

SCHOOL OF MANAGEMENT DOON UNIVERSITY

KEDARPUR, PO-AJABPUR,
DEHRADUN, UTTARAKHAND

SYLLABUS

BBA NEP-2020

As approved by Academic Advisory Committee held on 26.05.2023

Members:

Name of the Members	Signature
Prof. Gurucharan Singh SMS, Punjabi University, Patiala	G Singh
Prof. Hardeep Chahal Dept. of Commerce, Jammu University	Online
Prof. H.C. Purohit, Head- SOM	26/05/23
Dr. Reena Singh, SOM	26/5/2023
Dr. Sudhanshu Joshi, SOM	26.05.2023
Dr. Prachi Pathak, SOM	26/05/2023
Dr. Smita Tripathi	Smita
Dr. Vaishali	Vaishali 26/5/2023

Vaishali
Smita

Academic Advisory Committee
School of Management

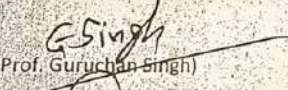
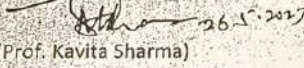
26.05.2023

Minutes of the meeting

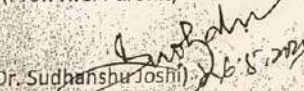
The academic Advisory Committee meeting was held on 26.05.2023 to discuss the course structure and syllabus of MBA, E-MBA, B.Com, BBA and PhD program being run at School of Management.

The agenda points discussed in the meeting are as under:

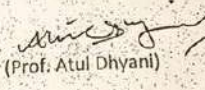
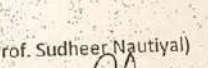
1. MBA- 2years full time programme course structure and syllabus was approved for the session 2023-24. the evaluation of managerial competency course was discussed and industrial visit to nearby manufacturing /service industries in MBA 2nd Semester shall be made compulsory (one day visit).
2. Executive MBA weekend programme course structure and syllabus was approved for the session 2023-24.
3. Ph.D programme course structure and syllabus was approved for the session 2023-24.
4. BBA (Honours & Research) programme course structure and syllabus was approved for the session 2023-24 as per NEP-2020.
5. B.Com (Honours & Research) programme course structure and syllabus was approved for the session 2023-24 as per NEP-2020.

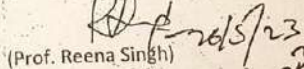

(Prof. Guruchan Singh)

(Prof. Kavita Sharma)


(Prof. H.C. Purohit)


(Dr. Sudhanshu Joshi)

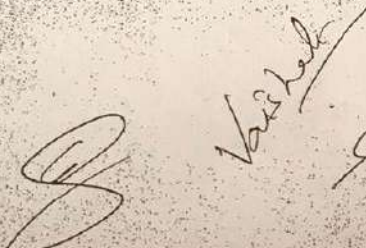
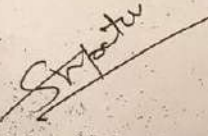
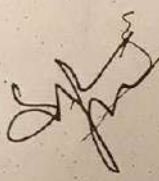

(Dr. Smita Tripathi)


(Prof. Atul Dhyani)

(Prof. Sudheer Nautiyal)


(Prof. Reena Singh)


(Dr. Prachi Pathak)


(Dr. Vaishali)

**School of Management
Doon University, Dehradun**

COURSE- BBA (Research)

All semesters as per NEP-2020

Sinc

Vaishali

Singh

Ar

Singh

Semester	Major Subjects Discipline Specific Core Course (4 Credits)	Discipline Specific Elective (DSE)/ Generic Elective (GE) 4 Credits	Ability Enhancement Course (AEC)/ MOOCs 2 Credit	Skill Enhancement Course (SEC)/ Project/ Dissertation 2 Credits	Value Addition Course (VAC)/ MOOCs 2 Credits	Total Credit Earn
1	DSC1: Principles of Management DSC2: Basic Accounting DSC3: Business Statistics	Business Economics (GE1)	AEC1	Business Communication	VAC-1	22
2	DSC4 Business Ethics and Governance DSC5: Organisational Behaviour DSC6: Business Finance	Computer Fundamentals(GE2)	AEC2	E-Business X	VAC-2	22
3	DSC7: Production and Operations Management DSC8: Human Resource Management DSC9: Marketing theory and practices	Business Mathematics (DSE1/ GE3) X	AEC3	E-Filling of Returns X	VAC-3	22
4	DSC10: 5th Research methodology DSC11: Business Analytics DSC12: Business Law X	Advertising Management (DSE2/GE4) ✓	AEC4	Foundation of Python/ R 3-4 Weeks internship X	VAC-3	22
5	DSC13: Business Environment X DSC 14: Management and Cost Accounting → 4th DSC15: Corporate Accounting X	Supply Chain Management (DSE/GE5) ✓ Brand Management (DSE/GE6) 7th	AEC5	Internship/ Apprenticeship/ Report Evaluation	VAC-5	22
6	DSC 16: Entrepreneurship Development	Performance Management and Compensation ✓	AEC6	Community Outreach - Workshop	VAC-6	22

[Signature]

[Signature]

[Signature]

[Signature]

	DSC 17: Agile Systems and lean Management ✓	Management (DSE7/GE7)				
	DSC18: Strategic Management ✓	Retail Management (DSE8/GE8)				
7	DSC19: Business Intelligence	Sales and Distribution Management (DSE9/ GE9) ✓ E-Commerce and Digital Marketing (DSE10/ GE10) Training and Development (DSE11/GE11)	AEC7	Dissertation/ Academic Project (6 Credits)	VAC-7	22
8	DSC 20: Project Management 5th	Marketing of Services (DSE12/GE12) Supply Chain Management (DSE 13/GE13) Fundamentals of Social Media Analytics (DSE14/GE14)	AEC8	Research Project (6 Credits) Community Outreach	VAC-7	22

*AEC and VAC courses shall be offered as per the basket prepared by the University Centrally.

[Signature]

[Signature]
[Signature]

[Signature]

Programme/Class: BBA (Hons) Degree	Year: First	Semester: First
DSC-1		
Course Code:	Course Title: Principles of Management	
Course outcomes: The aim of the course is to build knowledge and understanding about principles of management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about management. The outcome of the course will be as follows – To provide knowledge about management and its principles. To provide knowledge about Managerial functions. To make aware with management thinkers and their contributions.		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures- 90 LH		
Unit	Topics	No. of Lectures Total=90
I	Introduction: Concepts, objectives, nature, scope and significance of management, Contribution of Taylor, Weber and Fayol in management, Management Vs. administration..	18
II	Planning: Concept, objectives, nature, importance and limitations of planning, planning process Concept of Decision Making and its Importance, forms, techniques and process.	18
III	Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.	18
IV	Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication.	18
V	Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling	18
Suggested Readings: 1. Pagare Dinkar, Principles of Management, Sultan Chand and Sons, Since 1950 (1 January 2018) 2. Prasad L.M., Principles and Practice of Management , Sultan Chand (1 January 2021); Sultan Chand		

3. C.B. Gupta and S Mathur, Management Principles and Applications, Scholar Tech Press
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p> <p>Suggested equivalent online courses: Principles of Management by Prof. Usha Lekha, <i>Indian Institute of Technology, Roorkee</i> via SWAYAM</p> <p>Further Suggestions:</p> <p>.....</p>

Programme/Class: BBA Hons	Year: First	Semester: First
DSC-2		
Course Code:	Course Title: Basic Accounting	
Course outcomes: The aim of the course is to build knowledge and understanding principles of accounting among the students. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Accounting. The outcome of the course will be as follows – <ul style="list-style-type: none">To Introduce about Accounting Principles and other aspects of accounting.To provide knowledge about rectification of errors. To make able about valuation of stocks. To make aware with share and Debenture.		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures- (90 Lectures)		
Unit	Topics	No. of Lectures Total=90
I	Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts.	18
II	Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts.	18
III	Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.	18
IV	Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries.	18
V	Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.	18

Suggested Readings:

1. Maheshwari S.N. and Meshwari, S, Financial Accounting, Vikas Publishing House; Sixth edition (1 January 018)
2. Narayanasway, R. Financial Accounting: A Managerial Perspective, PHI Learning; 6th edition (30 December 2017)
4. Gupta R.L ; Radhaswamy, Fundamentals of Accounting, Sultan Chand Publishing

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

1. Financial Accounting, Prof. CA. Varadraj Bapat, *Indian Institute of Techonology (IIT), Bombay*, via SWAYAM
2. Financial Accounting, Dr. CS. Manish Sitlani, *Devi Ahilya Vishwavidyalaya, Indore* via SWAYAM

Further Suggestions:

Programme/Class: BBA Hons		Year: First	Semester: First
DSC-3			
Course Code:		Course Title: Business Statistics	
Course outcomes: The aim of the course is to build knowledge and understanding of Business Statistics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Statistics. The outcome of the course will be as follows – To provide knowledge about basic concepts of Statistics. To provide knowledge measurement of central tendency. To give an overview of correlation and regression analysis. To make able to know the sampling and probability.			
Credits: 4		Compulsory	
Max. Marks: 50+50		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 4-0-00			
Unit	Topics		No. of Lectures Total=90
I	Introduction: Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation.		18
II	Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis.		18
III	Correlation and Regression: Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson’s Coefficient of correlation, Significance of correlation, Regression concept, Regression lines, Regression equations and Regression coefficient.		18
IV	Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye’s theorem [Simple numerical].		18
V	Probability Distribution: Binomial, Poisson and Normal. Sampling: Method of sampling, Sampling and non-sampling errors, Test of hypothesis, Type-I and Type-II Errors, Large sample tests.		18
Suggested Readings: 1 Gupta, S.P. & Gupta, M.P., Business Statistics, Sultan Chand (1 January 2009) 2. Levin, R.I., Statistics for Management, Pearson Education; Eighth edition (27 January 2017) 3. Feud, J.E., Modern Elementary Statistics , PHI Publishing 4. Gupta, C.B., Introduction of Statistical Methods, Sultan Chand (1 January 2009)			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			

Suggested equivalent online courses: Business Statistics by Prof. Mukesh Kumar Barua, <i>Indian Institute of Technology, Roorkee</i> via SWAYAM
--

Further Suggestions:

.....

Programme/Class: Degree : BBA (Hons) Degree		Year: First	Semester: First
GE-1			
Course Code:		Course Title: Business Economics	
Course outcomes: The aim of the course is to build knowledge and understanding business economics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business economics. The outcome of the course will be as follows – To provide knowledge about business economics. To provide knowledge about Demand Analysis. To Determine Production and cost analysis. To Make aware with pricing and profit management.			
Credits: 4		Compulsory	
Max. Marks: 50+50		Min. Passing Marks:	
Total No. of Lectures- 90 hours			
Unit	Topics		No. of Lectures Total=90
I	Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle.		18
II	Demand Analysis: Concept of Demand & its determinants. Price, Income & Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts, Concept of demand forecasting and methods of demand forecasting.		18
III	Production and Cost Analysis: Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Cost curves, Economics and diseconomies of scale.		18
IV	Pricing: Nature of market, Types of markets and their characteristics, Pricing under different market structures–Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition.		18
V	Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break even analysis. Elementary idea of Inflation		18
Suggested Readings: 1. Varsney & Maheshwari, Managerial Economics, Sultan Chand & Sons; Twenty Second edition (1 January 2014) 2. Mote Paul & Gupta, Managerial Economics: Concepts & cases, McGraw Hill Education; New edition (1 July 2017) 3. D.N.Dwivedi, Managerial Economics, S.Chand (G/L) & Company Ltd; Seventh edition (1 January 2010) 4. Peterson & Lewis, Managerial Economics, Pearson Education India; 4th edition (1 January 2005)			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.			

Suggested equivalent online courses: Introduction to Managerial Economics, <i>Indian Institute of Bangalore</i> via SWAYAM

Further Suggestions:

Programme/Class: BBA Hons		Year: First	Semester: First
SEC1			
Course Code: SEC1		Course Business Communication	
Course outcomes: The aim of the course is to build knowledge and understanding of business communication among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business communication. The outcome of the course will be as follows – To provide knowledge about business communication. To provide knowledge about types of communication, letter writing, office correspondence and how to face an interview.			
Credits: 2		Compulsory	
Max. Marks: 50+50		Min. Passing Marks:	
Total No. of Lectures- 45 LH			
Unit	Topics		No. of Lectures Total= 45
I	Purpose and process of communication; barriers to communication; listening process, types of listening, deterrents to listening process, essentials of good listening.		9
II	Business Presentation and public speaking: pre-requisites of effective presentation, format of presentation; controlling nervousness and stage fright. Communication skills for group discussion and interviews.		9
III	Non verbal communication: Kinesics and proxemics, Interpreting non-verbal message.		9
IV	Written communication: mechanics of writing, report writing, circulars, notices, memos, agenda and minutes; business correspondence-business letter format, types of letters, electronic mail.		9
V	Role and use of technology in business communication, corporate communication.		9
Suggested Readings: 1. Murphy Herta A and Peck, Charles E , (1976) - <i>Effective Business Communication</i> (2nd ed), New Delhi, Tata Mc Graw Hill . 2. McGrath, E.H.,(2011), <i>Basic Managerial Skills for All</i> , (9 th ed.), New Delhi , PHI. 3. Chaney & Martin, (2011), <i>Intercultural Business Communication</i> ,(6 th ed.), Pearson Education. 4. Lesikar RV & Pettit Jr. JD, (1996), <i>Basic Business Communication: Theory & Application</i> , (10 th Edition), Tata Mc Graw Hill.			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Further Suggestions:			

Programme/Class: BBA Hons		Year: First	Semester: Second
DSC-4			
Course Code:		Course Title: Business Ethics and Governance	
Course outcomes: The aim of the course is to build knowledge and understanding Business Ethics among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Ethics. The outcome of the course will be as follows – To develop understanding of business ethics and values. To provide relationship between ethics and corporate excellence. To give an overview about Gandhian philosophy and social responsibility.			
Credits: 4		Compulsory	
Max. Marks: 50+50		Min. Passing Marks:	
Total No. of Lectures- 90 LH			
Unit	Topics		No. of Lectures Total= 90
I	Introduction: Concept and nature of ethics; ethics, values and behaviour; development of ethics, relevance of ethics and values in business, Arguments against business ethics.		18
II	Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value.		18
III	Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM.		18
IV	Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji’s Seven Greatest Social Sins, Concept of knowledge management and wisdom management.		18
V	Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.		18
Suggested Readings: 1. Kaur Tripat, Values & Ethics in Management, Galgotia Publishers. 2. Chakraborty S.K., Human values for Managers, Excel Books (30 April 2010) 3. McCarthy, F.J., Basic Marketing, Irwin Professional Publishing; 6th ed. edition (1 January 1992) 4. Chakraborty S.K., Ethics in Management: A Vedantic Perspective, Oxford University Press.			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses: Business Ethics by Prof. Archana Vechalekar, Savitribai Phule Pune University via SWAYAM.			
Further Suggestions:			

Programme/Class: BBA (Hons)		Year: First	Semester: Second
DSC-5			
Course Code:		Course Title: Organisational Behaviour	
Course outcomes: The aim of the course is to build knowledge and understanding of Organisational Behaviour among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Organisational Behaviour. The outcome of the course will be as follows – To provide knowledge about Organisational Behaviour. To provide knowledge about individual and group behaviour. To give an overview about change in organization and QWL.			
Credits: 4		Compulsory	
Max. Marks: 50+50		Min. Passing Marks:	
Total No. of Lectures- 90 LH			
Unit	Topics		No. of Lectures Total= 90
I	Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.		18
II	Individual Behaviour: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom’s expectancy theory.		18
III	Behaviour Dynamics: Interpersonal behaviour, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organisations.		18
IV	Group Behaviour: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.		18
V	Management of Change: Change and Organisational development, Resistance to change, approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisation, Quality of work life, Recent advances in OB.		18
Suggested Readings: 1 Bennis, W.G., Organisation Development, Cengage; 9th edition (1 January 2011) 2. Breech Islwar, Oragnaistion-The Framework of Management, McGraw Hill; Eleventh edition (15 July 2020) 3. Dayal, Keith, Organisational Development, Pearson Education; Sixth edition (25 August 2017) 4. Prasad, L.M., Organisational Behavior, Sultan Chand and Sons, Since 1950 (1 January 2019)			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses: Organisational Behavior by Dr. Nilam Panchal, <i>B K School of Business Management, Gujrat University via SWAYAM.</i>			
Further Suggestions:			

Programme/Class: BBA Hons	Year: First	Semester: Second
DSC-6		
Course Code:	Course Title: Business Finance	
Course outcomes: The aim of the course is to build knowledge and understanding of Business Finance among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Business Finance. The outcome of the course will be as follows – To provide knowledge about business finance and investment decisions. To provide knowledge about financing and dividend decision. To give an overview about working capital.		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): 90 Hrs		
Unit	Topics	No. of Lectures Total=90
I	Introduction to Business Finance: Concept of Business Finance and Financial management, Finance functions, objectives of financial management- Profitability vs. Shareholder wealth maximization.	18
II	Time Value of Money - Compounding; Discounting. Investment Decisions: Capital Budgeting-Payback, NPV, IRR and ARR methods and their practical applications.	18
III	Financing Decision: Capitalization Concept, Basis of Capitalization, consequences and remedies of over and under capitalization, Cost of Capital, WACC, Determinants of Capital structure, Capital structure theories.	18
IV	Dividend Decision: Concept & relevance of dividend decision, Dividend Models-Walter’s, Gordon’s and MM Hypothesis, Dividend policy-determinants of dividend policy..	18
V	Management of Working Capital: Concepts of working capital, Approaches to the financing of current Assets, Management of different components of working capital.	18
Suggested Readings: 1. Pandey, I.M., Financial Management, Pearson; Twelfth edition (24 February 2021); Pearson Education 2. Khan and Jain, Theory and Problems in Financial Management, McGraw Hill Education; 2nd edition (5 May 1999)		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.		
Suggested equivalent online courses: Organisational Behavior by Dr. Nilam Panchal, <i>B K School of Business Management, Gujrat University via SWAYAM.</i>		
Further Suggestions:		

