learn the material handling and storage system                    | 1  | 2   |
| 3       | To make the students understand the warehouse activities                                    | 2  | 3   |
| 4       | To enable the students learn Warehouse Safety Rules and Procedures                          | 3  | 4   |

### Syllabus:

**Introduction:** Materials Management - Evolution, Importance, Scope and Objectives- Interface with other functions. Concept of Logistics and Supply Chain Management and evolution to 4PL-Supply Chain Management - Objectives, Components, Significance, Trade off Customer Service & Cost.. **Materialshandling and storage systems**, Physical distribution logistics-transportation, Traffic and claims management-operations research and related techniques-Principles of Materials Handling system -Materials Handling Equipment – Safety issues.Purchase Cycle, Purchase Methods.**Warehouse Activities** : Explain receiving, sorting, loading, unloading, Picking Packing and dispatch,activities and their importance in a warehouse - quality parameters - Quality check-need for qualitycheck-importance of quality check. Procedure to develop Packing list / Dispatch note-Cross docking methodSituations suited for application of cross docking -Information required for coordinating cross docking- Importance of proper packing-Packing materials -Packing machines -Reading labels. **Warehouse Safety Rules and Procedures:** The safety rules and Procedures to be observedina Warehouse - Hazardous cargo – Procedure for Identification of Hazardous Cargo - safety data sheet-Instructions to handle hazardous cargo - Familiarization with the industry. Health, Safety & Environment - safety Equipment's and their uses - 5S Concept on shop floor. Personal protective Equipment's (PPE) and their uses.

### Text & Reference Books:

1. Course Material Prepared by LSC
2. Materials management: procedures, text and cases - A.K. Datta

3. Materials management: An integrated approach - P. Gopalakrishnan

Introduction to Materials management

4. - J.R. Tony Arnold & Stephen N. Chapman
5. Purchasing and Materials Management - K S Menon
6. Handbook of Materials Management - Gopalakrishnan
7. Materials & Logistics Management - L.C. JhambJ P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition, 1903.
8. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompel, Thorsten Schmidt, Springer-verlag, First Edition, 1906.

## **22BB31B10 DATA VIZUALIZATION WITH TABLEAU**

Course code : 22BB31B10

L-T-P-S : 2-0-2

Credits : 3

Pre-requisite : NIL

### **Mapping of Course Outcomes with PO/PSO:**

| <b>CO</b> | <b>Course Outcome</b>  | <b>PO/PSO</b> | <b>BTL</b> |
|-----------|--|---------------|------------|
| 1         | Create different types of charts, tables, Dashboard  | 4             | 6          |
| 2         | Identify the key techniques and theory used in visualization, including data models, graphical perception and techniques for visual encoding and interaction | 2             | 2          |
| 3         | Outline the Exposure to a number of common data domains and corresponding analysis tasks, including multivariate data, networks, text and cartography.       | 3             | 2          |
| 4         | Summarize the basic Practical experience building and evaluating visualization systems.  | 4             | 5          |
| 5         | Enable the students with Tableau software and Cross tabulation   | 3             | 4          |

### **Introduction, Graphs, Dashboards, Visualization with Tableau.**

#### **Syllabus:**

INTRODUCTION: Introduction to Data visualization Features of good data visualization, Functions of data visualization. Table vs. Graphical representation. Descriptive plots, Box plot, Distribution plot. Common display charts, when to use each type of charts. GRAPHS: Integration of various graphs, Extensions of Scatter plots, Parallel Coordinates, Radar figures. DASHBOARDS: Creating Dash boards for business, Sales Dashboard, Customer preference dashboard. VISUALIZATION WITH TABLEAU 1: Tableau Software Ecosystem, Toolbar Icons, Data Window and Aggregation,

Connect to Data, Measure Names, Number of Records & Measures, Joining Database, Cross-tabulation.

