



**Syllabus of
Bachelor of Business
Administration
Semester I-II-III-IV-V-VI
w.e.f from Batch (2020-21)**

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Syllabus of
Bachelor of Business Administration
Semester-I

ARKAJAIN University, Jharkhand
School of Commerce and Management
Department of Bachelors Business Administration
Faculty - BBA
Scheme of Study (w.e.f Batch 2020-21)

SEMESTER -I

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Management Principles & Applications	Core	4	4	100	70	20	5	5
2	Business Accounting -I	Core	4	4	100	70	20	5	5
3	Managerial Economics	Core	4	4	100	70	20	5	5
4	Case Study Analysis	SES	4	4	100	70	20	5	5
5	Business Communication	AECC	4	4	100	70	20	5	5
6	Behavioral Science	Generic	4	4	100	70	20	5	5
	Total		24	24	600	420	120	30	30

SEMESTER –II

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Financial Management	Core	4	4	100	70	20	5	5
2	Business Accounting-II	Core	4	4	100	70	20	5	5
3	Macro Economics	Core	4	4	100	70	20	5	5
4	Organizational Behavior	SES	4	4	100	70	20	5	5
5	Environmental Science	AECC	4	4	100	70	20	5	5
6	Business Awareness	Generic	4	4	100	70	20	5	5
	Total		24	24	600	420	120	30	30

SEMESTER –III

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Marketing Management	Core	5	5	100	70	20	5	5
2	Managerial Accounting	Core	5	5	100	70	20	5	5
3	Statistics in Business Decisions	Generic	5	5	100	70	20	5	5
4	Human Resource Management	Core	5	5	100	70	20	5	5
5	Information Technology for Managers	Generic	4	4	100	70	20	5	5
	Total		24	24	500	350	100	25	25

SEMESTER –IV

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Strategic Management	Core	5	5	100	70	20	5	5
2	Retail Management	Core	5	5	100	70	20	5	5
3	Research Methodology	Core	5	5	100	70	20	5	5
4	Business Law	DSE	4	4	100	70	20	5	5
5	Taxation	DSE	4	4	100	70	20	5	4
6	E Commerce	Generic	4	4	100	70	20	5	5
	Total		27	27	600	420	120	30	29

SEMESTER –V

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Production and Operations Management	Core	5	5	100	70	20	5	5
2	Entrepreneurship Development	DSE	5	5	100	70	20	5	5
3	International Economics	Generic	5	5	100	70	20	5	5
4	Consumer Behavior (Elective – I, Marketing)	Core	5	5	100	70	20	5	5
5	Advertising and Sales Promotion (Elective – II, Marketing)	Core	5	5	100	70	20	5	5
6	Service Marketing, (Elective – III, Marketing)	Core	5	5	100	70	20	5	5
7	Principles of Investment Management (Elective – I, Finance)	Core	5	5	100	70	20	5	5
8	International Finance (Elective – II, Finance)	Core	5	5	100	70	20	5	5
9	Financial Market & Institutions (Elective – III, Finance)	Core	5	5	100	70	20	5	5
10	Recruitment and Selection (Elective – I, HRM)	Core	5	5	100	70	20	5	5
11	Industrial Relations and Labor Laws (Elective – II, HRM)	Core	5	5	100	70	20	5	5
12	Knowledge Management (Elective – III, HRM)	Core	5	5	100	70	20	5	5
13	Summer Internship	Core	5	5	100	70	20	5	5

	Total		65	65	1300	910	260	65	65
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SEMESTER –VI

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Business Ethics	DSE	4	4	100	70	20	5	5
2	Event Management	Generic	5	5	100	70	20	5	5
3	Banking Concepts and Practices (Elective IV, Finance)	Core	5	5	100	70	20	5	5
4	Company Accounts and Audit (Elective V, Finance)	Core	5	5	100	70	20	5	5
5	Financial Statements and Analysis (Elective VI, Finance)	Core	5	5	100	70	20	5	5
6	Brand Management (Elective IV, Marketing)	Core	5	5	100	70	20	5	5
7	Sales and Distribution Management (Elective V, Marketing)	Core	5	5	100	70	20	5	5
8	Rural and International Marketing (Elective VI, Marketing)	Core	5	5	100	70	20	5	5
9	Training and Development (Elective IV, HRM)	Core	5	5	100	70	20	5	5
10	Performance Management and Appraisal System (Elective V, HRM)	Core	5	5	100	70	20	5	5
11	Change Management and Organization Development (Elective VI, HRM)	Core	5	5	100	70	20	5	5
12	Dissertation	DSE	6	6	100	70	20	5	5
	Total		60	60	1200	840	240	60	60

Distribution of Credit across 6 semesters:

Sl. No	Type of Paper	No. of Paper	Total Credit
1	Core Paper	32	150
2	Generic Paper	7	31
3	Ability Enhancement Compulsory Paper	2	8
4	Discipline Specific Elective	5	23
5	Skill Enhancement	2	8
	Total	48	220

*CIA – Continuous Internal Assessment – Based on Projects / Assignment during the semester

GS-Generic Subject | AECC -Ability Enhancement Compulsory Course

SECC -Skill Enhancement Compulsory Course | DSE - Discipline Specific Elective

ARKA JAIN University, Jharkhand

School of Commerce & Management

Department of Bachelors Business Administration

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES**BBA-Semester-I****PROGRAM OUTCOMES**

[PO.1]. At the end of the course duration of three years, students will gain a thorough understanding on the fundamentals of business management.

[PO.2]. A better degree of conceptual clarity will be formed in the intellect of students which will sharpen their business acumen. Students will also be able to develop effective communication skills, ability to interact, critical thinking power and analytical prowess to reflect a changed outlook in each student.

[PO.3]. At the end of each subject a student will get practical exposure on important topics through classroom based discussions, examples, anecdotes and case study based learning. Each student will be given an opportunity to imbibe the concepts learned through theoretical teaching to put the same into practical application with the aid of relevant presentations, seminars and simulation activities.

[PO.4]. Industrial Visits, Corporate Internships, Entrepreneurship oriented courses and different specialization courses would familiarize and attune the students to tackle the upcoming challenges in their field.

[PO.5]. A special focus area of the program with its value added and personality development courses would enable in grooming the student to become smart, updated, assertive and effective business oriented individuals with strong leadership skills.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Critical Thinking and Situation Analysis: Students will exhibit competency in their ability to engage in critical thinking and develop the potential to analyze situations to deliver feasible solutions.

[PSO.2]. Acquisition of Key Business Skills and its role in developing Problem Solving and Decision Making Skills : Students after undergoing study and discussions on relevant subjects would be able to gain essential communication , research and technological skills much needed to respond to a business situation and acquire the capability to prepare and present a management report for decision making purpose. Students need to understand each situation by analyzing its pros and cons which will in the process enhance their problem solving ability and quick decision making skills.

[PSO.3]. Develop Holistic Business Acuity: During the conduct of the course students will be able to acquire and demonstrate analytical ability and problem solving skills in the varied disciplines of management, business, operations, information systems, accounting , economics, finance, human resources and marketing.

[PSO.4]. Exhibit Leadership Ability and Rational Behaviour: Students would be able to identify and characterize themselves in various leadership role based situations, managerial capabilities, group behaviour to give opportunity to confront business situations pertaining to moral and ethical dilemmas and demonstrate rational behaviour.

[PSO. 5]. Assimilate Entrepreneurial Spirit: Students eager to take up self managed businesses will be given the opportunity to learn the nuances of entrepreneurship.

SUBJECT: MANAGEMENT PRINCIPLES & APPLICATIONS

Code: MGT21108

4 Credits |Semester 1

Total Lectures Required – 60**Total Tutorials Required - 12**

A. INTRODUCTION: The objective of the of the course is to equip the students with the knowledge of concepts and principles of Management and how these theories and applied in the environmental scenario

B. COURSE OUTCOMES: At the end of the course, students will be able to

CO1: To identify the foundation terms and concepts that is commonly used in management.

CO2: To determine the essential elements for effective management practice.

CO3: To determine the relationship between management functions.

CO4: Assess global situation, including opportunities and threats that will impact management of an organization.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: INTRODUCTION TO MANAGEMENT - Why study Management?. The evolution of Management, Definition and importance of Management. Different Schools of Management Thought, Classical and management Science school. Behavioral School, Human Relation School, Operational Approach. System Approach and Contingency Approach to Management. **MANAGEMENT PROCESS & PLANNING**-An overview of planning & organizing. Staffing, Directing and controlling. Planning, Meaning, Objective, Nature and Importance. Planning process, Planning premises, Types of plan. **ORGANIZING** - Meaning and importance, organization structure / chart, Responsibility and Authority. Centralization-Decentralization, Line and Staff Relationships, Types of Organization. Formal and Informal groups in Organizations, Matrix Organization **STAFFING** - Staffing function, Manpower needs, Manpower position. Recruitment and Selection. Training and Development. Performance appraisal, Human resource audit. **DIRECTING AND CONTROLLING** - Meaning of direction, Nature

of directing, Motivation. Basis of motivation-fear, Money, Satisfaction, Importance of behavior. Individual needs, Needs of organization, Factors influencing performance. Work environment, Group dynamics- formal & Informal, Communication principles and practices. Concept of managerial control. Importance of control, Control process. Methods of control. Essentials of effective control.

E. TEXT BOOKS

- Management, Stephen P. Robbins, MeryCoulter, NeharikaVohra, Pearson.
- Principles & Practices of Management, L. M. Prasad, Sultan Chand & sons.

F. REFERENCE BOOKS

- Management: Text & Cases, Rao&Harikrishna, EXCEL BOOKS
- Management : A Global Perspective, Weihrich, TMH Essentials Of Management, Koontz, TMH

G. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES					CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	To identify the foundation terms and concepts that is commonly used in management.	3	3	2	3	3	2		3	2	1
CO 2	To determine the essential elements for effective management practice.	2	3	2	3	2	3	2	3	1	
CO 3	To determine the relationship between management functions.	2	3	1	3	2	3		3	2	
CO 4	Assess global situation, including opportunities and threats that will impact management of an organization.	2	3		3	2	1	2	3	2	

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: BUSINESS ACCOUNTING – I

Code: MGT21017

4 Credits | Semester I

Total Lectures Required – 60**Total Tutorials Required - 12**

A. INTRODUCTION: This course is designed to develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to a variety of audiences.