Programme/Class: Degree	Year: First	Semester: Second
GE-2		
Course Code:	Course Title: Computer Fundamentals	
Course outcomes: The aim of the course is to build knowledge, understanding Computer Applications among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Computer Applications. The outcome of the course will be as follows – <ul style="list-style-type: none">To provide knowledge about computer and its application.To provide knowledge about components and working on computer.To give an overview about software system and Data base management.		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures-90 LH		
Unit	Topics	No. of Lectures Total=30
I	Computer: An Introduction, Computers in Business. Elements of Computer system, Indian computing Environment, Management of data processing systems in Business organizations, Programmes development cycle, flow charting, Input Output analysis Programming Concept, Software Development process.	18
II	Components of a computer system, Generation of computer and computer languages, personal computers in Business, PC-software Packages, An Introduction to Disk. Operating system and windows, GUI, Other system softwares.	18
III	Text Processing, software, Introduction to spreadsheet software, creation of spreadsheet application, Range, formulas, function data base functions in spreadsheet, Graphics on spreadsheet, modes of data processing, Report generation, Presentation graphics, Creating a presentation.	18
IV	Computer software system, software development process, files design & Report design, Data files types, Master & Transaction file. Data Hierarchy & data file structure, Use of files in Programming. Relevance of Data base management system, data base manager, data communication, networking, LAN & WAN, Real Time Sharing, On line & off line processing.	18
Suggested Readings: <ul style="list-style-type: none">1. P. K. Sinha & P.Sinha, Computer Fundamentals, BPB Publication2. V. Rajaraman, Computer Fundamentals, PHI Publishing3. Tannenbaum, Computer Applications and Networks, PHI Publishing4. ‘O’ Brien, Management Information Systems, McGraw-Hill Inc.,US; 4th edition (1 September 1998)		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: Computer Application in Business by Dr. Subodh Kesharwani, Indira Gandhi National Open University (IGNOU) via SWAYAM		

Further Suggestions:

Programme/Class: BBA Hons		Year: First	Semester: Second
Course Code:		Course Title: E-Business	
Course outcomes: This course is designed with the objective of defining the nature and scope of e-business technologies along with a brief history of their development and implementation.			
<ul style="list-style-type: none">• The course familiarizes students with the way e-business technologies can be applied within business firms.• This subject considers the organizational dimension of e-business implementation in order to reflect the likely nature of future challenges and opportunities.			
Credits: 2		Compulsory	
Max. Marks: 50+50		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): 45 Hrs			
Unit	Topics		No. of Lectures Total=45
I	E-Commerce: Electronic Business, Electronic Commerce, Electronic Commerce Models, Types of Electronic Commerce, E-Commerce in India. Internet, World Wide Web, Internet Architectures, Internet Applications, Web Based Tools for Electronic Commerce, Intranet, Business Applications on Intranet, Extranets. Electronic Data Interchange, Components of Electronic Data Interchange, Electronic Data Interchange Communication Process.		9
II	Electronic Payment System: Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards and Electronic Payment Systems, Infrastructure Issues in EPS, Electronic Fund Transfer.		9
III	E-Business Applications & Strategies: Business Models & Revenue Models over Internet, Emerging Trends in e-Business, E-Governance, Digital Commerce, Mobile Commerce, Strategies for Business over Web, Internet based Business Models.		9
IV	Security Threats to E-Commerce: Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates.		9
V	E-Commerce security considerations: E Commerce & M Commerce – Different ways of Implementing Information and Data Security – Digital Signature – Data Capture by Bar Code, Electronic fund transfer and security – E-Governance – Electronic records		9
Suggested Readings:			

- Agarwala,K.N. and Deeksha Agarwala: Business on the Net: What's and How's of E-Commerce : Macmillan, New Delhi.
- Agarwala,K.N. and Deeksha Agarwala: Business on the Net: Bridge to the Online Storefront: Macmillan, New Delhi.
- Cady, Glcc Harrab and McGregor Pat: Mastering the internet, BPB Publication, New Delhi
- Diwan, Parg and Sunil Sharma: Electronic Commerce- A Manager's guide to E-Business, Vanity Books International, Delhi.

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Programme/Class: BBA Hons	Year: Second	Semester: Third
DSC-7		
Course Code:	Course Title: Production and Operations Management	
Course outcomes: This course is designed to acquaint the students with decision making in planning, scheduling and control of Production/Operation function and the effective acquisitions, storage and flow of materials in both manufacturing and service organizations so as to achieve total productivity.		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): 90 Hrs		
Unit	Topics	No. of Lectures Total=90
I	Introduction: Definition, Objectives, Scope and Functions of Production & Operations Management; Types of Production Systems; Transformation Process Model; Systems Perspectives of Operations Management; Relationship of Operations Management with other functional Areas; Production Planning and Control	18
II	Plant Location and Layout: Factors affecting plant location, criteria for site selection; plant location methods, factor rating; Centre of Gravity Method; Analytic Delphi Method; Objectives of Plant Layout; Factors affecting for plant layout; Types of Layouts- Process; Product Layout; Fixed Position Layout	18
III	Quality Management Systems and TQM: TQM, Phases of Quality Control; Specification of Quality; Quality at Source, Zero Defects, Cost of Quality; Continuous improvement; benchmarking; Poka- Yokes; ISO (9000 & 14000 Series); Six Sigma	18
IV	Plant Maintenance: Importance of Maintenance Management; Types of Maintenance: Breakdown maintenance; Prevention Maintenance; predictive maintenance; routine and planned maintenance	18

V	Emerging concepts and Issues in Production and operations Management: IT in modern production management; Supply Chain Management; CAD/CAM Systems; ERP in Manufacturing systems; Service Supply Chain Management; Applications of Digital Technologies in Operations Management; Industry 4.0/5.0	18
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Adam, Everett E. and Ebert, Ronald J. <i>Productions and Operations Management: Concepts, Models and Behaviour</i>. Prentice Hall of India, New Delhi.. 2. Buffa Elwood S. and Sarin Rakesh K. <i>Modern production/Operations Management</i>. Jhon Wiley, New York. 3. Chase, R.B. and Aquilano, JJ. <i>Production and Operations Management</i>. Richard D. Irwin, Homewood, Illinois 4. Dobler, Donald W and Lee, Lamer. <i>Pruchasing and Materials Management</i>. McGraw Hill, New York. 5. McClain, John O. and Joseph, Thoms L. <i>Operations Management: Production of Goods and Servies</i>. Prentic Hall of India, New Delhi. 6. Muhlemann, Alan; Oakland, John and Lockyer, Keith. <i>Production and Operations Management</i> Macmillan India, New Delhi.. 7. Shroeder, Roger G. <i>Operations Management</i>. McGraw Hill, New York. 8. Starr Martin K. <i>Managing Production and Operations</i>. Prentice Hall Englewood Cliffs, N.J. 9. Chary- Production and Operations Management. 10. Hill T-Operations Management (Palgrave, 2000) 11. Dale H. Besterfield, Carol Besterfiled Machna Total Quality Management. 12. 		
<p>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instil in student a sense of decision making and practical learning.</p>		
<p>Suggested equivalent online courses: Operations Management by Dr. Ravi Shankar, IIT D via SWAYAM.</p>		
<p>Further Suggestions:</p>		

Programme/Class: Degree		Year: Second	Semester: Third
Course Code: DSC8		Course Title: Human Resource Management	
Course outcomes: The basic objective of this course is to help the students to acquire the knowledge about the human itself & to develop decision making skill in relation to managing people in the organization.			
Credit:4		Compulsory	
Max. Marks: 50+50		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=45
I	Concept, nature, scope and significance of Human Resource Function in modern organizations. Human Resource Management in a changing environment, corporate objectives and Human Resource Development.		11
II	Human Resource Planning: Quantitative and Qualitative dimensions, Work load analysis, Work force analysis, Job Analysis, Recruitment, Selection, Placement, Induction, Transfer, Promotion, Demotion, and Discharge. Career and Succession Planning.		11
III	Development of Human Resource: Nature and objectives, Scope of Training and Development, Needs for Managerial and Non-Managerial personnel, Techniques of training and their evaluation, Performance appraisal and potential evaluation.		14
IV	Compensation Management: Job evaluation, Wage Determination, Incentive Plans, Industrial Relations Concept, Machinery for settlement of Industrial Disputes in India, Changing role of trade unions in the globalized scenario.		9
Suggested Readings: 1. Dipak Kumar Bhattacharya, Human Resource Management 2. Arun Monappa, Managing Human Resource 3. P.Subba Rao, Essential of HRM and Industrial Relations 4. C.B. Memoria, Personnel Management			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			