**Reference Books:**

1. Tableau: Your Data!,, Daniel G Murray
2. Handbook of Data Visualization, Chun-houh Chen, Wolfgang KarlHardle, AntonyUnwin
3. Data Visualizations and Info graphics., Sarah K C Mauldin, EllyssaKroski, Rowman and Littlefield

**22BB31H2O – Human Resource Development**

Course code : 22BB31H2O

L-T-P-S : 3-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

**Mapping of Course Outcomes with PO/PSO:**

| CO. | Course Outcome   | PO | BTL |
|-----|--|----|-----|
| 1   | Understand the HRD function and its challenges         |    | 2   |
| 2   | Make use of knowledge to design HRD program            |    | 3   |
| 3   | Utilize the knowledge for organizational effectiveness |    | 3   |
| 4   | Develop competencies to become HRD person              |    | 3   |

**Syllabus:**

**Evolution & Concept of HRD: Concept**, importance, objectives, evolution of HRD, Relationship between HRM andHRD, HRD functions, Role of HRD Professionals, HRD climate, HRD Process, Role of line managers in HRD.**Assessing HRD Needs:** Concept and purpose of Needs Assessment, Techniques of training Need Assessment (TNA), Levels of Need Analysis- Task analysis, Person Analysis, Organizational analysis**Implementing HRD Programmes :**HRD Interventions – Strategy and Types, Training Delivery Methods, On the job (OJT) – JIT, Simulation, Job Rotation, Coaching and Mentoring Classroom Training Approaches –Lecture approach, Discussion Method, Experiential Methods, Computer based Training**HRD Evaluation** – Purpose of HRD Evaluation, Models and Framework of Evaluation –Kirkpatrick’s framework and other Models, Ethical Issues, Assessment of the Impact of HRD Program

**Text Books:**

Werner & Desimone, HUMAN RESOURCE DEVELOPMENT, *Cengage Learning, 1906*

**Reference Books:**

Uday Kumar Haldar, HUMAN RESOURCE DEVELOPMENT, *Oxford University Press, 1909*

Srinivas Kandula, STRATEGIC HUMAN RESOURCE DEVELOPMNET, *PHI Learning, 1901*

T V Rao, Readings in Human Resource Developme

**22BB31L20 - FREIGHT FORWARDING AND SURFACE TRANSPORTATION**

Course code :22BB31L20

L-T-P-S : 3-0-0

Credits : 3

Contact Hours : 3

Pre-requisites : NIL

**Mapping of Course Outcomes with PO/PSO:**

| Co. No. | Course Outcomes   | PO | BTL |
|---------|---|----|-----|
| 1       | Students will be able to apply the Basic knowledge of freight forwarding and Surface Transportation including ocean and air cargo | 6  | 2   |
| 2       | This subject will enable them to enhance their ability and professional skills in freight forwarding                              | 6  | 2   |
| 3       | To enable them to enhance their ability in freight forwarding techniques  | 7  | 5   |
| 4       | This subject will enable them to enhance their ability in surface transportation  | 6  | 2   |

**Syllabus:**

Introduction to EXIM, Freight forwarding and custom clearance – Types of custom clearances, Importance of custom clearance–certificate of origin,ICEGATEandinsurance–custom Act–Regulationspertainingtocustomclearance–differentmodesoffreightforwarding–domesticand internationalfreightforwardingnetworks–processoffreightforwarding.Multi - Modal Transportation, Operation procedures of Freight Forwarding.Cargohandling and Documentation of Freight Forwarding–DifferentTypesofCargoesfor transportation.FullExportandImportvalueofthecargo–ImporterandexporterCode(IEC).DifferenttypeofCargo, BasicRegulationpertainingtoCargomovementbyAir, Sea,andLand.Climaticconditionsofdifferentroutesindifferentseasons.Carting, unloading,Stacking,Loading,andStuffing-

Procedure for dealing with loss or damage to goods. Technical knowledge on Containers; Pallets; Palletization; Fumigation, process. Different airline/shipping line available for different routes - Letters of Credit and payment Terms. Introduction to surface transportation - Need - Role - Types of transportation metrics - functions of transportation, Docking procedure and safety steps. Procedure to confirm vehicle for loading of goods. Transportation Optimization - Documentation for transportation - GST - E Waybill Filing - Transportation Telematics, Explain the tracking procedure, devices and GPS systems. Procedure for Consolidation of consignments for optimal loads, to verify count of material - Reporting discrepancies such as pilferages, loss or damage of goods in transit. Customer Management / Vendor coordination for return truck loads / DG Handling - features and facilities offered by railways factors influencing growth in rail logistics - suitability for different cargo and distance ranges segments - innovative schemes - facilities to popularize rail logistics in India.