B. COURSE OUTCOMES: By the end of the course, students will be able to:

CO1: Students will get to know about various accounting principles and policies and how it is implemented in the process of accounting

CO2: Students will learn how to records financial transaction in the books of accounts and also how to classify and summarize those data.

CO3: Students will learn about the reasons of disagreement between cash book and pass book balance and how it can be rectified with the help of a bank reconciliation statement. It will also help them to understand the impact of this disagreement on accounts.

CO4: Students will understand the basic concept of depreciation as per AS 6 and learn how to calculate the value of assets as it would be shown in the balance sheet for assessing the earning potential of a business.

CO5: Students will learn how the final accounts are prepared for non-corporate entities and how the learnt concepts can be used for the purpose of assessment of profit or loss and ascertainment of financial position for a given period.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment+ Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Introduction to Accounting: Why business accounting knowledge is required? Accounting – definition & scope, objectives, users and advantages of accounting, Terms used in

accounting. Accounting v/s book keeping, classification of accounts, application of golden rules of accounting. **Conceptual Framework:** Accounting Concepts, Principles and Conventions as per GAAP **Recording of Transactions:** Accounting Process – Cycle of Accounting – A practical approach, Journals, Ledger, Cash Book (including triple column) – practical problems, Trial Balance (with adjustments) - practical problems, Bank Reconciliation Statement – practical problems(excluding amended cash book and balances of different periods) **Depreciation:** Meaning, Need & Importance of depreciation, Methods of charging depreciation – SLM & WDV only, Practical problems on SLM & WDV methods only (excluding change of method as per AS 6). **Final Accounts:** Format and Content of Trading, Profit & Loss Account and Balance Sheet, Practical problems on preparation of Final accounts (for non-corporate bodies only) – with adjustments

E. TEXTBOOKS:

- T1 - Advanced Accounting - Vol I-TS Shukla & Grewal, S Chand Publication.
- T2 - Accounting Text & Cases-Robert N Anthony, David H Hawkins, Kenneth A Merchant, McGraw Hill Publications

F. REFERENCES:

- Financial Accounting, 2017-R Narayanswamy, PHI Learning Private Limited.

G. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES					CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	Students will get to know about various accounting principles and policies and how it is implemented in the process of accounting		3	2	3	3	2		3	2	1
CO 2	Students will learn how to records financial transaction in the books of accounts and also how to classify and summarize those data.	2	3	2	3	2	3	2	3	1	
CO 3	Students will learn about the reasons of disagreement between cash book and pass book balance and how it can be rectified with the help of a bank reconciliation statement. It will also help them to understand the impact of this disagreement on accounts.	2	3	1	3	2	3		3	2	
CO 4	Students will understand the basic concept of depreciation as per AS 6 and learn how to calculate the value of assets as it would be shown in the balance sheet for assessing the earning potential of a business.	3	1	1	2	3	2	1	2		
CO 5	Students will learn how the final accounts are prepared for non-corporate entities and how the learnt concepts can be used for the purpose of assessment of profit or loss and ascertainment of financial position for a given period.	2		3	2		3	2	1	1	

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: MANAGERIAL ECONOMICS

Code: ECO21001

4 Credits | Semester I

Total Lectures Required – 60**Total Tutorials Required - 12**

A. INTRODUCTION: The objective of this course is to familiarize students with the issues in business economics and their application in business decisions. Students should be able to relate the concepts of economics in their business decisions.

B. COURSE OUTCOMES: By the end of this course, students will be able to:

CO1: Demand and supply- Students should be able to analyze the law of demand and supply and use in taking business decisions. They should be aware of the different exceptions to the law.

CO2: Production and Cost Theory. Students, given data on production and input usage will be able to derive the combination of inputs (machines, unskilled labor, skilled labor, etc.) which maximizes profits. Students, given data on prices and costs, should be able to derive the optimal quantity of goods to produce.

CO3: Pricing. Students, given data on the firm's costs, sales price, and sales, will be able to derive the price to charge that maximizes profits under a variety of circumstances, including perfect and imperfect competition and when the firm can identify groups of consumers who are willing to pay different amounts.

CO4: Understand how economic variables are interpreted, analyzed through the use of various tools and techniques.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Introduction: Why study Managerial Economics? Meaning, Nature and Scope of Business Economics – Micro and Macro, Basic economic problems, market forces in understanding basic problems. **Demand And Supply Analysis:** Concept of Demand, Elasticity of Demand and their types, Revenue Concepts - Total Revenue, Marginal Revenue, Average, Concept and Law of Supply, Factors Affecting Supply, Elasticity of Supply. **Production Analysis:** Factors of Production, Production function (SR & LR), Law of variable proportion, Returns to scale **Cost Analysis:** Accounting Costs and Economic Costs, Short Run Cost Analysis: Fixed, Variable and

Total Cost Curves, Average and Marginal Costs, Long Run Cost Analysis: Economies and Diseconomies of Scale, Long Run Average and Marginal Cost Curves
Market & Pricing : Types of Market, Equilibrium Price Determination (TC-TR & MC-MR approach), Perfect Competition - Equilibrium of Firm and Industry under Perfect competition, Monopoly - Price Determination under Monopoly, Monopolistic Competition, Price and Output Determination under Monopolistic Competition.

E. TEXT BOOK

- Varshney & Maheshwari, Managerial Economics (Sultan Chand & Sons: New Delhi)

F. REFERENCES

- Samuelson, N., and Economics (Tata-McGraw Hill: New Delhi)
- Dewett, KK, Modern Economic Theory

G. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES					CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	Demand and supply- Students should be able to analyze the law of demand and supply and use in taking business decisions. They should be aware of the different exceptions to the law.	3	3	2	3	3	2		3	2	1
CO 2	Production and Cost Theory. Students, given data on production and input usage will be able to derive the combination of inputs (machines, unskilled labor, skilled labor, etc.) which maximizes profits. Students, given data on prices and costs, should be able to derive the optimal quantity of goods to produce.	2	3	2	3	2	3	2	3	1	
CO3	Pricing. Students, given data on the firm's costs, sales price, and sales, will be able to derive the price to charge that maximizes profits under a variety of circumstances, including perfect and imperfect competition and when the firm can identify groups of consumers who are willing to pay different amounts.	2	3	1	3	2	3		2	1	
CO4	Understand how economic variables are interpreted, analyzed through the use of various tools and techniques.	2	3	1	3	2	3			3	2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: CASE STUDY ANALYSIS

Code: MGT21103

4 Credits | Semester I

Total Lectures Required – 60**Total Tutorials Required - 12****A. INTRODUCTION:**

The course helps in the application of theoretical concepts into the real life situations. This course will encourage group work, problem solving abilities, information gathering, analysis, time management, presentation skills and help in developing higher order decision making skills.

To develop the competence to analyze managerial situations and arrive at solutions that can be implemented using knowledge and framework integrated from various courses.

B. COURSE OUTCOME:

CO1: Develop competencies to identify key problems in different situations.

CO2: To be able to identify and evaluate alternative solutions.

CO3: To select and implement the best fit alternative available.

CO4: Develop a research based approach in developing a case study and suggesting a solution thereof.

C. ASSESSMENT PLAN:

Criteria			Description	Maximum Marks
Internal Assessment (Summative)			Internal Examination	20
			Assignment + Attendance	10 (5+5)
End Term Exam (Summative)			End Term Examination	70
			Total	100
Attendance (Formative)			A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Case Analysis : Identification of problems/ decision areas in the case – Major and minor problems, Identification of protagonists, Analysis with reference to the long term and short term objectives of the organization, Identification of theoretical concepts applicable in the given situation, Evaluation of alternative solutions, Selection of optimum solution with justification, Implementation of the solution, Analysis of Case Studies – A sequential Approach (7 CASE STUDIES)
Case Writing : Approaching the organization and identifying the right person to collect the data, Collecting the data/information, Analyze the data to identify the problem, Define the focus (functional

area) of the case, Writing the case, Case Analysis- with suggested solution, Writing Case Studies – Based on different situations.

E. TEXT BOOK:

- Schmidt Marty J, The Business Case Guide, The matrix Solution, Second Edition or later edition.

F. REFERENCES:

- Readings specific to each case from Books on cases compiled in various areas of management.
- The Case Association - <http://www.caseweb.org/>

G. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES					CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	Develop competencies to identify key problems in different situations.	3	3	2	3	3	2		3	2	1
CO 2	To be able to identify and evaluate alternative solutions.	2	3	2	3	2	3	2	3	1	
CO 3	To select and implement the best fit alternative available.	2	3	1	3	2	3		3	2	
CO 4	Develop a research based approach in developing a case study and suggesting a solution thereof.	2		3	2		2	1			

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: BEHAVIORAL SCIENCE

Code: MGT21104

4 Credits | Semester I

Total Lectures Required – 60**Total Tutorials Required - 12****A. INTRODUCTION:**

The course helps the students in building interpersonal skills along with enhancing team building and time management skills. It grooms their personality and proves themselves as good Samaritans of the society. It also helps the students to develop talents and facilitate employability.

B. COURSE OUTCOME:

CO1: Make use of techniques for self-awareness and self-development.

CO2: Apply business etiquette skills effectively for life success of self & others

CO3: To possess knowledge of the concept of Self-awareness and Self Development.

CO4: Individual or in-group class presentations pertaining to the applications of concepts, theories or issues in human development.

D. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

E. SYLLABUS: Introduction to Personality Development: Meaning, Importance of PD & factors influencing personality. Basic personality traits, Types & personality disorders, Factors influencing PD, Developing personality, Lateral Thinking – Concept & Development. Freud's Psychoanalytic theory of PD, Erik Erikson's Stages of Psychological development; **Self Analysis & Esteem:** Self-esteem, Do's & Don'ts for developing SE, Types of behaviors, Difference b/w aggressive, submissive & assertive behavior. Concept of success & failure. Body language & facial expression – Concept, Importance, how to understand. Lateral Thinking – Concept & Development. SWOT Analysis & Johari window Model, S.M.A.R.T Goals; **Professional Grooming:** Attitude – Definition, types, function, barriers & factors influencing attitude. Understanding workplace interpersonal relations. Conflict & Stress Management, Leadership, character building & work ethics. Team work & time management; **Employability Quotient:** Resume building, facing the interview, Psychometric analysis.