Programme/Class: Degree	Year: Second	Semester: Third
-------------------------	--------------	-----------------

Course Code: DSC9		Course Title: Marketing Theory and Practices	
Course outcomes: The aim of the course is to build knowledge and understanding of Marketing management among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Marketing Theory and Practices. The outcome of the course will be as follows – To provide knowledge about Marketing Theory and Practices. To provide knowledge about market segmentation and marketing mix. To give an overview about marketing research.			
Credits: 4		Compulsory	
Max. Marks: 50+50		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=45
I	Introduction to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing.		11
II	Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.		11
III	Marketing Mix: Product – Product Mix, New Product development, types of product, Product life cycle, Branding and packaging. Distribution – Concept, importance, different types of distribution Channels. Marketing Mix: Price – Meaning, objective, factors influencing pricing, methods of pricing Promotion – Promotional mix, tools, objectives, media selection & management		13
IV	Marketing Research: Importance, Process & Scope. Marketing Information System: Meaning, Importance and Scope. Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour.		10
Suggested Readings: 1. Philip Kotlar, Marketing Mgt. (PHI) 2. Etzet, Walker, Stanton, Marketing 3. Rajan Saxena, Marketing Management			
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
Further Suggestions:			

Programme/Class: BBA Hons	Year: Second	Semester: Third
Course Code: GE3/DSE1	Course Title: Business Mathematics	
Course outcomes: This course provides students with a foundation in mathematical principles and techniques essential for decision-making in various business contexts. Topics covered include basic arithmetic, algebra, statistics, and financial mathematics.		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): 45 Hrs		
Unit	Topics	No. of Lectures Total=45
I	Introduction to Business Mathematics; Sets, Real Numbers, and Integers; Fractions, Decimals, and Percentages; Basic Operations: Addition, Subtraction, Multiplication, Division; Order of Operations and Algebraic Expressions	9

II	Solving Linear Equations; Systems of Linear Equations; Linear Inequalities; Linear Functions and Their Graphs; Applications of Linear Equations in Business	9
III	Time Value of Money; Compound Interest and Annuities; Present Value and Future Value; Loans and Amortization; Investment Analysis and Decision Making	9
IV	Data Collection and Presentation; Measures of Central Tendency (Mean, Median, Mode); Measures of Dispersion (Range, Variance, Standard Deviation); Probability Distributions; Sampling Techniques and Confidence Intervals	9
V	Break-Even Analysis; Profit and Loss Analysis; Pricing Strategies and Markup; Inventory Management and Control; Decision Making with Statistics	9
Reference: "Business Mathematics" by Gary Clendenen and Stanley A. Salzman		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

Programme/Class: BBA Hons	Year: Second	Semester: Third
Course Code:	Course Title: E-filing of return	
Course outcomes: Understand the basic process of computing taxable income and tax liability, and know about various types of income tax return forms.		
Credits: 2		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): 45 Hrs		
Unit	Topics	No. of Lectures Total=45

I	Income tax: An overview Incomes taxable under different heads, deductions available from gross total income, computation of total income and tax liability of individuals, PAN and due date of filing of income tax return; Provisions related to advance payment of tax; New tax regime for individuals	9
II	Maintenance of accounts, audit, and taxation on presumptive basis Provisions of maintenance of accounts by certain persons carrying on profession or business [Sec.44AA]; Provisions of audit of accounts of certain persons carrying on business or profession [Sec.44AB]; Special provision for computing profits and gains of business on presumptive basis [Sec.44AD]; Special provision for computing profits and gains of profession on presumptive basis [Sec.44ADA]; Special provision for computing profits and gains of business of plying, hiring or leasing goods carriages [Sec. 44AE].	9
III	e-Filing: Conceptual framework and filing of Income Tax Returns Meaning and merits of e-Filing; Filing of income tax returns in ITR-2, ITR-3, ITR-4, ITR-5 and ITR-U	9
IV	Tax Deducted at Source Provisions relating to TDS; Schedule for deposit of TDS; Schedule for submission of TDS returns; Exemption from TDS: Form 13, 15G and 15H.	9
V	e-Filing of TDS returns Prescribed forms for filing of TDS returns; Practical workshop on e-filing of TDS returns [Form24Q and Form 26Q]	9
Suggested Readings: <ul style="list-style-type: none"> • Ahuja, Girish and Gupta, Ravi. Systematic Approach to Income Tax. Flair Publications Pvt.Ltd., Delhi. • Mittal, Naveen. Concept Building Approach to Income Tax Law & Practice. Cengage Learning India Pvt. Ltd., Delhi. • Panwar,V & Mahajan,J. Introduction to E Filing of Returns. Scholar Tech Press, Delhi. • Singhanian, Vinod K. and Singhanian, Monica. Students' Guide to Income Tax. University Edition. Taxmann Publications Pvt. Ltd., Delhi 		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		

Programme/Class: BBA		Year: Second	Semester: Fourth
Course Code: DSC10		Course Title: Research Methodology	
Course outcomes: The objective of this paper is to give the basic knowledge about the Research Methodology			
Credits: 4		Compulsory	
Max. Marks: 50+50		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics		No. of Lectures Total=30
I	Introduction: Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation; Research Design: Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error		8
II	Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.		7
III	Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test.		8
IV	Presentation: Diagrams; graphs; chars. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precautions for writing report.		7
Suggested Readings:			
1. C.R. Kothari, Research Methodology			
2. Banerjee S. and Roy Ramendu, Fundamentals of Research Methodology			
Suggested Continuous Evaluation Methods:			
.....			
Suggested equivalent online courses:			
.....			
Further Suggestions:			
.....			

Programme/Class: BBA	Year: Second	Semester: Fourth
Course Code: DSC11	Course Title: Business Analytics	
This course elaborates on the practical aspects of Business Analytics which students can apply to develop insights about products, services and their markets. Course outcomes cover the skills to formulate, organize, implement the operational plans to carry out operations of a manufacturing or service organization. Focus of		

the course is on acquiring skills to optimally execute operational activities with expected system efficiency and judge the quality of products and services.		
Course outcomes: On completion of this course, a learner will be able to <ul style="list-style-type: none"> • understand various quantitative and statistical methods • compute and analyze data using these methods • demonstrate use of quantitative and statistical techniques for data analysis 		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1		
Unit	Topics	No. of Lectures Total=30
I	Exploring Data Analysis: Introduction, Data Types; Data Visualization. Process of Business Analytics; Tools for Analytical Process; Role of Analytics Team; Types of Analytics; Descriptive Analytics; Predictive Analytics; Prescriptive Analytics; Applications and Usage of Descriptive and Predictive Analytics in Business Operations	9
II	News vendor Problem; Forecasting using Historical Demand Data; Predictive Analytics, Risk and Decision making in uncertainty: using optimization models, Simulation Models; Prescriptive Analytics, High Uncertainty: using Decision Trees of Sale	6
III	Introduction to People Analytics, and Performance Evaluation; basic principles of people analytics; Analytics for Staffing cycle; tools and techniques of organizational network analysis; Talent Analytics: Data usage and analytics for talent assessment and maximizing the employee ability	8
IV	Supply Chain Overview; Models; Domains in a Supply Chain; Sell Analytics; Logistics Analytics; Make Analytics; Source Analytics; Cash Cycle to Measure Supply Chain Efficiency	7
Suggested Readings: Bertsimas and Freund, (2004). <i>Data, Models, and Decisions: The Fundamentals of Management Science</i> , Dynamic Ideas. Winston (2003). <i>Operations Research: Applications and Algorithms</i> , Cengage Learning Hillier and Lieberman (2012). <i>Introduction to Operations Research</i> , McGraw Hill. Albright, Winston, Zappe (2010). <i>Data Analysis and Decision Making</i> , Cengage Learning.		
Suggested Continuous Evaluation Methods: Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments and Problem-solving exercise. This will instil in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests and Quizzes.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: BBA		Year: Second	Semester: Fourth
Course Code: DSC12		Course Title: Business Law	
To impart basic knowledge of the important business laws relevant for the inception and conduct of general and business activities with relevant case laws. Course Outcomes: After completion of the course, learners will be able to have basic knowledge of the important business laws along with relevant case law.			
Credits: 4		Compulsory	
Max. Marks: 50+50		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-1			
Unit	Topics		No. of Lectures Total=30
I	Indian Contract Act: Definition and essentials, Contracts agreements, Offer & Acceptance Consideration, Capacity of parties Free Consent, Performance of Contracts, Terminal of Contract, Consequence and Remedies of Contract terminal.		9
II	Contingent contract, Implied, Quasi contract, Indemnity Contract, Guarantee contract, Bailment, Lien, Pledge contract, Agency contract.		6
III	Sales of Goods Act: Sale contract-Definition, Features, Formation of Contract Contents of sale contract-Goods, Price, Condition and Warranty, Ownership of goods and transfer, Performance of sale contract, Delivery, Rights of unpaid sellers, Auction Sale.		8
IV	Indian Partnership Act: Definition and Nature of Partnership, Partnership deed Mutual and Third parties relation of Partners, Registration of Partnership Dissolution of Partnership. Definition Features Types Recognition And Endorsement of Negotiable Instruments.		7
Suggested Readings: Dhanda PMV Commercial and Industrial Laws 2.Kapoor D Elements of Mercantile law(including CompaningLaw Industrial Law)			
Suggested Continuous Evaluation Methods: Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments and Problem-solving exercise. This will instil in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests and Quizzes.			