**Text & Reference Books:**

1. Course Material Prepared by LSC.
2. J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition, 1903.
3. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompel, Thorsten Schmidt, Springer verlag, First Edition, 1906.
4. Kapoor Satish K., and Kansal Purva, ‘Basics of Distribution Management: A Logistical Approach’, Prentice HALL of India.
5. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.
6. Kapoor Satish K., and Kansal Purva, ‘Basics of Distribution Management: A Logistical Approach’, Prentice HALL of India

**22BB31B2O Business Analytics with R Programming**

Course code : 22BB31B2O

L-T-P-S : 2-0-2

Credits : 3

Pre-requisite : NIL

**Mapping of Course Outcomes with PO/PSO:**

| CO | Course Outcome  | PO/PSO | BTL |
|----|---|--------|-----|
| 1  | To Understand Data Science and its applications.  | 3      | 2   |
| 2  | Identify and implement appropriate control structures to solve a particular programming problem | 4      | 3   |
| 3  | Demonstrate and recognize to make appropriate use of different types of data structures.        | 5      | 4   |
| 4  | Familiarize with R syntax knowledge about R language.   | 6      | 6   |

|   |   |   |   |
|---|---|---|---|
| 5 | Familiarize with industry and firms for their projects and business need, use data visualization through R Program. | 2 | 4 |
|---|---|---|---|

Introduction To R, Elements In R, Functions, Strings and Factors, Packages and Visualization

### **Syllabus:**

INTRODUCTION TO R: Concept of R, Installing R, IDE of R, Getting help from R, Mathematical Operators and Vectors, Assigning Variables, Special Numbers, Logical Vectors, Classes, Different types of numbers, Changing classes, Examining Variables, The workplace. ELEMENTS IN R: Vectors – Sequences, Lengths, Names, Indexing Vectors, Vector Recycling and Repetition, Matrices and Arrays – Creating Arrays and Matrices, Rows, Columns, Dimensions, Indexing Arrays, Combining Matrices, Array Arithmetic, Lists – Creating lists, Automatic and recursive variables, List dimensions and arithmetic, indexing lists, Conversion between vectors and lists, Combining lists, NULL, Pair lists, Data Frames – Creating Data Frames, Indexing Data Frames, Basic Data Frame Manipulation. FUNCTIONS, STRINGS AND FACTORS: Environments, Functions – Creating and Calling Functions, Passing functions, variable scope, Strings – Constructing and printing strings, Formatting numbers, Special characters, Changing case, Extracting Substrings, Splitting Strings, File paths, Factors – Creating, factor levels, ordered factors, conversion of variables, Flow Controls: Conditional – if and else, Vectorized if, Multiple Selection, Loops – repeat loops, while loops, for loops, Advanced looping – replication, looping over lists, looping over arrays, Multiple – Input Apply, Instant vectorization, Split-Apply-Combine. PACKAGES AND VISUALIZATION: Loading packages, search path, libraries and installed packages, installing packages, maintaining packages, Visualization – The three plotting systems, Scatter plots – base graphics, lattice graphics, gg plots, Line Plots, Histograms, Box Plots, Bar Charts, Other plotting packages and systems.

### **Reference Books:**

1. Learning R, Cotton,R.
2. R Cookbook, Teeter,P.
3. Beginning R, Gardener, M

## **22BB31H30 PERFORMANCE MANAGEMENT SYSTEM**

Course code : 22BB31H30

L-T-P-S : 3-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

### Mapping of Course Outcomes with PO/PSO:

| CO | Course Outcome  | PO/PSO | BTL |
|----|---|--------|-----|
| 1  | Make enhanced use of basic abilities in organizational scenarios and self-analysis    | 6      | 1   |
| 2  | Make appropriate use of Interpersonal Skills in Business world                        | 5      | 2   |
| 3  | Make appropriate use of social skills for better team roles in business organizations | 1      | 2   |
| 4  | Developing contemporary skills to succeed in the modern business world                | 3      | 3   |

### Human skills for understanding self, Interpersonal skills, Social skills, Contemporary skills for self-leadership

#### Syllabus:

**Human skills for understanding self:** introduction to human skills, types of human skills – reading, writing, listening, and speaking. Basic abilities – muscular, sensor, mental, social and conceptual, use of basic abilities in organizational life - journey of self-discovery - understanding self and others through johari window - analysis of strength and weakness, goal settings to overcome weakness, stephen r covey’s 7 habits of highly effective people.