F. TEXT BOOK:

- Personality development by KVSG Murli Krishnan, Reem Publications Pvt. Ltd. (2012).
- Personality Development and Soft Skills by Barun Mitra, Oxford University Press.

G. REFERENCES:

- The new Leaders by Daniel Coleman
- The Power of Your Subconscious Mind by Dr. Joseph Murphy

H. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES					CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	Make use of techniques for self-awareness and self-development.	3	3	2	3	3	2		3	2	1
CO 2	Apply business etiquette skills effectively for life success of self & others	2	3	2	3	2	3	2	3	1	
CO 3	To possess knowledge of the concept of Self-awareness and Self Development.	2	3	1	3	2	3		3	2	
CO 4	Individual or in-group class presentations pertaining to the applications of concepts, theories or issues in human development.	2		3	1		2		2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: BUSINESS COMMUNICATION

Code: MGT21001

4 Credits | Semester I

Total Lectures Required – 60**Total Tutorials Required - 12****A. INTRODUCTION:**

To understand the concept, process and importance of communication and its application in the business world which will help the students develop their skills of effective communication - both written and oral.

B. COURSE OUTCOME:

CO1: To build the students' confidence and to enhance competitiveness by projecting a positive image of themselves and of their future.

CO2: Student shall be able to understand and Increase the necessary abilities to handle day-to-day managerial responsibilities and boosting self-confidence by projecting a positive image of one self.

CO3: They will be able to work on their ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.

CO4: Students will be able to deliver an effective oral business presentation.

CO5: They will be able to demonstrate his verbal and non-verbal communication ability through presentations.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Basics of communication- Meaning, elements, Barriers in comm. & overcoming barriers, Comm. process/cycle, Types of comm.- Formal & Informal., Advantages & disadvantages of formal comm., Advantages & disadvantages of informal comm., Developing Listening skills., How to become a good speaker., **Report writing** – examples, Letter writing – basics, Letter writing – layout, Letter writing – examples, Basic communication skills, Developing listening skills, Developing speaking skills, Developing right body language, Developing basics of reading, Developing vocabulary, Resume – do's & don'ts, Resume – layout, Resume – practice, Basics of Precise writing, **Précis writing** – format & practice, Interview – dos & don'ts, Formal Telephonic conversation, Basics of giving a PPT, Principles of oral communication, Creative writing – meaning & format, Creative writing – story, Creative writing – skit or poem, **Group Discussion** – meaning & cracking tips, GD- dos & don'ts, Helpful expression in communication, Common signs & symbols, Doubt solving session.

E. TEXT BOOK:

- N. Gupta, K.Jain,*Business Communication*. Sahitya Bhawan Publication
- Kumkum Bharadwaj, *Fundamentals of Business Communication*. Dreamtech Press
- Business Communication, P.K.Pani, *Business Communication*.
- SC Gupta, *The best approach to Creative Writing*. Arihant Publications
- Collins.S,*Collins Letter Writing: Communicate Effectively by Letter or Email*. Harper Collins

F. REFERENCES:

- Konar N.*Communication Skills for Professionals*.Prentice Hall India Learning Pvt Ltd

H. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

CO	STATEMENT	CORRELATION WITH PROGRAM OUTCOMES					CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	To build the students' confidence and to enhance competitiveness by projecting a positive image of themselves and of their future.	3	3	2	3	3	2		3	2	1
CO2	Student shall be able to understand and Increase the necessary abilities to handle day-to-day managerial responsibilities and boosting self-confidence by projecting a positive image of one self.	2	3	2	3	2	3	2	3	1	
CO3	They will be able to work on their ability to write error free while making an optimum use of correct Business Vocabulary & Grammar.	2	3	1	3	2	3		3	2	
CO4	Students will be able to deliver an effective oral business presentation.	3	3	2	1	2	1	3	2		
CO5	They will be able to demonstrate his verbal and non-verbal communication ability through presentations.	2		2	3	3	2	1			

1-Low

Correlation

2-Moderate

Correlation;

3-Substantial

Correlation



Syllabus of
Bachelor of Business Administration
Semester-II

ARKAJAIN University, Jharkhand
School of Commerce and Management
Department of Business Administration
Faculty-BBA
Scheme of Study (w.e.f Batch 2020-21)

SEMESTER -I

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Management Principles & Applications	Core	4	4	100	70	20	5	5
2	Business Accounting -I	Core	4	4	100	70	20	5	5
3	Managerial Economics	Core	4	4	100	70	20	5	5
4	Case Study Analysis	SES	4	4	100	70	20	5	5
5	Business Communication	AECC	4	4	100	70	20	5	5
6	Behavioral Science	Generic	4	4	100	70	20	5	5
	Total		24	24	600	420	120	30	30

SEMESTER –II

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Financial Management	Core	4	4	100	70	20	5	5
2	Business Accounting-II	Core	4	4	100	70	20	5	5
3	Macro Economics	Core	4	4	100	70	20	5	5
4	Organizational Behavior	SES	4	4	100	70	20	5	5
5	Environmental Science	AECC	4	4	100	70	20	5	5
6	Business Awareness	Generic	4	4	100	70	20	5	5
	Total		24	24	600	420	120	30	30

SEMESTER –III

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Marketing Management	Core	5	5	100	70	20	5	5
2	Managerial Accounting	Core	5	5	100	70	20	5	5
3	Statistics in Business Decisions	Generic	5	5	100	70	20	5	5
4	Human Resource Management	Core	5	5	100	70	20	5	5
5	Information Technology for Managers	Generic	4	4	100	70	20	5	5
	Total		24	24	500	350	100	25	25

SEMESTER –IV

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Strategic Management	Core	5	5	100	70	20	5	5
2	Retail Management	Core	5	5	100	70	20	5	5
3	Research Methodology	Core	5	5	100	70	20	5	5
4	Business Law	DSE	4	4	100	70	20	5	5
5	Taxation	DSE	4	4	100	70	20	5	4
6	E Commerce	Generic	4	4	100	70	20	5	5
	Total		27	27	600	420	120	30	29

SEMESTER –V

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Production and Operations Management	Core	5	5	100	70	20	5	5
2	Entrepreneurship Development	DSE	5	5	100	70	20	5	5
3	International Economics	Generic	5	5	100	70	20	5	5
4	Consumer Behavior (Elective – I, Marketing)	Core	5	5	100	70	20	5	5
5	Advertising and Sales Promotion (Elective – II, Marketing)	Core	5	5	100	70	20	5	5
6	Service Marketing (Elective – III, Marketing)	Core	5	5	100	70	20	5	5
7	Principles of Investment Management (Elective – I, Finance)	Core	5	5	100	70	20	5	5
8	International Finance (Elective – II, Finance)	Core	5	5	100	70	20	5	5
9	Financial Market & Institutions (Elective – III, Finance)	Core	5	5	100	70	20	5	5
10	Recruitment and Selection (Elective – I, HRM)	Core	5	5	100	70	20	5	5
11	Industrial Relations and Labor Laws (Elective – II, HRM)	Core	5	5	100	70	20	5	5
12	Knowledge Management (Elective – III, HRM)	Core	5	5	100	70	20	5	5
13	Summer Internship	Core	5	5	100	70	20	5	5
	Total		65	65	1300	910	260	65	65

SEMESTER –VI

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Business Ethics	DSE	4	4	100	70	20	5	5
2	Event Management	Generic	5	5	100	70	20	5	5
3	Banking Concepts and Practices (Elective IV, Finance)	Core	5	5	100	70	20	5	5
4	Company Accounts and Audit (Elective V, Finance)	Core	5	5	100	70	20	5	5
5	Financial Statements and Analysis (Elective VI, Finance)	Core	5	5	100	70	20	5	5
6	Brand Management (Elective IV, Marketing)	Core	5	5	100	70	20	5	5
7	Sales and Distribution Management (Elective V, Marketing)	Core	5	5	100	70	20	5	5
8	Rural and International Marketing (Elective VI, Marketing)	Core	5	5	100	70	20	5	5
9	Training and Development (Elective IV, HRM)	Core	5	5	100	70	20	5	5
10	Performance Management and Appraisal System (Elective V, HRM)	Core	5	5	100	70	20	5	5
11	Change Management and Organization Development (Elective VI, HRM)	Core	5	5	100	70	20	5	5
12	Dissertation	DSE	6	6	100	70	20	5	5
	Total		60	60	1200	840	240	60	60

Distribution of Credit across 6 semesters:

Sl. No	Type of Paper	No. of Paper	Total Credit
1	Core Paper	32	150
2	Generic Paper	7	31
3	Ability Enhancement Compulsory Paper	2	8
4	Discipline Specific Elective	5	23
5	Skill Enhancement	2	8
	Total	48	220

***CIA – Continuous Internal Assessment – Based on Projects / Assignment during the semester**

GS-Generic Subject | AECC -Ability Enhancement Compulsory Course

SECC -Skill Enhancement Compulsory Course | DSE - Discipline Specific Elective

ARKA JAIN University, Jharkhand

School of Commerce & Management

Department Of Bachelors Business Administration

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

BBA-Semester-II

PROGRAM OUTCOMES

[PO.1]. At the end of the course duration of three years, students will gain a thorough understanding on the fundamentals of business management.

[PO.2]. A better degree of conceptual clarity will be formed in the intellect of students which will sharpen their business acumen. Students will also be able to develop effective communication skills, ability to interact, critical thinking power and analytical prowess to reflect a changed outlook in each student.

[PO.3]. At the end of each subject a student will get practical exposure on important topics through classroom based discussions, examples, anecdotes and case study based learning. Each student will be given an opportunity to imbibe the concepts learned through theoretical teaching to put the same into practical application with the aid of relevant presentations, seminars and simulation activities.

[PO.4]. Industrial Visits, Corporate Internships, Entrepreneurship oriented courses and different specialization courses would familiarize and attune the students to tackle the upcoming challenges in their field.