Programme/Class: BBA	Year: Second	Semester: Four
Course Code: DSE 2/ GE 4	Course Title: Advertising Management	
Course outcomes: The aim of the course is to build knowledge and understanding of advertisement among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about advertising Management. The outcome of the course will be as follows – To provide knowledge about advertisement and its use in business. To make able about advertisement concept and its management. To learn about the use of advertisement in business.		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Advertising: Introduction, Scope, importance in business : Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.	13
II	Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix components, role in marketing, Branding-meaning, importance in advertising.	12
III	Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget- approaches allocation of budget.	11
IV	Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix. Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs local advertising.	9
Suggested Readings: • Advertising and Promotion George E. Beich & Michael A. Belch. T.M.H. • Advertising Management, Concept and Cases Manendra Mohan,TMH • Advertising Management Rajeev Batra, PHI		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: BBA Hons	Year: Second	Semester: Fourth

Course Code:		Course Title: Foundation of Python	
Course outcomes:			
Credits: 2		Compulsory	
Max. Marks: 50+50		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): 45 Hrs			
Unit	Topics	No. of Lectures Total=45	
I	Python Basics and Fundamentals Introduction to Python: History and significance of Python; Installing Python and IDEs (Integrated Development Environments); Writing and running the first Python program; Variables and Data Types; Understanding variables and data types (int, float, string, boolean); Basic input and output (input(), print()); Variable assignment and reassignment; Control Flow: Conditional statements (if, elif, else); Loops (while and for loops); Using indentation for code blocks	9	
II	Functions and Data Structures Functions: Defining and calling functions; Parameters and arguments; Return statements; Scope and lifetime of variables; Lists and Tuples; Lists: creating, indexing, slicing, and modifying; Tuples: creation and immutability; List and tuple methods List comprehensions; Dictionaries and Sets; Dictionaries: creating, accessing, and modifying key-value pairs; Sets: creating and using set operations; Iterating through dictionaries and sets	9	
III	Object-Oriented Programming Concepts of Object-Oriented Programming (OOP); Classes and objects; Creating and using classes in Python; Inheritance and Polymorphism; Inheritance and subclassing Overriding methods; Polymorphism and method overloading; Real-world examples of OOP in Python	9	
IV	File Handling and Libraries File Input and Output; Reading and writing text files; Working with CSV and JSON files Error handling with exceptions; Introduction to Python Libraries; Overview of popular Python libraries (e.g., NumPy, Pandas, Matplotlib); Importing and using external libraries Data analysis and visualization with libraries	9	

V	Real-World Applications and Projects Data Analysis and Business Applications; Introduction to data analysis with Python; Business use cases: data manipulation, visualization, and insights	9
Suggested readings: "Python Crash Course" by Eric Matthes, No Starch Press; 2nd edition "Automate the Boring Stuff with Python" by Al Sweigart, Free Press Book "Python for Data Analysis" by Wes McKinney, O'Reilly Publication		

Programme/Class: BBA		Year: Third	Semester: Fifth
Course Code: DSC13		Course Title: Business Environment	
Course outcomes: The objective of this paper is to give the basic knowledge about the Management and cost accounting			
Credits: 4		Compulsory	
Max. Marks: 50+50		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics		No. of Lectures Total=30
I	An overview of business environment: Concept, Significance, Components of Business environment, Factor affecting Business Environment, Social Responsibilities of Business		8
II	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector Industrial Policy –Its historical perspective(In brief);Socio- economic implications of Liberalisation, Privatisation, Globalisation.		7
III	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA		8
IV	Overview of International Business Environment, Trends in World Trade : WTO-Objectives and role in international trade.IMF.		7

Suggested Readings: <ul style="list-style-type: none"> Francis Cherunilum Business Environment K.Aswathapa Business Environment
Suggested Continuous Evaluation Methods:
Suggested equivalent online courses:
Further Suggestions:

Programme/Class: BBA		Semester: Fifth
Course Code: DSC14	Course Title: Management & Cost Accounting	
Course outcomes: The objective of this paper is to give the basic knowledge about the Management and cost accounting		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction: Meaning, Nature and Scope of Management Accounting, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting	8
II	Cost Accounting: Nature and Scope of Cost Accounting, Cost concepts and classifications, Methods and Techniques, Installation of a Costing System; Accounting for Material, Labour and Overheads	7
III	Product Costing: Single unit costing-preparation of cost sheet, Process costing, Contract costing (Elementary numerical problems)	8
IV	Marginal Costing and Absorption Costing, Break-even analysis,	7
Suggested Readings:		
1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting		
2. Khan & Jain, Management Accounting		
3. Gupta, S.P., Management Accounting		

Suggested Continuous Evaluation Methods:
Suggested equivalent online courses:
Further Suggestions:

Programme/Class: BBA		Semester: Fifth
Course Code: DSC15	Course Title: Corporate Accounting	
To acquire the conceptual knowledge of corporate accounting and to understand the various techniques of preparing accounting and financial statements .		
Course Outcomes :		
After completing the course, the student shall be able to:		
<ul style="list-style-type: none">Develop an understanding of accounting for share capital and debentures and prepare financial statements of a company .Understand the accounting for amalgamation and liquidation of companies and prepare consolidated balance sheet for Holding company.		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0		
Unit	Topics	No. of Lectures Total=30
I	Accounting for Share Capital and Debentures: Introduction to issue of shares and debentures. Issue of rights and Bonus shares, ESOPs and buyback of shares, book building. Underwriting of shares and debentures. Redemption of Preference shares, Redemption of debentures: sinking/debenture redemption fund, open market purchase and conversion of debentures.	8
II	Financial Statements of a Company: Preparation of financial Statement of Joint Stock companies as per schedule III Part I & II (Division I in detail and Division II only on overview)	7

III	Cash Flow Statements: Meaning, Usefulness, Preparation of a cash flow statement in accordance with Accounting Standard 3 (Revised) issued by the Institute of Chartered Accountants of India. (Only indirect method), Limitations of cash flow statement.	8
IV	Amalgamation, Reconstruction and Liquidation of Companies: Concept of Purchase Consideration. Accounting for Amalgamation of Companies and external reconstruction Accounting for Internal Reconstruction. Accounting for liquidation of companies. Introduction to the Insolvency and Bankruptcy Code, 2016 and other relevant provisions. Preparation of Statement of Affairs as per the format prescribed by the Act and Deficiency Account, Accounts of Holding Companies/ Parent Companies Preparation of consolidated balance sheet with one subsidiary company.	7
Suggested Readings:		
<ul style="list-style-type: none"> Goyal, Bhushan Kumar. Corporate Accounting. Taxmann, New Delhi Kumar, Alok. Corporate Accounting. Kitab Mahal Monga, J. R. Fundamentals of Corporate Accounting. Mayur Paper Backs, New Delhi Sah, Raj Kumar, Concept Building Approach to Corporate Accounting, Cengage Sehgal Ashok & Sehgal Deepak. Corporate Accounting 		
Suggested Continuous Evaluation Methods:		
.....		
Suggested equivalent online courses:		
.....		
Further Suggestions:		
.....		

Programme/Class: BBA	Year: Third	Semester: Fifth
Course Code: DSE/GE5	Course Title: Supply Chain Management	
Course outcomes: The objective of this paper is to give the basic knowledge about the Supply Chain Management for goods and services		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions	8

II	Introduction, Three Components of SCM, Demand Management, Demand Forecasting; Introduction, Supply Management, Evolution of ERP, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM, Use of Other Planning Strategies	7
III	Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure	8
IV	Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E-Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management	7
Suggested Readings:		
<ol style="list-style-type: none"> 1. Supply Chain Management by Michel H Hungo 2. Supply Chain Management by Sunil Chopra 		
Suggested Continuous Evaluation Methods:		
.....		
Suggested equivalent online courses:		
.....		
Further Suggestions:		
.....		