**Interpersonal skills:** meaning, importance of interpersonal skills - emotional intelligence – role-playing, behavior modeling, sensitivity training, transactional analysis, negotiation.

**Social skills:** sports mental skills, team role skills, coaching, role modeling, time management, assertiveness, gender sensitivity, conflict management, team-leadership.

**Contemporary skills for self-leadership:** problem solving, decision making, critical thinking, creativity & innovation, self - leadership, stress management.

#### Reference Books:

- 1.E.H. McGrath, Basic Managerial Skills for All, Prentice Hall of India Ltd., 9th Edition, 1906
- 2.Barun K Mitra, Personality Development and Soft Skills, Oxford University Press, 1912
- 3.Kevin Gallaher, Skills Development for Business and Management Students, Oxford University Press.1912

### 22BB31L30 FORECASTING AND INVENTORY MANAGEMENT

Course Code :22BB31L30

L-T-P-S : 3-0-0

Credits : 3

Contact Hours : 4



Pre-requisites : NIL

**Mapping of Course Outcomes with PO/PSO:**

| Co. No. | Course Outcomes   | PO | BTL |
|---------|---|----|-----|
| 1       | Students will be able to apply the Basic knowledge of freight forwarding and Surface Transportation including ocean and air cargo | 5  | 2   |
| 2       | This subject will enable them to enhance their ability and professional skills  | 6  | 2   |
| 3       | Provide awareness on Inventory and basic concepts of inventory  | 4  | 5   |
| 4       | Provide knowledge on Inventory Management Systems   | 5  | 2   |

**Syllabus: Forecasting:** Meaning – need for forecasts – types of forecasts – time frame -Demand Forecasting- Types of Demand Forecasting-Survey methods and statistical methods-importance of demand forecasting- Demand planning v/s forecasting-Sources of demand-Supply chain dynamics-Key roles and responsibilities. **Sales and Operations Planning-** S&OP goals and objectives-- S&OP best practices-S&OP meeting activity-CollaborativePlanning-Typesofcollaboration-Collaborative Forecasting-Collaborative planning, forecasting and replenishment-Ingredients of successful CPFR- Regression analysis and cyclic decomposition techniques. Short-term forecasting techniques- Technology Forecasting – Methodologies: - Trend Analysis, Analogy, Delphi, Soft System Methodology, Mathematical Models, Simulation, System Dynamic-Role of Technology Information Forecasting and Assessment Council (TIFAC).**Inventory:**Basic Inventory concepts, Tracking the Paper Life-Multi-Echelon Inventory Systems-Spare Parts Inventories-Use of Computers in Inventory Management.Codification – Classification- Methodology–Requirement of codes Coding Structure and Design–Advantages - International Codification – Cost and Consequences – Right Quantity – Economic Ordering Quantity – Derivations of EOQ-Costs associated with Inventories- Du Pont model- Turnover& Modeling in logistics. **Influence of production policy on inventory levels** – Inventories and customer service level – Steps to improve inventory management – Inventory management uncertainty (fixed order quantity model) - Calculation of safety stocks, Inventory Management Systems -Execution -Ratio Analysis on Inventory, Profit Margin.

**Text & Reference Books:**

1. Course Material Prepared by LSC
2. Sunil Chopra and Peter Meindl, Supply Chain Management Pearson Education Asia, 3rd edition, 1907
3. Operations Research – Concepts, Problems & Solutions- Kapoor V.K.-Sultan Chand & Sons/1917- 978-81-8054-854-3 (TC-532)
4. Vijay Kumar Khurana, 1907, Management of Technology and Innovation, Ane books India, Chennai Further Reading Source
5. Simchi-Levi, David, “Designing and Managing Supply Chain”, Tata McGraw Hill, 3rd Edition, 1907.
6. David E Mulcahy, “Warehouse Distribution and Operations Handbook, McGraw Hill,6thEdition, 1993.