[PO.5]. A special focus area of the program with its value added and personality development courses would enable in grooming the student to become smart, updated, assertive and effective business oriented individuals with strong leadership skills.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Critical Thinking and Situation Analysis: Students will exhibit competency in their ability to engage in critical thinking and develop the potential to analyze situations to deliver feasible solutions.

[PSO.2]. Acquisition of Key Business Skills and its role in developing Problem Solving and Decision Making Skills : Students after undergoing study and discussions on relevant subjects would be able to gain essential communication , research and technological skills much needed to respond to a business situation and acquire the capability to prepare and present a management report for decision making purpose. Students need to understand each situation by analyzing its pros and cons which will in the process enhance their problem solving ability and quick decision making skills.

[PSO.3]. Develop Holistic Business Acuity: During the conduct of the course students will be able to acquire and demonstrate analytical ability and problem solving skills in the varied disciplines of management, business, operations, information systems, accounting , economics, finance, human resources and marketing.

[PSO.4]. Exhibit Leadership Ability and Rational Behaviour: Students would be able to identify and characterize themselves in various leadership role based situations, managerial capabilities, group behaviour to give opportunity to confront business situations pertaining to moral and ethical dilemmas and demonstrate rational behaviour.

[PSO. 5]. Assimilate Entrepreneurial Spirit: Students eager to take up self managed businesses will be given the opportunity to learn the nuances of entrepreneurship.

SUBJECT: FINANCIAL MANAGEMENT

Code: MGT22105

4 Credits | Semester II

Total Lectures Required – 60**Total Tutorials Required - 12**

A. INTRODUCTION: This course is designed to expose the students to the basic principles of Financial Management and to acquaint the student with basic concepts and importance of financial management.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

CO1: To help the student gain basic idea on the importance of financial management in an organization

CO2: To provide a firsthand experience to students in understanding the concept of time value of money and its importance

CO3: Develop decision making capabilities amongst students with the help of various capital budgeting techniques

CO4: To make the students analyze the importance of leverage in organizational capital structure planning

CO5: To enable students to gain brief knowledge on cash management, its objectives and the method of preparing a cash budget.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative) End Term Exam (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Introduction -Why is it important to study Financial Management? Meaning, Need, Scope, Objectives of Financial Management Financial Planning- Its use in personal life and business Finance Function, Classification of Sources of Finance Discussion on various financing sources to start a new business. **Time Value of Money** -Concept, Importance Compounding Techniques, Problems Discounting Techniques, Problems Present Value of Annuity Present Value of Perpetuity Numericals, Assignment 1 Identify the usage of Time Value of Money concept in Financial Management **Investment Decisions**-Nature of Investment Decisions, Investment evaluation criteria Pay-back period – Discounted and Non-discounted Average Rate of Return Net Present value Internal rate of return Comparison between NPV and IRR – Practical Problems on all above, Assignment 2 : Use NPV/IRR/ARR/IRR for any project evaluation in an industry of your choice and outline the observations **Leverage Analysis** -Nature and Meaning of Leverage Analysis Types of Leverage – Operating, Financial and Combined Degree of Leverages – Practical problems **Cash Management**- Motives of Handling Cash, Objectives of Cash Management Tradeoff between Cost and Benefit Dimensions of Cash Management Cash Budgets, Numerical Problems, Case Study : Management of Cash in Public Sector Enterprises

E. TEXT BOOKS

T1. Dr Tripath, Vanita. Basic Financial Management, Taxmann, University Edition 2016

F. REFERENCE BOOKS

R1. L M Pandey, *Financial Management*, Vikas Publishing House, New Delhi , 11th Edition (2016)

R2. Kulkarni, P.V & Satyaprasad, B.G, *Financial Management*, Himalaya Publishing House Pvt. Ltd, 14th Edition (2019)

R3. Dr. Gupta, S. P. , *Financial Management*, Sahitya Bhawan Publication, Edition 2019

G. Course Articulation Matrix: (Mapping of COs with POs)

S.No.	Course Outcome	Program Outcome							Program Specific Outcome					
	Statement	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	To help the student gain basic idea on the importance of financial management in an organization	3	2	3	2	1			3	3	3	1	1	
CO2	To provide a firsthand experience to students in understanding the concept of time value of money and its importance.	3	3	3	1	2			3	3	2	1	2	
CO3	Develop decision making capabilities amongst students with the help of various capital budgeting techniques	3	3	3	2	2			3	3	2	1	2	
CO4	To make the students analyze the importance of leverage in organizational capital structure planning	3	3	3	2	1			3	3	2	1	3	
CO5	To enable students to gain brief knowledge on cash management, its objectives and the method of preparing a cash budget	3	3	3	2	2			3	3	2	2	3	

1- Low Correlation;**2- Moderate****Correlation;****3- Substantial****Correlation**

SUBJECT: BUSINESS ACCOUNTING –II

Code: MGT22019

4 Credits | Semester II

Total Lectures Required – 60**Total Tutorials Required - 12**

A. INTRODUCTION: This course is designed to acquaint students with the advanced business accounting concepts and principles for various forms of business and its application for preparation and interpretation of financial statements of corporate entities.

B. COURSE OUTCOMES: By the end of the course, students will be able to:

CO1: Students will get to know importance about business accounting II and learn how to make profit & loss a/c and balance sheet as per schedule III.

CO2: Students will learn all the nuances of shares and learn how to solve practical problems of shares.

CO3: Students will learn about goodwill and learn how to solve practical problems of goodwill.

CO4: Students will understand the basic concept of debentures and learn how to solve numerical problem of issue of debenture and redemption of debenture.

CO5: Students will learn how the final accounts are prepared for non-profit organizations.

C. ASSESSMENT PLAN:

Criteria	Assessment	Description	Maximum Marks
Internal (Summative)		Internal Examination	20
		Assignment + Attendance	10 (5+5)
End Term Exam (Summative)		End Term Examination	70
		Total	100
Attendance (Formative)		A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Financial Statements of Corporate Entities: Why Business Accounting II, Objectives & Learning Outcome, Statutory requirement for preparation of financial statements, Format for Preparation of Statement of Profit and Loss, Format for Preparation of Balance Sheet as per Schedule III, Evaluation Assignment - I Prepare the financial statements of any listed company with the help of accounting information obtained from its annual report , **Accounting for Shares:** Basic concepts of

shares, Types of shares, Difference between equity and preference shares, Types of share capital, Journal entries for Issue (par & premium), calls in arrears, calls in advance –

along with short practical problems, Pro-rata allotment of shares - along with short practical problems Forfeiture & Re-issue of shares - along with short practical, **Valuation of Goodwill** : Need and importance – as per AS-26 for Valuation of Goodwill, Various Methods of calculation of goodwill (Normal, Average & Super profits method, Capitalization method, Simple problems based on above methods, **Accounting for Debentures** : Meaning of Debenture, Types of Debenture, Difference between Debentures and Shares, Issue of Debentures - Journal entries for issue of debentures, practical problems, Redemption debentures, Methods of redemption, statutory provisions & Journal entries, Simple problems based on above topics, **Accounting for Non-Profit Organizations**: Meaning of Non Profit Organizations (NPO), Nature of activities undertaken by NPO, Capital and Revenue items, Format of Receipts and Payments account; Income & Expenditure account; Balance Sheet, Principles of identification and treatment of various items, Simple problems based on preparation of Income & Expenditure and Balance, Sheet from Receipts and Payment account, Evaluation Assignment -2: Prepare the format of Receipt & Payments accounts, Income & Expenditure account and Balance Sheet as applicable for non-trading organizations.

E. TEXTBOOKS:

- T. S. Grewal, , *Business Accountancy 1 & 2*, S. Chand publishing
- S. N. Maheshwari, *Accountancy Vol 2*, S. Chand publishing
- P.C. Tulsian, *Accountancy Vol 2*, Srijan Publishers

F. REFERENCES:

- D.K. Goel (Author), *Business Accounting*, Avichal Publishing Company
- Shelly Goel (Author), *Accountancy 2*, Arya Publishing Company
- Banerjee B.K (Author), *Accountancy (volume 2)*, PHI Learning Pvt. Ltd.

G. Course Articulation Matrix: (Mapping of COs with POs)

S.N o.	Course Outcome Statement	Program Outcome							Program Specific Outcome					
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	Students will get to know importance about business accounting II and learn how to make profit & loss a/c and balance sheet as per schedule III.	3	1	3	3	1			3	3	3	1	2	
CO 2	Students will learn all the nuances of shares and learn how to solve practical problems of shares.	3	2	3	2	1			3	3	3	1	2	
CO 3	Students will learn about goodwill and learn how to solve practical problems of goodwill.	3	3	3	2	2			3	3	3	1	2	
CO 4	Students will understand the basic concept of debentures and learn how to solve numerical problem of issue of debenture and redemption of debenture.	3	3	3	1	1			3	3	3	1	2	
CO 5	Students will learn how the final accounts are prepared for non-profit organizations.	3	3	3	2	1			3	3	2	1	1	

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: MACRO ECONOMICS

Code: ECO22002

4 Credits | Semester II

Total Lectures Required – 60**Total Tutorials Required - 12**

A. INTRODUCTION: This course aims to introduce the students to the basic concepts of Macroeconomics which deals with the aggregate variables of the economy. This course discusses the preliminary concepts associated with the determination and measurement of aggregate macroeconomic variable like savings, investment, GDP, money and inflation.

B. COURSE OUTCOMES: By the end of this course, students will be able to understand and apply:
CO1: To acquaint the student with basic concepts of economy and its tools to study.

CO2: Concept clarification about the economy in macroeconomic aspect.

CO3: Understanding the problems and limitations of macroeconomics and concept of flow of Income in various subsections of economy.

CO4: To evaluate the economy and have better understanding of causes of inflation, deflation and recession and measures to cope up such economic scenarios.