Programme/Class: BBA		Year: Third	Semester: Fifth
Course Code: DSE/GE6		Course Title: Brand Management	
Course outcomes:			
The basic objective is to develop an understanding about the consumer decision making process and its application in marketing function of firms.			
Credits: 3		Compulsory	
Max. Marks: 50+50		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=45
I	Introduction: What is branding; Significance of Branding; Products vs Brands; Concept of Brand equity. Brand Strategy Development: Customer based Brand equity; Brand Positioning; brand Resonance and Brand Value Chain		11
II	Designing and Implementing Branding Program: Criteria for choosing branding element for brand building; Creative and Strategic Thinking; Slogans; Integrated Marketing and Four P's Strategy		11

III	Measuring and Interpreting Brand Performance: Brand Audit; Branding tracking strategy ; Capturing customer mind set; measuring marketing performance. Growing and Sustaining Brand Equity; Brand Architecture	12
IV	Managing Brand in Global Markets: Regional Market Segments; Rationale for going international; advantages and disadvantages of Global marketing program; Strategic Brand Management.	11

Suggested Readings:

Strategic Brand Management: Building Measuring and Managing Brand Equity Kevin Lane Keller, Ambi M.G. Parameswaran, Issac Jacob; Pearson Publication

Strategic Brand Management : Jean-Noel Kapferer; Cogan page Publication

Brand Management; Text and Cases; Harsh V Verma; Exel Book

Brand Positioning; Strategies for competitive advantage; Subrto Sen Gupta; McGraw Hill

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

Further Suggestions:

Programme/Class: BBA		Year: Third	Semester: Sixth
Course Code: DSE16		Course Title: Entrepreneurship Development	
The Objective is to provide Adequate Knowledge to the Students for setting up of small scale Business Organization and Industry			
Credits: 4		Compulsory	
Max. Marks: 50+50		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0			
Unit	Topics		No. of Lectures Total=45
I	Entrepreneurship: Definition of Entrepreneurship, Characteristics of Entrepreneur, Concept of Entrepreneurship-Conceptual Model, theories of Entrepreneur, Traits of a True Entrepreneur, Difference between Entrepreneur and manager.		8
II	Business Planning: Idea Generation, Choice of product, Sources of idea, Idea Processing, Screening and project Identification, creativity performance, Feasibility Analysis, Project planning.		7
III	International Entrepreneurship Opportunities: The nature of international entrepreneurship, importance of international business to the firm, International and domestic Entrepreneurship, Institutional support for new ventures: supporting organization; incentives and facilities; financial institutions and SSI's, Govt. policies for SSIs.		8

IV	Marketing & New venture Development: Organizing & Financing the New Venture, Financial Resources For New Venture, Venture expansion Strategies, Entrepreneur Motivation.		7
Suggested Readings:			
1. C B Gupta -Entrepreneurial Development			
2. Holt - Entrepreneurship: New Venture Creation (Prentice-Hall)1998			
3. S S Khanka -Entrepreneurship Development			
4. Prasana Chandra -Project Management			
5. Desai Vasant -Rural Development			
6. Kamat G S - Managing Cooperative Management			
7. Rajeev Roy - Entrepreneurship			
Suggested Continuous Evaluation Methods:			
.....			
Suggested equivalent online courses:			
.....			
Further Suggestions:			
.....			
Programme/Class: BBA		Year: Third	Semester: Sixth
Course Code: DSC 17		Course Title: Agile Systems and Lean Management	
Course outcomes:			
Understand the need for Lean management System. • Apply appropriate approaches to project using Lean tools and techniques. • Understand the working concept of lean principles and implementation			
Credits: 4		Compulsory	
Max. Marks: 50+50		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0			
Unit	Topics		No. of Lectures Total=30
I	INTRODUCTION TO LEAN MANAGEMENT AND LEAN ELEMENTS Introduction to seven waste and their narration; Evolution of lean; Global competition, Lean Manufacturing, Value flow and Muda, Muri and Mura, Need for LM, Meeting the stake holders requirement, Elements of LM.		7
II	LEAN TOOLS AND TECHNIQUES Various tool of LM, Fundamental blocks of Lean, Impact of Seiri Seiton Seiso Seiketsu and Shitsuke, Need for TPM, Pillars of TPM, Implementation of TPM, Overall Equipment Effectiveness (OEE) and its computation.		7
III	LEAN SYSTEM Lean systems: Features manufacturing and services, Work flow, Small lot sizes, Pull Method, Kanban, A3 problem solving, Just In Time.		8
IV	PROJECT SELECTION FOR LEAN Resource and project selection, Selecting projects, Process mapping, Current and future value stream mapping, project suitable for lean initiatives. Standardized work, Continuous improvement. Lean projects: Training, selecting the members, preparing project plan, implementation, review. Productivity Improvement: Process, machinery Operator and equipment.		8

Suggested Readings:

1. Arnheiter, E. D., & Maleyeff, J. (2005). The integration of lean management and Six Sigma. The TQM magazine, 17(1), 5-18.
2. Charron, R., Harrington, H. J., Voehl, F., & Wiggin, H. (2014). The lean management systems handbook (Vol. 4). CRC Press.
3. Emiliani, M. L. (2006). Origins of lean management in America: the role of Connecticut businesses. Journal of management History, 12(2), 167-184.
4. Feld, W. M. (2000). Lean manufacturing: tools, techniques, and how to use them. CRC press. • Forrest W. Breyfogle III, Implementing Six Sigma: Smarter solutions Using Statistical Methods, 1999. • James P. Womack, Daniel T. Jones, Lean Thinking, Free press business, 2003.
5. Liker, J. K. (1997). Becoming lean: Inside stories of US manufacturers. CRC Press. • Liker, J. K., & Convis, G. L. (2012). The Toyota way to lean leadership. McGraw-Hill.
6. Mann, D. (2009). The missing link: Lean leadership. Frontiers of health services management, 26(1), 15-26.
7. Michael L. George, Lean Six Sigma, McGraw-Hill, 2002.
8. N. Goplakrishnan, Simplified Lean Manufacture, PHI

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

Further Suggestions:

Programme/Class: BBA	Year: Third	Semester: Sixth
Course Code: DSC 18	Course Title: Strategic Management	
Course outcomes:		
The aim of the course is to build knowledge and understanding about Strategic Management among the student.		
The outcome of the course will be as follows –		
<ul style="list-style-type: none">• To develop learning and analytical skills among the students to solve business problems and provide strategic solutions.• The course aims to acquaint the students with nature, scope and dimensions of Business Policy and Strategy Management Process.		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	What is Strategy? What are Strategic Intent; Mission; Objectives and Goals; Policies; Program; Budget; Process of strategic management, Levels of strategy	10

II	Identifying strategic alternatives of business; Environmental appraisal – Internal environment; Key Success Factors; Role of Resources, Capabilities and Core Competencies; Competitive Advantage to Competitive Strategies; VRIO Model, External environmental analysis – PESTEL.	12
III	Concept of Value Chain, SWOT Analysis; Tools and Techniques for Strategic Analysis – TOWS Matrix; Generic Strategies; Competitive Strategies - Porter's 5 Forces Model; The Experience Curve, Grand Strategy, BCG Matrix; Functional Strategies, Global entry strategies.	12
IV	Organization Structure; Resource Allocation; Projects and Procedural issues. Integration of Functional Plans. Leadership and corporate culture; Evaluation and Control: Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback.	11
Suggested Readings: 7. Lawrence, R. Jauch and William F. Glueck; Strategic Management and Business Policy, - McGraw – Hill 8. Wheelen & Hunger, Concepts in Strategic Management and Business Policy, 12 th edition, Pearson Education. 9. Kazmi, Azhar, (2008), Strategic Management and Business Policy, 3rd Edition, McGraw Hill Education. 10. R. Srinivasan, Strategic Management the Indian context, Prentice Hall of India 11. L. M. Prasad – Strategic Management – Sultan Chand		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: BBA	Year: Third	Semester: Sixth
Course Code: DSE 7/GE7	Course Title: Performance Management and Compensation Management	
Course outcomes: The purpose of this course is to acquaint the students with the concepts which are helpful in developing a sound policy and in organising and managing the sales force. This course will also deal with physical distribution activities, as an integrated system. The course is designed to promote understanding of issues relating to compensation management in the corporate sector and public services, and to impart skills in designing compensation management, system policies and strategies.		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0		
Unit	Topics	No. of Lectures Total=30

I	Compensation Management: Concept, objectives and philosophy, compensation as motivational tool, strategic perspective of compensation and benchmarking, economic and behavioural theories related to reward management.	7
II	Internal and External equities in compensation system, Understanding inter and intra industry compensation differentials, designing pay structures, Broadband and job family pay structure.	7
III	Compensation of special group: Corporate directors, Chief executives, Senior managers, R&D staff, Compensation of professional & knowledge workers, Sales compensation plans, Understanding different components of compensation packages like fringe benefits, incentives and retirement plans, compensation practices of multinational corporations.	8
IV	Statutory provisions governing different components of reward systems, working different institutions related to reward system like wage boards, pay commissions, role of trade unions in compensation management.	8