## 22BB31B3O DBMS

Course code : 22BB31B3O

L-T-P-S : 2-0-2

Credits : 3

Pre-requisite : NIL

### Mapping of Course Outcomes with PO/PSO:

| CO | Course Outcome   | PO/PSO | BTL |
|----|--|--------|-----|
| 1  | Understand Basic Data base Concepts                                | 1      | 2   |
| 2  | Performs Basic SQL Queries   | 2      | 1   |
| 3  | Understand how to work with data base Transaction queries Concepts | 2      | 3   |
| 4  | Understand how to work with data base Transaction queries Concepts | 3      | 2   |
| 5  | Enable the students learn about running external projects          | 2      | 3   |

### Introduction to Database Management System, Database Design, SQL, Client/Server Databases.

#### Syllabus

INTRODUCTION TO PYTHON: Understanding Python, variables, Python basic Operators, Understanding python blocks Python Data Types: Declaring and using Numeric data types: int, float, complex Using string data type and string operations Defining list and list slicing Use of Tuple data type. PYTHON PROGRAM FLOW CONTROL: Conditional blocks using if, else and else if, Simple for loops in python for loop using ranges, string, list and dictionaries Use of while loops in python. Loop manipulation using pass, continue, break and else Programming using Python conditional and loops block PYTHON FUNCTIONS, UNITS AND PACKAGES: Organizing python codes using functions, , Importing r and instances, Constructor, class, attributes and destructors. Real time use of class in live projects Inheritance, overlapping and overloading operators. Adding and retrieving dynamic attributes of classes. Running External projects in Python and Integration of Python project to Database, Programming using OOps support Encapsulation, Polymorphism.

#### Reference Books:

- 1.C.J. Date. *An Introduction to Database Systems*. Pearson.
2. Abraham Silberschatz, Henry F. Korth, S. Sudharshan. *Database System Concepts*, 5<sup>th</sup> Edition (1906). Tata McGrawHill.
3. Ramez Elmasri, Shamkant B. Navathe. *Fundamentals of Database Systems*, 4<sup>th</sup> Edition. Pearson/AddisionWesley.
- 4.Raghu Ramakrishnan. *Database Management Systems*, 3<sup>rd</sup> Edition. McGrawHill

5.Hector Garcia-Molina, Jeffrey D. Ullman and Jennifer Widom. *Database Systems: The Complete Book*.Pearson.

## **22BB31H40 LABOUR LEGISLATION**

Course code : 22BB31H40

L-T-P-S : 3-0-0

Credits : 3

Contact Hours : 3

Pre-requisite : NIL

### **Mapping of Course Outcomes with PO/PSO:**

| <b>CO#.</b> | <b>Course Outcome</b>                               | <b>PO</b> | <b>BTL</b> |
|-------------|---|-----------|------------|
| 1           | Understand the changing Labor legislation in India  | 1         | 2          |
| 2           | Interpret legal aspects of Employee Compensation.   | 2,3       | 4          |
| 3           | Handle Industrial disputes in Indian organizations. | 2,3       | 4          |
| 4           | Implement legal aspects of employee benefits        | 1,3       | 4          |

### **Syllabus**

Introduction & Overview of Labour legislation in India, Evolution and Growth of Labour laws in India; The Industrial Disputes Act, 1947 – The Factories Act, 1948; The Industrial Employment (Standing Orders) Act, 1946.Legislations related to Wages: The Employees Compensation Act, 1923 – The Payment of Wages Act, 1936 – The Minimum Wages Act, 1948, Maternity Benefit Act, 1961.Legislations related to Social Security: The Employees State Insurance Act, 1948 – The Employee’s Provident Fund & Misc. Act, 1952, The Payment of Bonus Act, 1965 , The Payment of Gratuity Act, 1972. Compliances: Returns and Forms for labour Legislations. Challenges and issues for HR in implementing Labour laws

### **TEXT BOOKS:**

1. Taxmann(1919)- Labour Laws, Kindle Edition

### **REFERENCE BOOKS:**

1. Manohar Lal, Industrial Relations & Labour Legislation
2. P.K.Padhi,(1912) Labour and Industrial Laws, PHI Publication

3. Garg, K.C., Sharma, Mukesh; Sareen, V.K. (1902). [Commercial and Labour Laws](#). Ludhiana: Kalyani Publishers

4. Kumar H.L.,(1900). [Practical Guide to Labour Management](#). New Delhi: Universal Law Publishing

### **22BB31L40: INTERNATIONAL LOGISTICS**

Course Code :22BB31L40

L-T-P-S : 3-0-0

Credits : 3

Contact Hours : 3

Pre-requisites : NIL

#### **Mapping of Course Outcomes with PO/PSO**

| CO | COURSE OUTCOME  | POs | BTL |
|----|---|-----|-----|
| 1  | Students will be able to apply the Basic knowledge of International Logistics management in the real life situation | 1   | 2   |
| 2  | This subject will enable them to enhance their ability and professional skills in Logistics                         | 3   | 2   |
| 3  | Students will be able to gain better understanding about transportation functionality and their principles          | 3   | 3   |
| 4  | To enable the students understand about containerization and international commercial documents concepts            | 4   | 3   |

#### **Syllabus:**

**International Logistics:** Definition, Evolution, Concept, Components, Importance, Objectives; Logistics. Subsectors; The work of Logistics; Integrated Logistics; Barrier to Internal Integration.