CO5: To analyze the reasons of any measures undertaken by central bank and government to smoothen the functioning of economic activities.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Introduction to Macro Economics and Basic Concepts: Why Macro economic analysis, Objective & Learning Outcome, Macro vs. Micro Economics; Why Study Macroeconomics? Limitations of Macroeconomics, Stock and flow variables, equilibrium and disequilibrium, Partial and General Equilibrium Statics – Comparative Statics and Dynamics **National Income** : Introduction to National Income, Concepts of GDP, GNP, NDP and NNP at market price and factor cost, Personal Income and Disposable personal Income; Real versus Nominal GDP, GDP Deflator, Rules and approaches of Measurement of GDP (Income, expenditure, product and Value added approaches), Difficulties of Estimating National Income, Circular Flow of Income and expenditure in two, three, and four-sector economy, Evaluation Assignment 1: Which method is used in India for measuring N.I.?, **Money and Inflation:** Evolution, Definitions and Functions of money, Value of Money, Measures of Money Supply

in India, Inflation, Deflation, Depression and Stagflation Inflation- Meaning, Types, Causes and effects. Demand-pull and cost-push inflation; the cost of inflation and anti-Inflationary Measures Deflation- Meaning, Causes, Costs and Anti-Deflationary Measures, Depression and Stagflation; Inflation vs. Deflation, **Banking** :Commercial Banking: Functions, theories; credit creation Commercial banking in India; Structure; Nationalization: objectives, performance and evaluation, Central Banking: Meaning and functions, Techniques of credit control with special reference to India, credit policy in India, Evaluation Assignment 2 : What is the effect of Demonetization on Indian Economy?, **Business Cycles** : Meaning of Trade cycle, Characteristics of trade cycles.

E. TEXT BOOK

- T.R Jain& O.P. Khanna, *Macroeconomics analysis and policy*, VK Global Publications Private Limited
- H.L.Ahuja, *Principles of macroeconomics*, S Chand

G. REFERENCES

- N.Gregory Mankiw&Mark P Taylor, *Macroeconomics*, Cengage
- Soumyen Sikdar, *Principles of macroeconomics*, Oxford University Press
- M.L. Jhingam, *Macroeconomic Theory*, Vrinda Publication.

G. Course Articulation Matrix: (Mapping of COs with POs)

S.N o.	Course Outcome Statement	Program Outcome							Program Specific Outcome					
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	To acquaint the student with basic concepts of economy and its tools to study.	3	1	3	2	1			2	1	3	1	1	
CO 2	.Concept clarification about the economy in macroeconomic aspect.	3	2	3	1	1			3	2	3	1	1	
CO 3	.Understanding the problems and limitations of macroeconomics and concept of flow of Income in various subsections of economy.	3	2	3	2	1			3	3	3	1	3	
CO 4	.To evaluates the economy and have better understanding of causes of inflation, deflation and recession and measures to cope up such economic scenarios.	3	2	3	1	1			3	3	3	1	2	
CO 5	To analyze the reasons of any measures undertaken by central bank and government to smoothen the functioning of economic activities	3	3	3	2	2			3	3	2	1	3	

1-**Low****Correlation;****2-****Moderate****Correlation;****3-****Substantial****Correlation**

SUBJECT: ORGANIZATIONAL BEHAVIOR

Code: MGT22018

4 Credits | Semester II

Total Lectures Required – 60

Total Tutorials Required - 12

A. INTRODUCTION: The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behavior at the individual, group and organizational levels in the changing global scenario.

B. COURSE OUTCOME: After studying this course the students will be able to:

CO1: Understand analyze and describe behavior in organization.

CO2: Learn to improve, enhance or change work behavior so that organizations can achieve their goals.

CO3: Understand what makes people behave the way they do.

CO4: Understand the basis of motivation & what they should do to motivate others

CO5: Understand the concepts of Leadership, so that they become good leaders

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
	End Term Examination	70
End Term Exam (Summative)	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Introduction to Organizational Behavior: Why Organizational Behavior, Objective and Learning Outcomes, What is Organizational behavior, The Hawthorne Studies, contributing disciplines to the OB field, OB Models, S-O-B-C Model, contingency OB Models, Challenges and opportunities for OB, **Individual Behavior:** Biographical characteristics, Ability, Learning, Values, Attitudes, Personality: Definition, determination, Traits, attributes, Locus of control, **Perception:** Meaning and Significance, factors influencing perception, Motivation: Meaning and importance, Maslow's need hierarchy, Herzberg's two factor theory, Theory x and theory y, McClelland's theory. Vroom's expectancy theory, Management by objectives, Job enrichment, **Interpersonal Behavior, Group Dynamics and Leadership :** Nature of Interpersonal behavior, Transactional Analysis (TA), levels of self-awareness, Johari window, Ego states, Transactions. Benefits and uses of TA, Group Dynamics, concept of group. Types of groups, Stages of group development, group interaction, Factors influencing group behavior, group structure, Power, intergroup relationships, group, Decision making,

conflicts, work teams, What is Leadership, Leadership theories styles, Managerial grid, Fiedler model, Trust and Leadership, Evaluative Assignment 1: Difficult Transition, **Organizational Culture & Management of Organizational Change** :Concept of Organizational climate, factors of Organizational climate, Developing a sound Organizational climate, climate and culture, Participation and Organizational climate, Morale and productivity, Organizational culture, impact of Organizational culture, Developing sound Organizational culture , Management of Organizational Change: Nature of change, forces of change, Concept of Organizational Development (OD), step in OD, OD intervention techniques, Evaluative Assignment 2: Hindustan Lever research Centre

E. TEXT BOOK:

- Khanka, S.S, *Organizational Behavior*, Sultan Chand and Sons, New Delhi
- Stephen p Robbins, T.A.Judge,Neharika V, *Organizational Behavior*, Pearson

F. REFERENCES:

- Prasad , L.M, *Organizational Behavior*, Sultan Chand & Sons
- Chhabra T.N. & Singh B.P, *Organizational Behavior*, Sultan Chand & Sons
- Fred Luthans, *Organizational Behavior*, Mc-Graw Hill

G. Course Articulation Matrix: (Mapping of COs with POs)

S.No.	Course Outcome Statement	Program Outcome							Program Specific Outcome					
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	Understand analyze and describe behavior in organization	3	3	3	3	3			3	3	3	3	1	
CO2	Learn to improve, enhance or change work behavior so that organizations can achieve their goals.	3	3	3	3	3			3	3	3	3	1	
CO3	Understand what makes people behave the way they do.	3	3	3	3	3			3	3	3	3	2	
CO4	Understand the basis of motivation & what they should do to motivate others	3	3	3	3	3			3	3	3	3	2	
CO5	Understand the concepts of Leadership, so that they become good leaders	3	3	3	3	3			3	3	2	3	2	

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: ENVIRONMENTAL SCIENCE

Code: MGT23010

4 Credits | Semester II

Total Lectures Required – 60**Total Tutorials Required - 12**

A. INTRODUCTION: To acquaint the students with a better understanding of the relationships between humans and the environment, environmental problems including their causes and consequences.

B.COURSE OUTCOMES: At the end of this course, students will be able to:

CO1: Concept clarification about the environment and its components and their inter relatedness.

CO2: Understanding of all the resources available and their origin and the ways to conserve them for sustainable future.

CO3: To evaluate the environment and various species present and their importance and ways to conserve biodiversity.

CO4: To construct and evaluate ways of managing solid waste and safe disposal techniques.

CO5: To acquaint students about the various International and national bodies to conserve planet.

C.ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
	End Term Examination	70
End Term Exam (Summative)	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS:

Ecosystem and How they work: Structure and functions of an ecosystem, Types of an ecosystem, Producers, Consumers and Decomposers, food chains, food webs, ecological pyramids, energy flow in the ecosystem, Introduction, types, characteristic features, Structure, function of a forest ecosystem, desert ecosystem and aquatic ecosystem, Lithosphere, Biosphere and Hydrosphere, Major issues of biodiversity, biosphere reserves, national parks and sanctuaries; **Evaluative Assignment:** A report on field trip; **Concept of sustainability and international efforts for environmental protection:** Concept of sustainable development, emergence of environmental issues, International agreements on Environmental Management, Problem of population growth, population explosion, family welfare programme; **Renewable and non renewable resources:** Defining resources, classification of resources, soil and land degradation, Economic development and resources use and national resource Accounting; **Pollution and Public policy (air, water, solid and waste):** Water pollution, water resources of India, Hydrological cycle, method of water conservation and Management, ground and surface water pollution, recycling and Management of water and waste water (domestic and industrial), water borne diseases and health related issues, air pollution and air pollutants, Sources of air pollution, Its effect on human health and vegetation,

Greenhouse effect, global warming and climate change, Ambient air quality standards, steps taken by government to control air pollution, its impact on human health, Municipal solid waste management, segregation , disposal methods, composting, land fill sites etc., Hazardous waste Management and bio medical waste management; **Management, Growing and ending the venture** : legal framework, constitutional provisions , the Indian penal code, role of judiciary in Environmental protection, Wildlife {Protection} act 1972, Water [prevention and control of pollution] Act 1974, Environment [protection] Act 1986,Air [prevention and control of pollution] Act 1981, Forest Conservation Act.

E.TEXT BOOKS :

T1. Dr. Y.K Singh,*Environmental science*. New Age International Publishers.

F.REFERENCE BOOKS:

R1. Oberoi,N.K, *Environmental Management*. Excel books.

R2. Dr.Erach Barucha, *Environmental studies for Undergraduate courses*.UGC

R3. Arvind Kumar, *Environmental science*. APH Publications.

G. COURSE ARTICULATION MATRIX: (Mapping COs with Pos & PSOs)

S.No.	Course Outcome Statement	PROGRAM OUTCOMES					PROGRAM SPECIFIC OUTCOMES				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Concept clarification about the environment and its components and their inter relatedness.	1					2				1
CO2	Understanding of all the resources available and their origin and the ways to conserve them for sustainable future.		2	3			2		2		1
CO3	To evaluate the environment and various species present and their importance and ways to conserve biodiversity.	1	3		2	2	2	2			
CO4	To construct and evaluate ways of managing solid waste and safe disposal techniques.	1		2		2	3		1		2
CO5	To acquaint students about the various International and national bodies to conserve planet.					1				1	2

1. Low Correlation; 2.Moderate Correlation; 3.Substantial Correlation

SUBJECT: BUSINESS AWARENESS

Code: MGT22118

4 Credits | Semester II

Total Lectures Required – 60**Total Tutorials Required - 12**

A. INTRODUCTION: The Business Awareness is a practical paper and has links to many other subjects. The knowledge gained should enable the students to provide more rounded business-related solutions when working on later subjects and help them in the development of their practical work-based skills.