Suggested Readings:

1. Armstrong, Michael and Murlis, Helen. *Reward Management : A hand Book of Salary Administration*, Kogan Page, London.
2. Belcher, David W. *Compensation Administration*, Prentice Hall, N.J.
3. Bragess, Lenard R. *Wage and Salary Administration*. Charles E. Merrill, London.
4. Henderson, Richard I. *Compensation Management: In knowledge- Based World*. Prentice Hall Inc., N.J.
5. Johri, C.K. *Industrial Policy and Industrial Relations*. Shri Ram Centre for Industrial Relation and Human Resources, New Delhi.
6. Lanham, Elizabeth. *Administration of wages and Salaries*. Harper & Row, New York.
7. Lupton, Tom. *Payment Systems*. Penguin Books, London.
8. Papola, T.S. *Principles of Wage Determination*. Somaiya Publications Bombay.
9. Pramod, Verma. *Wages Determination : Concept and Cases*. Wiley Eastern, New Delhi.
10. Rock, Micton, *Hand book Wage and Salary and Administration*. McGraw- Hill, New York.
11. Suri, G.K. *Wages Incentives Theory and Practice*, Shri Ram Centre for Industrial Relation and Human Resources, New Delhi.
12. Subrmaniam, K. N. *Wages is India*. Tata McGraw- Hill, New Delhi.
13. Taylor, George W. and Dunlop John T. *New Concept in Wage Determination*. McGraw- Hill, New York.

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

Further Suggestions:

Programme/Class: BBA	Year: Third	Semester: Sixth
Course Code: DSE 8/GE8	Course Title: Retail Management	
The primary objective of the course is to have students develop marketing competencies in retailing and retail consulting.		
Course outcomes: <ul style="list-style-type: none">• Clarify the concept and related terms in retailing.• Comprehend the ways retailers use marketing tools and techniques to interact with their customers.• Understand various formats of retail in the industry.		
Credits: 4	Compulsory	
Max. Marks: 50+50	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-1-0		

Unit	Topics	No. of Lectures Total=30
I	Introduction to Retailing: Definition, Characteristics, emerging trends in retailing, Evolution of retailing in India, Factors behind the change of Indian retail industry. Retail Formats: Retail institutions by ownership, Retail institutions by Store-Based Strategy Mix, Web, Non-store based, and other forms of Non-traditional Retailing.	7
II	Choosing a Store Location: Trading-Area analysis, characteristics of trading areas, Site selection, Types of locations, location and site evaluation. Store Planning: Design & Layout, Retail Image Mix, effective retail space management, floor space management.	7
III	Retail Marketing: Retail Marketing Mix, Advertising & Sales Promotion, Store Positioning, CRM. Retail Merchandising: Buying Organization Formats and Processes, Devising Merchandise Plans, Shrinkage in retail merchandise management, Markup & Markdown in merchandise management	8
IV	Merchandise Pricing: Concept of Merchandise Pricing, Pricing Objectives, External factors affecting a retail price strategy, Pricing Strategies, Types of Pricing. Retail Operation: Elements/Components of Retail Store Operation, Store Administration, Store Manager – Responsibilities, Inventory Management, Customer Service, Management of Retail Outlet/Store, Store Maintenance, Store Security.	8
Suggested Readings: <ul style="list-style-type: none"> Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House, Berman & Evarv: Retail Management, Prentice Hall, 		

Programme/Class: BBA	Year: Four	Semester: Seventh
Course Code: DSC 19	Course Title: Business Intelligence	

Course outcomes: Business Intelligence (BI) refers to technologies, applications, and practices for the collection, integration, analysis, and presentation of business information. The purpose of business intelligence is to support better business decision making. This course provides an overview of the technology of BI and the application of BI to an organization's strategies and goals.		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Understanding Business Intelligence: The Challenge of Decision Making; What Is Business Intelligence; The Business Intelligence Value Proposition; The Combination of Business and Technology	10
II	Business Intelligence Technology Counterparts: Data Warehousing; What Is a Data Warehouse?; Data Marts and Analytical Data; Organization of the Data Warehouse; Enterprise Resource Planning; Distributing the Enterprise; First ERP, then Business Intelligence; The Current State of Affairs; Customer Relationship Management; CRM, ERP, and Business Intelligence; Customer Decisions; Decisions About Customers; Business Intelligence and Financial Information	12
III	The Spectrum of Business Intelligence: Enterprise and Departmental Business Intelligence; Strategic and Tactical Business Intelligence; Power and Usability in Business Intelligence; Finding the Right Spot on the Continuum; Business Intelligence: Art or Science?	12
IV	BI User Segmentation: Gathering BI Requirements; Content Management; Knowledge Management; Social media, big data and data mining; Strategic Approach to BI	11
Suggested Readings: <ol style="list-style-type: none"> "Data Strategy: How To Profit From A World Of Big Data, Analytics And The Internet Of Things" by Bernard Marr "Big Data MBA: Driving Business Strategies with Data Science" by Bill Schmarzo "The Data Detective: Ten Easy Rules to Make Sense of Statistics" by Tim Harford "From Big Data to Big Profits: Success with Data and Analytics" by Russell Walker 		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: BBA	Year: Fourth	Semester: Seventh
Course Code: DSE9/GE9	Course Title: Sales and Distribution Management	
Course outcomes:		
The purpose of this course is to acquaint the students with the concepts which are helpful in developing a sound policy and in organising and managing the sales force. This course will also deal with physical distribution activities, as an integrated system.		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction to Sales Management, Sales Function and its relationship with other Marketing Functions, Nature and Scope of Personal Selling, Setting Personal Selling Objectives, Formulating Personal Selling Objectives, Personal Selling and Salesmanship.	11
II	Basic Marketing Planning for the Sales Manager, Role of Sales in Marketing Mix, Determining Sales Related Marketing Policies, Sales Forecasting Methods, Sales Budget, Sales Territories and Quotas.	11
III	Recruiting and Selecting Sales Personnel, Training; Motivation and Compensation of the Field Sales Force and Sales Executives, Developing and Managing Sales Evaluation Programme.	12
IV	Channel Planning, Organisational patterns in marketing, Managing Marketing Channels, Marketing Channel Policies and Legal Issues; Information System and Channel Management; Assessing performance of marketing channels; International Marketing Channels.	11
Suggested Readings:		
1. Anderson, R. <i>Professional Sales Management</i> . Prentice Hall, Englewood Cliffs N .J .		
2. Buskirk, R. H. and Stanton, W. J. <i>Management of Sales Force</i> . Richard D. Irwin, Homewood (Illinois).		
3. Dalrymple, D. J. <i>Sales Management, Concepts and Cases</i> . John Wiley, New York.		
4. Forsyth P. <i>Sales Management Handbook</i> . Jaico Publishing, New Delhi.		
5. Johnson, E. M. Kurtz, D. L. and Schewing. E. <i>Sales Management : Concept Practices and Cases</i> . McGraw Hill, New York.		
6. Lowe, Phil. <i>Selling Skills</i> ,. Kogan Page, London.		
7. Mishra M N, <i>Sales Promotion and Advertising Management</i> , Himalaya Publishing House, New Delhi.		
8. Patty-Hite. <i>Managing Sales People</i> . Prentice Hall, Englewood Cliffs N.J.		
9. Russel, Beach and Buskrik.. <i>Text tBook of Salesmanship</i> . McGraw Hill, New York		
10. Singh V K, Dewan J.M. <i>Sales Management</i> ., Commonwealth Publishers,New Delhi.		
11. Stern, LW, Aansari AIE, <i>Marketing Channels</i> . Prentice Hall of India, New Delhi.		
12. Still Richard R,, <i>Sales Management</i> . Prentice Hall of India,New Delhi.		

Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instill in student a sense of decision making and practical learning.
Suggested equivalent online courses:
Further Suggestions:

Programme/Class: BBA	Year: Fourth	Semester: Seventh
Course Code: DSE10/GE10	Course Title: E-Commerce and Digital Marketing	
Course outcomes: Learners will comprehend the increasing significance of E- Commerce and its applications in Business and Various Sectors Learners will recognize the Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organization		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction to E-commerce: Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages & Limitations of E-Commerce, Traditional Commerce & E-Commerce , Ecommerce Environmental Factors: Economic, Technological, Legal , Cultural & Social Factors Responsible for Growth of E-Commerce, Issues in Implementing ECommerce, Impact of E-Commerce on Business, Ecommerce in India Trends in E-Commerce in Various Sectors.	11
II	E-Business & Applications: E-Business: Meaning, Launching an E-Business, Important Concepts in E-Business: Data Warehouse, Customer Relationship Management , Supply Chain Management, Enterprise Resource Planning, Bricks and Clicks business models E-Business, Website : Design and Development of Website, Advantages of Website, Principles of Web Design, Payment Issues Relating to Privacy and Security in E-Business, Electronic Payment Systems: Features, Different Payment Systems :Debit Card, Credit Card ,Smart Card, E-cash, E-Cheque, E-wallet, Electronic Fund Transfer. Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types, Advantages and Disadvantages of Payment Gateway.	11
III	Digital Marketing Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing. Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing & Content Influencer Marketing, Campaign Marketing, Email Marketing, Display Advertising, Blog Marketing, Viral Marketing, Podcasts &	12

	Vodcasts.	
IV	Digital Marketing on various Social Media platforms. Online Advertisement, Online Marketing Research, Online PR Web Analytics Promoting Web Traffic, Latest developments and Strategies in Digital Marketing.	11
Suggested Readings: <ul style="list-style-type: none"> • D Nidhi ,E-Commerce Concepts and Applications, ,Edn 2011, International Book house P.ltd • Bajaj Kamlesh K,E-Commerce- The cutting edge of Business • Whiteley David, E-Commerce Technologies and Applications-2013 • E-Business & E-Commerce Management 3rd Ed, Pearson Education • Kalokota & Robinson,E-Business 2.0 Road map for Success, Pearson Education 		

Programme/Class: BBA	Year: Fourth	Semester: Seventh
Course Code: DSE11/GE11	Course Title: Training and Development	
Course outcomes: <ul style="list-style-type: none">• Learn the practical applications of training and development theories in recent times.• Learn to design training programmes for diverse workforce.• Understand the role of development officers.• Evaluate training and development programmes. CO5: recognize the mechanism of career development programmes.		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Nature of Training and Development : Theories of management training and development and practical application of these theories in today's organisations, inputs and gaps in training; Training and development as a source of competitive advantage; Resistance to change.	11
II	Designing Training Programmes: Training process and practical application of designing programmes in today's environment, methods of training; Human re-engineering, managing change,	11

	workmen training, re-training, government initiatives, self-directed work teams, learning curves, managing a diverse workforce	
III	Executive Development Executive development: Role of development officers, administrators, consultants, designers and instructors; Trends towards performance management and its impact on training professionals. Evaluation of Training and Development Programmes Evaluation of training and development programmes- statistical methods; Use of appropriate training and development software packages; Application of distance learning packages, effective training follow-up	12
IV	Career Development: Career development and planning, career development programmes and counselling, group projects, training for international assignments	11
Suggested Readings: <ul style="list-style-type: none"> • Bhattacharyya, D.K. Training and Development: Theories and Applications. New Delhi. Sage Publications India Pvt. Ltd. • Lynton, R., & Pareek, U. Training for Development. New Delhi: Vistaar. • Phillips, J. J. Hand book of Training Evaluation and Measurement Methods. Houston. Gulf Publishing Co. • Prior, J. Handbook of Training and Development. Mumbai: Jaico Publishing House 		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: BBA	Year: Four	Semester: Eights
Course Code: DSC 20	Course Title: Project Management	
Course outcomes: <ul style="list-style-type: none">After completing the course, the student shall be able to familiarize with the concept of project management and its attributes , understand project planning and project analysis and perform project appraisal.		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45

I	Concept and attributes of Project, Identification of Investment opportunities, Project life cycle, Role of Project Manager, Project Management Information System, Project Management Process and Principles, Relationship between Project Manager and Line Manager, Project Stakeholder Analysis. Project Planning, Monitoring and Control of Investment Projects. Pre-Feasibility study	10
II	Project Preparation: Technical Feasibility, Marketing Feasibility, Financial Planning: Estimation of Costs and Funds (including sources of funds), Loan Syndication for the Projects, Demand Analysis and Commercial Viability (brief introduction to NPV), Project budget, Collaboration Arrangements, Tax considerations and legal aspects	12
III	Project Appraisal: Business Criterion of Growth, Liquidity and Profitability, Social Cost Benefit Analysis in Public and Private Sector, Investment Criterion and Choice of techniques, Estimation of Shadow prices and Social discount rate	12
IV	Project Risk and Performance Assessment: Project Risk Management- Identification, Analysis and Reduction, Project quality management, Project Performance Measurement and Evaluation, Project Report, Project Management Techniques (PERT & CPM)	11

Suggested Readings:

- Chandra. Prasanna. Project Preparation, Appraisal and Implementation. Tara McGraw Hill.
- Gido, Jack,. and Clements, James P. Project Management. Cengage Learning.
- Gray, Clifford F., Larson, Eric W., and Desai, Gautam V. Project Management: The Managerial Process. McGraw Hill Education

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

.....

Further Suggestions:

.....

Programme/Class: BBA	Year: Four	Semester: Eights
Course Code: DSC 12/GE 12	Course Title: Marketing of Services	
Course outcomes: <ul style="list-style-type: none">• Know in detail about the Service Sector and apply the 7 P's of Service Marketing .• Understand the consumer behaviour in Service Sector.• Set standard and measure service quality and productivity		

Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction to Services Marketing: Origin, Growth, Classification, Distinguishing features of Services Marketing, Services Marketing Mix, Understanding Consumer behaviour.	10
II	Service product and pricing: Service planning and designing, classification, new service development, Service branding. Objectives and strategies of service pricing, cost based, value based and competition-based pricing.	12
III	Service Distribution and Communication: Delivering services through intermediaries, Designing communication mix for services, Objectives of services marketing communication. Designing and Managing Services delivery process: Blueprinting services, balancing demand and capacity, customer and employee roles in services delivery process, Designing Service environment.	12
IV	Managing customer relations and service quality: Building Customer loyalty, customer feedback and service recovery, managing service quality, GAP model.	11
Suggested Readings: <ul style="list-style-type: none"> • .Essence of Services Marketing – Payne Adrian • Services Marketing: Integrating Customer Focus Across the Firm - Valarie A Zeithaml • Services Marketing : People, Technology & Strategy - Christopher Lovelock • Services Marketing – Ravi Shanker • Strategic Services Management – Boyle • Strategic Planning for Public Service and non profit organizations-Pergamon. 		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: BBA	Year: Fourth	Semester: Eighth
Course Code: DSE13/GE13		
Course Title: Supply Chain Management		

Course outcomes:		
The objective of this paper is to give the basic knowledge about the Supply Chain Management for goods and services		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions	11
II	Introduction, Three Components of SCM, Demand Management, Demand Forecasting; Introduction, Supply Management, Evolution of ERP, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM, Use of Other Planning Strategies	11
III	Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure	12
IV	Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E-Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management	11
Suggested Readings: <ul style="list-style-type: none"> Supply Chain Management by Michel H Hungo Supply Chain Management by Sunil Chopra 		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		

Programme/Class: BBA	Year: Fourth	Semester: Eighth
Course Code: DSE14/GE14	Course Title: Fundamentals of Social Media Analytics	
Course outcomes: Familiarize the learners with the concept of social media analytics and understand its significance. • Familiarize the learners with the tools of social media analytics. • Enable the learners to develop skills required for analyzing the effectiveness of social media for business purposes		
Credits: 4		Compulsory
Max. Marks: 50+50		Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-0-0		
Unit	Topics	No. of Lectures Total=45
I	Introduction to Social Media Analytics (SMA): Social media landscape, Need for SMA; SMA in Small organizations; SMA in large organizations; Application of SMA in different areas Network fundamentals and models: The social networks perspective - nodes, ties and influencers, Social network and web data and methods. Graphs and Matrices- Basic measures for individuals and networks. Information visualization	11
II	Making connections: Link analysis. Random graphs and network evolution. Social contexts: Affiliation and identity. Web analytics tools: Clickstream analysis, A/B testing, online surveys, Web crawling and Indexing. Natural Language Processing Techniques for Micro-text Analysis	11
III	Facebook Analytics: Introduction, parameters, demographics. Analyzing page audience. Reach and Engagement analysis. Post-performance on FB. Social campaigns. Measuring and Analyzing social campaigns, defining goals and evaluating outcomes, Network Analysis (LinkedIn, Instagram, YouTube Twitter etc. Google analytics. Introduction. (Websites)	12
IV	Processing and Visualizing Data, Influence Maximization, Link Prediction, Collective Classification, Applications in Advertising and Game Analytics Introduction to Python Programming, Collecting and analyzing social media data; visualization and exploration	11
Suggested Readings: <ul style="list-style-type: none"> Matthew Ganis, Avinash Kohirkar, Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media Pearson Jim Sterne Social Media Metrics: How to Measure and Optimize Your Marketing Investment Wiley Marshall Sponder Social Media Analytics McGraw Hill Tracy L. Tuten, Michael R. Solomon Social Media Marketing Sage 		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		