**Customer Focused Marketing;** International Marketing: Introduction, Definition, Basis for International Trade, Process, Importance; International Marketing Channel: Role of Clearing Agent, Various Modes of Transport, Choice and Issues for Each Mode, Transport Cost etc. **Transportation Functionality and Principles;** Multimodal Transport: Modal Characteristics; Modal Comparisons; Legal Classifications; International Air Transport; Air Cargo Tariff Structure; Freight: Definition, Rate; Freight Structure and Practice. Containerization: Genesis, Concept, Classification, Benefits and Constraints; Inland Container Depot (ICD): Roles and Functions, CFS, Export Clearance at ICD; CONCOR; ICDs under CONCOR; Chartering: Kinds of Charter, Charter Party, and Arbitration.s**International commercial documents-** International contracts, terms of payments, international insurance, packaging for export, custom clearance and infrastructure: transportation, communication and utilities - Brokerage

### Text & Reference Books:

- 1.Course Material Prepared by LSC
- 2.International Marketing by Gupta and Varshing, Publisher: Sultan Chand and Sons
- 3.International logistics by Pierre David, Publisher: Biztantra
- 4.Logistic Management and World Sea Borne Trade by Multiah Krishnaveni, Publisher: Himalaya Publication
- 5.Logistic and Supply Chain Management by Donald J. Bowerson, Publisher: Prentice Hall of India

### 22BB31B40 INTRODUCTION TO PYTHON

Course code : 22BB31B40

L-T-P-S : 3-0-0

Credits : 3

Contact Hours : 6

Pre-requisite : NIL

### Mapping of Course Outcomes with PO/PSO:

| CO | Course Outcome   | PO/PSO | BTL |
|----|--|--------|-----|
| 1  | Perform operations and function in Python  | 7      | 4   |
| 2  | understanding of Python especially the object-oriented concept   | 6      | 2   |
| 3  | Outline the built-in objects of Python   | 6      | 2   |
| 4  | Be exposed to advanced applications such as multithreaded programming, Web applications, discrete-event simulations, etc | 7      | 4   |
| 5  | To understand the client server databases  | 2      | 4   |

**Introduction to python, python program flow control, python functions, units and packages, python file operators.**

### Syllabus:

**Introduction to Database Management System** Purpose of Database System, Views of data, Data Models, Database Languages, Database System Architecture, Database users and Administrator, Introduction to relational databases **Database Design** Functional Dependencies, Non-loss Decomposition, Functional Dependencies, First, Second, Third Normal Forms, Dependency Preservation, SQL Fundamentals: Boyce/Codd Normal Form-Multi-valued Dependencies and Fourth Normal Form, Join Dependencies and Fifth Normal Form **SQL** SQL fundamentals, Oracle data types, Data Constraints, Column level & table Level Constraints, working with Tables. **Table Operations:** Defining different constraints on the table, Defining Integrity Constraints in the ALTER TABLE

Command, Select Command, Logical Operator, Range Searching, Pattern Matching, Oracle Function. Grouping data from Tables in SQL, Joining Multiple Tables (Equi Joins), Joining a Table to itself (self Joins). **Introduction to Unions and Distributed Data Bases** : Sub queries Union, intersect & Minus Clause, Creating view, Renaming the Column of a view, Granting Permissions, - Updating, Selection, Destroying view Creating Indexes, Creating and managing User. Integrity, Triggers, Security, Advanced SQL features, Dynamic SQL- Missing Information, Views **Introduction to Client/Server Databases**: Transactions Transaction Concepts, Transaction Recovery, Media Recovery, Save Points, SQL Facilities for recovery, Concurrency, Need for Concurrency, Locking Protocols, Two Phase Locking, Intent Locking, Deadlock- Serializability, SQL Facilities for Concurrency.