B. COURSE OUTCOMES: After successful completion of the course:

CO1: Students will be able to think out of the box after studying this subject.

CO2: Students will be able to plan & analyze various strategies used in organizations.

CO3: They can make use of strategy forming tools to understand & solve any case study.

CO4: Furthermore they will understand why innovation is the most important factor for success

CO5: Students will be able to understand how plan their strategies & how can they have an innovative approach.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS:

Understanding of Business and Commerce in daily life: Business Awareness-Concept, General Concept- Industry, Market Players, Entrepreneurs, Market shares, Start ups, Understanding the entrepreneurship – Flipkart (a case study), Understanding Start ups w.r.t Swiggy, Ola, Make my trip and Razor pay. **Assignment- Non evaluative-** Students will prepare and submit the assignment on “Industry Analysis” of any 5 competitive companies in the same industry. **Understanding the corporate:** General Concepts- Legal definitions of company, Types of Company, Characteristics of Company, Life cycle of a Company (with respect to Starbucks Corporation), Case Study: Success factors of Patanjali, discussion on Tata group: working in global and domestic environment. **The strategy: an introduction:** Strategic Management: Concept, Strategic analysis : Fundamental of Strategy, Vision, Mission, Goals and objectives, Strategy- formulation, implementation, control and evaluation, Types of strategies- corporate, Business and functional, Strategy building tools: Swot analysis, PESTEL analysis, Porters 5force model. **Assignment Evaluative:** Prepare a report on strategic framework for any MNC as per your choice. **Corporate innovation:** Corporate innovation- meaning & Concept, Managing innovation in business, corporate innovation models, Innovation and competitive advantage. **Assignment- Non evaluative:** Discussion on innovation adopted by airlines industry in India and globally.

E.TEXTBOOKS:

- T1. Stephan J Sripak, *Fundamentals of Business*. Virginia Tech library
- T2. William ellet, *The case study handbook: a student's guide*. Harvard Business Publishing
- T3. Philip Kotler, *Marketing Management*. Simon Schuster

F.REFERENCEBOOKS

- R1. Jonathan law, *A dictionary of business &management*. OUP,UK

G. COURSE ARTICULATION MATRIX: (Mapping COs with Pos & PSOs)

S.No.	Course Outcome Statement	PROGRAM OUTCOMES					PROGRAM SPECIFIC OUTCOMES				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Students will be able to think out of the box after studying this subject.		3	2		2	3	2	2	2	
CO2	Students will be able to plan & analyze various strategies used in organizations.	3	2	1		2			2	2	2
CO3	They can make use of strategy forming tools to understand & solve any case study.		2	3	1	2			2	2	2
CO4	Furthermost they will understand why innovation is the most important factor for success		2	3	1		3	3	2	2	
CO5	Students will be able to understand how plan their strategies & how can they have an innovative approach.	2	3		3	3	2	2	3		2

1. Low Correlation; 2. Moderate Correlation; 3. Substantial Correlation



Syllabus of
Bachelor of Business Administration
Semester-III

ARKAJAIN University, Jharkhand
School of Commerce and Management
Department of Business Administration
Faculty-BBA
Scheme of Study (w.e.f Batch 2020-21)

SEMESTER -I

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Management Principles & Applications	Core	4	4	100	70	20	5	5
2	Business Accounting -I	Core	4	4	100	70	20	5	5
3	Managerial Economics	Core	4	4	100	70	20	5	5
4	Case Study Analysis	SES	4	4	100	70	20	5	5
5	Business Communication	AECC	4	4	100	70	20	5	5
6	Behavioral Science	Generic	4	4	100	70	20	5	5
	Total		24	24	600	420	120	30	30

SEMESTER –II

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Financial Management	Core	4	4	100	70	20	5	5
2	Business Accounting-II	Core	4	4	100	70	20	5	5
3	Macro Economics	Core	4	4	100	70	20	5	5
4	Organizational Behavior	SES	4	4	100	70	20	5	5
5	Environmental Science	AECC	4	4	100	70	20	5	5
6	Business Awareness	Generic	4	4	100	70	20	5	5
	Total		24	24	600	420	120	30	30

SEMESTER –III

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Marketing Management	Core	5	5	100	70	20	5	5
2	Managerial Accounting	Core	5	5	100	70	20	5	5
3	Statistics in Business Decisions	Generic	5	5	100	70	20	5	5
4	Human Resource Management	Core	5	5	100	70	20	5	5
5	Information Technology for Managers	Generic	4	4	100	70	20	5	5
	Total		24	24	500	350	100	25	25

SEMESTER –IV

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Strategic Management	Core	5	5	100	70	20	5	5
2	Retail Management	Core	5	5	100	70	20	5	5
3	Research Methodology	Core	5	5	100	70	20	5	5
4	Business Law	DSE	4	4	100	70	20	5	5
5	Taxation	DSE	4	4	100	70	20	5	4
6	E Commerce	Generic	4	4	100	70	20	5	5
	Total		27	27	600	420	120	30	29

SEMESTER –V

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Production and Operations Management	Core	5	5	100	70	20	5	5
2	Entrepreneurship Development	DSE	5	5	100	70	20	5	5
3	International Economics	Generic	5	5	100	70	20	5	5
4	Consumer Behavior (Elective – I, Marketing)	Core	5	5	100	70	20	5	5
5	Advertising and Sales Promotion (Elective – II, Marketing)	Core	5	5	100	70	20	5	5
6	Service Marketing (Elective – III, Marketing)	Core	5	5	100	70	20	5	5
7	Principles of Investment Management (Elective – I, Finance)	Core	5	5	100	70	20	5	5
8	International Finance (Elective – II, Finance)	Core	5	5	100	70	20	5	5
9	Financial Market & Institutions (Elective – III, Finance)	Core	5	5	100	70	20	5	5
10	Recruitment and Selection (Elective – I, HRM)	Core	5	5	100	70	20	5	5
11	Industrial Relations and Labor Laws (Elective – II, HRM)	Core	5	5	100	70	20	5	5
12	Knowledge Management (Elective – III, HRM)	Core	5	5	100	70	20	5	5
13	Summer Internship	Core	5	5	100	70	20	5	5
	Total		65	65	1300	910	260	65	65

SEMESTER –VI

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Business Ethics	DSE	4	4	100	70	20	5	5
2	Event Management	Generic	5	5	100	70	20	5	5
3	Banking Concepts and Practices (Elective IV, Finance)	Core	5	5	100	70	20	5	5
4	Company Accounts and Audit (Elective V, Finance)	Core	5	5	100	70	20	5	5
5	Financial Statements and Analysis (Elective VI, Finance)	Core	5	5	100	70	20	5	5
6	Brand Management (Elective IV, Marketing)	Core	5	5	100	70	20	5	5
7	Sales and Distribution Management (Elective V, Marketing)	Core	5	5	100	70	20	5	5
8	Rural and International Marketing (Elective VI, Marketing)	Core	5	5	100	70	20	5	5
9	Training and Development (Elective IV, HRM)	Core	5	5	100	70	20	5	5
10	Performance Management and Appraisal System (Elective V, HRM)	Core	5	5	100	70	20	5	5
11	Change Management and Organization Development (Elective VI, HRM)	Core	5	5	100	70	20	5	5
12	Dissertation	DSE	6	6	100	70	20	5	5
	Total		60	60	1200	840	240	60	60

Distribution of Credit across 6 semesters:

Sl. No	Type of Paper	No. of Paper	Total Credit
1	Core Paper	32	150
2	Generic Paper	7	31
3	Ability Enhancement Compulsory Paper	2	8
4	Discipline Specific Elective	5	23
5	Skill Enhancement	2	8
	Total	48	220

***CIA – Continuous Internal Assessment – Based on Projects / Assignment during the semester**

GS-Generic Subject | AECC -Ability Enhancement Compulsory Course

SECC -Skill Enhancement Compulsory Course | DSE - Discipline Specific Elective

ARKA JAIN University, Jharkhand

School of Commerce & Management

Department Of Bachelors Business Administration

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

BBA-Semester-III

PROGRAM OUTCOMES

[PO.1]. At the end of the course duration of three years, students will gain a thorough understanding on the fundamentals of business management.

[PO.2]. A better degree of conceptual clarity will be formed in the intellect of students which will sharpen their business acumen. Students will also be able to develop effective communication skills, ability to interact, critical thinking power and analytical prowess to reflect a changed outlook in each student.

[PO.3]. At the end of each subject a student will get practical exposure on important topics through classroom based discussions, examples, anecdotes and case study based learning. Each student will be given an opportunity to imbibe the concepts learned through theoretical teaching to put the same into practical application with the aid of relevant presentations, seminars and simulation activities.

[PO.4]. Industrial Visits, Corporate Internships, Entrepreneurship oriented courses and different specialization courses would familiarize and attune the students to tackle the upcoming challenges in their field.

[PO.5]. A special focus area of the program with its value added and personality development courses would enable in grooming the student to become smart, updated, assertive and effective business oriented individuals with strong leadership skills.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Critical Thinking and Situation Analysis: Students will exhibit competency in their ability to engage in critical thinking and develop the potential to analyze situations to deliver feasible solutions.

[PSO.2]. Acquisition of Key Business Skills and its role in developing Problem Solving and Decision Making Skills : Students after undergoing study and discussions on relevant subjects would be able to gain essential communication , research and technological skills much needed to respond to a business situation and acquire the capability to prepare and present a management report for decision making purpose. Students need to understand each situation by analyzing its pros and cons which will in the process enhance their problem solving ability and quick decision making skills.

[PSO.3]. Develop Holistic Business Acuity: During the conduct of the course students will be able to acquire and demonstrate analytical ability and problem solving skills in the varied disciplines of management, business, operations, information systems, accounting , economics, finance, human resources and marketing.

[PSO.4]. Exhibit Leadership Ability and Rational Behaviour: Students would be able to identify and characterize themselves in various leadership role based situations, managerial

capabilities, group behaviour to give opportunity to confront business situations pertaining to moral and ethical dilemmas and demonstrate rational behaviour.

[PSO. 5]. Assimilate Entrepreneurial Spirit: Students eager to take up self managed businesses will be given the opportunity to learn the nuances of entrepreneurship.

SUBJECT: MARKETING MANAGEMENT

Code: MGT23020

5 Credits | Semester III

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing. It also identifies the essential elements for effective marketing practice. This course will determine the complete relationship between marketing and other management functions.

B. COURSE OUTCOMES: At the end of the course, students will be able to

CO1: Develop an understanding about Marketing, its importance and various functions.

CO2: Understand different Market segments and accordingly formulate the STP for the product.

CO3: Should be able to identify the marketing Mix and Understand the Product concept and should be able to analyze the Product life cycle for each.

CO4: Develop an understanding of the various pricing strategies used by firms and its effect on sales.

CO5: Understand the Promotional mix and develop an understanding for various distribution techniques used by Marketers.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS:

Introduction: Definition, nature, scope and importance of Marketing, Evolution of the Study of Marketing, Evolution of the study of Marketing, Types & Features of Markets, Marketing functions, Market research, Marketing mix, **Case Study:** Amazon.com Inc.'s Marketing Mix (4Ps) Analysis and Dabur Marketing Mix Analysis (Evaluative), **Market Segmentation, Targeting, Positioning:** Concept of Market Segmentation, Basis of Market Segmentation, Process Targeting, Positioning, **Case Study:**

Study on HUL STP Strategies for soaps and detergents (Classroom Discussion), **Product Classification:** Concept of Product and Service, Classification of Products, Product mix, New Product Development, Product Life Cycle, Marketing of products vs. marketing of services, **Case Study:** ITC Product Mix (Non Evaluative), **Pricing:** Pricing objectives, Consumer Psychology & Pricing, Pricing and Changing Environment, Essential steps in setting a price, Adapting the price, Case Study on the Impact of Reliance Jio on Indian Mobile Industry (Classroom Discussions), **Distribution and Promotion:** Channels of Distribution: Needs, Types of marketing channels, Selection of channels, Evaluate the effectiveness of the Marketing Channels, **Case Study:** The epic rise of Patanjali : the game changer in FMCG industry (classroom discussion), Promotion: Nature & importance of promotion, Marketing communication mix, Models of communication, **Case Study:** Cola wars : Pepsi vs. Coca cola (classroom discussion).

E. TEXT BOOKS

T1. P.Kotler, *Marketing Management*. Prentice Hall

F. REFERENCE BOOKS

R1. Stanton, Etzel and Walker, *Marketing Management*. Tata McGraw-Hill

R2. R.Saxena, *Marketing Management*. Tata McGraw-Hill

G. COURSE ARTICULATION MATRIX: (Mapping COs with POs & PSOs)

S.NO.	Course Statement Outcome	PROGRAM OUTCOMES					PROGRAM SPECIFIC OUTCOMES				
		PO1	PO3	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Develop an understanding about Marketing, its importance and various functions.	2				1	2	2		2	
CO2	Understand different Market segments and accordingly formulate the STP for the product.	2		3	3	2	2		3	3	3
CO3	Should be able to identify the marketing Mix and Understand the Product concept and should be able to analyze the Product life cycle for each.			3			2			3	
CO4	Develop an understanding of the various pricing strategies used by firms and its effect on sales.		2		2	2	2			2	
CO5	Understand the Promotional mix and develop an understanding for various distribution techniques used by Marketers.	3	3	3	3	2	3			3	3

1. Low Correlation; 2.Moderate Correlation; 3.Substantial Correlation

SUBJECT: MANAGERIAL ACCOUNTING

Code: MGT23021

5 Credits | Semester III

Total Lectures Required – 75**Total Tutorials Required - 15****A. INTRODUCTION:**

The objective of this subject is to equip the students with such knowledge which will enable them to take better managerial decisions.

B. COURSE OUTCOMES: By the end of the course,

CO1: The students will be able to analyze the statement of profit and loss and balance sheet and use the techniques learnt in taking effective business decisions.

CO2: The students will be able to apply the techniques and formulas of ratio analysis in taking appropriate business decisions and interpreting accounting information.

CO3: The students will be able to prepare cash flow statements as per Ind AS 7 and interpret the results thereof.

CO4: The students will be able to prepare a fund flow statement based upon the available accounting information and interpret the results thereof.

CO5: The students will be able to take business decisions based upon the techniques of variance analysis and also suggest measures for improvement of key business areas.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D.SYLLABUS: Comparative & Common size Statements: Why managerial Accounting knowledge is required? Preparation of Comparative & Common size Statements- Need, Importance and Format. Practical Problems relating to preparation and interpretation of Comparative & Common Size Balance Sheet & Statement of Profit & Loss. **Ratio Analysis:** What is Ratio Analysis? Need & importance of the same in decision making, Types of Ratios: Profitability, Solvency, Liquidity, Activity- Formulae for each, Practical problems and interpretation, Quiz. **Cash Flow Statement:** What is Fund flow Statement? What is its need? How does it differ from Cash Flow Statement?, Techniques of Preparation of Fund flow statement, Practical problems on the preparation of Fund flow statement, **Standard costing & variance analysis:** Meaning, Advantages, Limitations, Preliminaries steps in setting up of standard costs, Differences between budgetary control and standard costing, estimated cost, Meaning, Favourable and

unfavourable variances, Controllable and uncontrollable variances, Uses of variances, Analysis of variances, Types of variances Material, uncontrollable Labour & Overhead, Quiz.

Assignment: Take up the balance sheet of two companies in similar Industry and compare its financial position for 2 years. Also interpret which Company functions in better manner. (Evaluative). Assignment 2: Take up the balance sheet of a company (Current Year) and calculate the different ratios (Profitability, Liquidity & Solvency) and Interpret the same by comparing the same with the past year ratios. (non-evaluative)

E. TEXTBOOKS:

T1. Dr. K.L.Gupta, *Introduction to Management Accounting*

T2. MY Khan & PK Jain, *Management Accounting*

F. REFERENCE BOOKS:

R1. Introduction to Management Accounting, BK Mehta

R2. Management Accounting, MY KHAN & PK JAIN

G. COURSE ARTICULATION MATRIX: (Mapping COs with Pos & PSOs)

S.No.	Course Outcome Statement	PROGRAM OUTCOMES					PROGRAM SPECIFIC OUTCOMES				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	The students will be able to analyse the statement of profit and loss and balance sheet and use the techniques learnt in taking effective business decisions.	2	2	2	3		3	2			3
CO2	The students will be able to apply the techniques and formulas of ratio analysis in taking appropriate business decisions and interpreting accounting information.	1	2	3		2		2		2	
CO3	The students will be able to prepare cash flow statements as per Ind AS 7 and interpret the results thereof.	1		3				2		3	
CO4	The students will be able to prepare a fund flow statement based upon the available accounting information and interpret the results thereof.		2	3				2		3	
CO5	The students will be able to take business decisions based upon the techniques of variance analysis and also suggest measures for improvement of key business areas.	3	3	3	2	3	2	3	3	2	2

1. Low Correlation; 2.Moderate Correlation; 3.Substantial Correlation

SUBJECT: STATISTICS IN BUSINESS DECISIONS

Code: ECO22036

5 Credits | Semester III

Total Lectures Required – 75**Total Tutorials Required - 15****A. INTRODUCTION:**

Understanding basic terms in the areas of Basic Statistics and some of its inferential application part.

B. COURSE OUTCOMES: By the end of this course

CO1: The students will be able to compute several statistical measures and analyze any given bivariate data.

CO2: The students will be able to acquire knowledge of time series, factors or components responsible for fluctuations in a time series and methods of measuring important components of time series.

CO3: The students will be able to deal with the work of computing probability in different situations and they will also be familiar with important sampling methods and sampling distributions.

CO4: The students will be able to apply Statistical Inference Techniques in Decision making.

CO5: The students will be able to draw samples from some given population and apply suitable Statistical Tests of Significance.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS:

Measures of Central Tendency: Introduction to Measures of Central Tendency. Characteristics of an ideal measure of Central Tendency; Types of Measures of Central Tendency - mean, median, mode, geometric mean and harmonic mean. Merits, Limitations and Suitability of averages. Relationship between averages. Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Moments, Skewness, Kurtosis. **Correlation Analysis:** Meaning and significance. Correlation and Causation, Types of correlation. Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient, Regression Analysis: Meaning and significance, Regression vs. Correlation. Linear Regression, Regression lines (X on Y, Y on X) **Analysis of Time Series:** Meaning and significance. Utility, Components of time series, Models (Additive and Multiplicative), Measurement of trend: Method of Semi averages, Moving averages Least squares (Linear and Parabolic trend); Index Numbers: Meaning and significance, problems in construction of index numbers, methods of constructing index

numbers-weighted and un-weighted, Test of adequacy of index numbers, chain index numbers, base shifting, **Probability and Sampling:** Meaning and need. Theorems of addition and multiplication. Conditional probability. Bayes' theorem, Probability Distribution: Meaning, characteristics (Expectation and variance) of Binomial, Poisson, and Normal distribution. Sampling: Concept, types, sampling distribution and Central limit theorem. **Estimation and Hypothesis testing:** Concept; Point estimates and confidence intervals, level of Significance; Process of hypothesis testing; Test of hypothesis concerning Mean; Test of hypothesis Normal Z test & t test for single mean. Non parametric statistics for hypothesis testing (Chi square, Run test, Median test and Sign test)

E. TEXT BOOK

T1. S.P.Gupta, Statistical Methods. Sultan Chand and sons.

T2. Das and Swain, Business statistics for managerial decision, HPH

F. REFERENCES

R1. Gupta, S.C and V.K. Kapoor, *Fundamentals of Mathematical Statistics*. Sultan Chand and sons.

R2. Gupta, S.C and V.K. Kapoor, *Fundamentals of Applied Statistics*. Sultan Chand and sons.

R3. Richard Levin & David Rubin: Statistics for management, Prentice Hall.