**Reference Books:**

1. Introducing Python, Lubanovic, Bill, O’Reilly
2. Mastering Object-Oriented Python, Lott, Steven F, Packt Publishing, latest edition
3. Python pocket reference, Lutz, Mark, O’Reilly, latest edition

**22BB31H50: TRAINING AND DEVELOPMENT**

**Course code : 22BB31H50**

**L-T-P : 3-0-0**

**Credits : 3**

**Mapping of Course Outcomes (CO) to Student outcomes:**

| Co. No. | Course Outcome’s   | PO | BTL |
|---------|--|----|-----|
| 1       | Understand basic concepts associated with learning process, learning theories, training and development;                       | 2  | 2   |
| 2       | Understand training needs, identification of training needs, training processes, training methods, and evaluation of training; | 3  | 2   |
| 3       | Emerging trends in training and development; and   | 2  | 2   |
| 4       | Relevance and usefulness of training expertise in the organizational work environment.   | 3  | 3   |

**SYLLABUS**

**Introduction to Training** – Rationale for Training, Culture and Other Contexts, Training Process, Training Needs Assessment, Components of Training Needs Analysis, Sources of Data for Training Needs Analysis, Needs Assessment Process, Competency Models, Scope of Needs Assessment. **Learning Theories** – Principles of Learning, Learning Theories, Learning Process, Instructional Emphasis for Learning Outcomes, Considerations for Designing Effective Training Programs, Conditions for Effective Learning, Learning Cycle, Learning Curve. **Design of Training Programme** – Principles of Training Design, Training Design Process, Outlining Programmed Sequences and Themes, Approaches to Programmed

Design. **Implementation of Training Programme** – Training Delivery Competencies, Trainers and Training Styles, Trainers Role, Trainers Skills, Post training Support for Improved Performance at Work; Training Methods, Training Methods Compared with Objectives; Training Aids. **Training Evaluation** – Stages of Evaluation, Different Evaluation Models, Donald Kirkpatrick’s Evaluation Model, Determining Return on Investment, Measuring Human Capital and Training Activity; **The Future of Training and Development:** Use of new Technologies for Training Delivery, Emphasis on Speed in Design, Focus on Content and Use of Multiple Delivery Methods, Use of Training Partnerships and Outsourcing Training.

### RECOMMENDED TEXT BOOK

Noe. A. Raymond, “Employee Training and Development”, Tata McGraw Hill Publications.

### REFERENCE BOOKS

1. Lynton P. Rolf & Pareek, Udai, “Training for Development”, Vistaar Publications.
2. Rao. P. L., “Enriching Human Capital through Training and Development”, Excel Books.
3. Naik, G. P., “Training and Development: Text, Research and Cases”, Excel Books.
4. Sahu R. K., “Training for Development”, Excel Books, New Delhi.
5. Taylor B. & Lippitt G., “Management Development and Training Hand Book”, McGraw-Hill, London.
6. Deb, Tapomoy, “Training & Development: Concepts & Applications”, Ane Books.

### 22BB31L50: TOTAL QUALITY MANAGEMENT

**Course code : 22BB32L50**

**L-T-P : 3-0-0**

**Credits : 3**

**Mapping of Course Outcomes (CO) to Student outcomes:**

| Co. No. | Course Outcome’s   | PO | BTL |
|---------|--|----|-----|
| 1       | Understand basic concepts associated with Quality, competitiveness and customers | 2  | 2   |
| 2       | Understand Models, Frameworks and Approach For TQM                               | 3  | 2   |
| 3       | Enable the students about Quality Design – Partnership – Performance             | 2  | 2   |
| 4       | Provide a basic understanding about the Processes Redesign/Re-Engineering        | 3  | 3   |

## **SYLLABUS:**

**Understanding Quality:** Quality, competitiveness and customers; understanding and building quality chains; managing quality; quality starts with understanding the needs; quality in all functions. CO2: **Models, Frameworks and Approach For TQM:** Early TQM frameworks; the 4Ps and 3Cs of TQM – a new model; TQM approach; creating or changing the culture; effective leadership; integrating TQM into policy and strategy. **Quality Design – Partnership - Performance:** The quality design process; quality design for services; quality function deployment [QFD]; partnering and JIT. **Processes Redesign/Re-Engineering:** Process classification framework and process modelling; Business process re-engineering and methodology; Quality management systems design and models management; benchmarking and performance measurement framework; choosing benchmarking driven activities wisely.