G. COURSE ARTICULATION MATRIX: (Mapping COs with Pos & PSOs)

S.No.	Course Outcome Statement	PROGRAM OUTCOMES					PROGRAM OUTCOMES SPECIFIC				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	The students will be able to compute several statistical measures and analyzing any given bivariate data.		2	3				3	2		
CO2	The students will be able to acquire knowledge of time series, factors or components responsible for fluctuations in a time series and methods of measuring important components of time series.	2	2	3		1		2	2	1	1
CO3	The students will be able to deal with the work of computing probability in different situations and they will also be familiar with important sampling methods and sampling distribution		2	3		1	1	1	2		
CO4	The students will be able to apply Statistical Inference Techniques in Decision making.	2	2	3		2		1	3		2
CO5	The students will be able to draw samples from some given population and apply suitable Statistical Tests of Significance.	2	1	3	2	3			2		3

1. Low Correlation; 2.Moderate Correlation; 3.Substantial Correlation

SUBJECT: HUMAN RESOURCE MANAGEMENT

Code: MGT24009

5 Credits | Semester III

Total Lectures Required – 75**Total Tutorials Required - 15****A. INTRODUCTION:**

The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

B. COURSE OUTCOME:

CO1: Demonstrate proficiency in fundamental human resources concepts and how they apply to real world situations.

CO2: Formulate human resources policies and practices that help promote the organization's strategic goals.

CO3: Develop an understanding of the challenges of human resources management and successfully manage and resolve conflicts.

CO4: Understand various employment acts that will be useful in maintaining workplace harmony

CO5: Understand the importance of human resource and ways to retain themselves in organisation.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS:

Introduction to Human Resource Management: Human resources in organization, role of human Resource Management, the historical background of human resource Management, contrast of personnel management and H.R.M, human resource development, typical organization setup of a human resource management department, human Resource planning. **Recruitment and Selection, training and Development:** Recruitment, the concept, strategy, source and process. Selection, methods of selection, use of tests in selection, Promotions and transfers. Need for training, methods of training, evaluation of

training Program, induction of personnel development, quiz. **Performance Appraisal** : Meaning, purpose, methods of performance Appraisal and limitations , wage and salary administration, principles and techniques of wage fixation, job evaluation, methods of wage payments- incentives schemes. Work environment: fatigue, monotony, boredom and accidents. **Assignment 1:** Case study: HR reconstructing: Coca Cola and Dabur Way. **Trade unions:** Organization, structure and functions, Trade union movement in India, Workers participation in Management: ways of participation, review of worker's participation in management in India, quiz; **Industrial Relations:** Factors influencing industrial relations, mechanisms of settlement of disputes- collective bargaining, adjudication and arbitration. Industrial Dispute Act, Factories Act, Works standing orders, industrial safety, employee services, personnel research, human resources audit, quiz. **Assignment 2:** A report on case study: labor problems: Philips India.

E.TEXT BOOK:

T1. D.K.Bhattacharya, *Human Resource Management*. Excel books.

T2. P.Subba Rao, *Human Resource Management & IR*. Himalaya Publishing House

F. REFERENCES:

R1. A. Ghanekar, *Human Resource Management*. EPH

R2. Kulkarni M.V, *Human Resource Management and Industrial Relations*. EPH

R3. Arora Reshma, *Human Resource Management and TQM*. EPH

G. COURSE ARTICULATION MATRIX: (Mapping COs with Pos & PSOs)

S.No.	Course Outcome Statement	PROGRAM OUTCOMES					PROGRAM SPECIFIC OUTCOMES				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Demonstrate proficiency in fundamental human resources concepts and how they apply to real world situations.	1	2	1	3		2		3		3
CO2	Formulate human resources policies and practices that help promote the organization's strategic goals.	3	2			3	2	2			2
CO3	Develop an understanding of the challenges of human resources management and successfully manage and resolve conflicts.	3	3	2			3	2	2		
CO4	Understand various employment acts that will be useful in maintaining workplace harmony	2	3	2			2	2	3		
CO5	Understand the importance of human resource and ways to retain themselves in organization.	2	2		2	3			1	3	

1. Low Correlation; 2.Moderate Correlation; 3.Substantial Correlation

SUBJECT: INFORMATION TECHNOLOGY FOR MANAGERS

Code: CSC23104

4 Credits | Semester III

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: This paper aims to familiarize the students with computer and its applications in the relevant fields and provides them with proper exposure to other related papers of IT.

B. COURSE OUTCOMES: Upon successful completion of this course, the student shall be able to:

CO1: To make the assignment and project report using MS Word and understand making different kinds of presentations using MS PowerPoint.

CO2: To do advanced calculations with the help of MS Excel and basic understanding of MS Access and its importance in Management.

CO3: To learn the formal way of presentation & comprehension of simple words and phrases used in day to day context and understanding netiquettes.

CO4: Students will be able to understand the importance of computer applications in Management.

CO5: To understand formal communication in an organization and email etiquette.

C.ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS:

Knowing Computers: What is Computer, Basic Applications of Computer. Components of Computer System, Central Processing Unit (CPU), VDU, Keyboard and Mouse, Other input/output Devices, Computer Memory. Concepts of Hardware and Software. Concept of Computing, Data and Information, Applications of IECT; Connecting keyboard, mouse, monitor and printer to CPU and checking power supply; **Operating System using GUI :**What is an Operating System; Basics of Popular Operating Systems; The User Interface Using Mouse; Using right Button of the Mouse and Moving Icons on the screen Use of Common Icons, Status Bar, Using Menu and Menu-selection, Running an Application Viewing of File, Folders and Directories, Creating and Renaming of files and folders Opening and closing of different Windows; Using help; Creating Short cuts, Basics of O.S Setup; Common utilities; **Microsoft office Package:** Processing Basics; Opening and Closing of documents; Text creation and Manipulation; Formatting of text; Table handling; Spell check, language setting and thesaurus; Printing of word document. Basics of Spreadsheet; Manipulation of cells; Formulas and Functions; Editing of Spread Sheet, printing of Spread Sheet. Basics of presentation software; Creating Presentation; Preparation and Presentation of Slides; Slide Show; Taking printouts of presentation / handouts; **Introduction to internet, WWW and Web browsers :** Basic of Computer networks; LAN, WAN Concept of Internet;

Applications of Internet; connecting to internet What is ISP; Knowing the Internet; Basics of internet connectivity related troubleshooting World Wide Web; Web Browsing software's, Search Engines; Understanding URL; Domain name; IP Address; **Communication and collaborations**-Basics of electronic mail; Getting an email account Sending and receiving emails; Accessing sent emails Using Emails; Document collaboration Instant Messaging; Netiquettes.

E. TEXTBOOKS

T1. Dr.R.G Saha,*Computer Applications in Business*. Himalaya Publication House.

T2. Dr. R. Parameswaran. *Computer Applications in Business*.S.Chand

F. REFERENCE BOOKS

R1. Bhaskar & Rajiv Kumar Chaurasia. *Computer Application*. Vallabh Prakashan

R2. Sushila Madan,*Computer Applications in Business*.

G. COURSE ARTICULATION MATRIX: (Mapping COs with Pos & PSOs)

Sl No	Course Outcome Statement	PROGRAM OUTCOMES					PROGRAM SPECIFIC OUTCOMES				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	To make the assignment and project report using MS Word and understand making different kinds of presentations using MS PowerPoint.		1	1	1				2	2	3
CO2	To do advanced calculations with the help of MS Excel and basic understanding of MS Access and its importance in Management.	1	1	1	1				1		
CO3	To learn the formal way of presentation & comprehension of simple words and phrases used in day to day context and understanding netiquettes.	2	3	1	1			3	2		1
CO4	Students will be able to understand the importance of computer applications in Management.	3	1	3		2	2			2	1
CO5	To understand formal communication in an organization and email etiquette.	2	3	2		1	3	3	3		3

1. Low Correlation; 2.Moderate Correlation; 3.Substantial Correlation



Syllabus of
Bachelor of Business Administration
Semester-IV

ARKAJAIN University, Jharkhand
 School of Commerce and Management
 Department of Bachelors Business Administration
 Faculty-BBA
Scheme of Study (w.e.f Batch 2020-21)

SEMESTER -I

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Management Principles & Applications	Core	4	4	100	70	20	5	5
2	Business Accounting -I	Core	4	4	100	70	20	5	5
3	Managerial Economics	Core	4	4	100	70	20	5	5
4	Case Study Analysis	SES	4	4	100	70	20	5	5
5	Business Communication	AECC	4	4	100	70	20	5	5
6	Behavioral Science	Generic	4	4	100	70	20	5	5
	Total		24	24	600	420	120	30	30

SEMESTER –II

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Financial Management	Core	4	4	100	70	20	5	5
2	Business Accounting-II	Core	4	4	100	70	20	5	5
3	Macro Economics	Core	4	4	100	70	20	5	5
4	Organizational Behavior	SES	4	4	100	70	20	5	5
5	Environmental Science	AECC	4	4	100	70	20	5	5
6	Business Awareness	Generic	4	4	100	70	20	5	5
	Total		24	24	600	420	120	30	30

SEMESTER –III

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Marketing Management	Core	5	5	100	70	20	5	5
2	Managerial Accounting	Core	5	5	100	70	20	5	5
3	Statistics in Business Decisions	Generic	5	5	100	70	20	5	5
4	Human Resource Management	Core	5	5	100	70	20	5	5
5	Information Technology for Managers	Generic	4	4	100	70	20	5	5
	Total		24	24	500	350	100	25	25

SEMESTER –IV

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Strategic Management	Core	5	5	100	70	20	5	5
2	Retail Management	Core	5	5	100	70	20	5	5
3	Research Methodology	Core	5	5	100	70	20	5	5
4	Business Law	DSE	4	4	100	70	20	5	5
5	Taxation	DSE	4	4	100	70	20	5	4
6	E Commerce	Generic	4	4	100	70	20	5	5
	Total		27	27	600	420	120	30	29

SEMESTER –V

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Production and Operations Management	Core	5	5	100	70	20	5	5
2	Entrepreneurship Development	DSE	5	5	100	70	20	5	5
3	International Economics	Generic	5	5	100	70	20	5	5
4	Consumer Behavior (Elective – I, Marketing)	Core	5	5	100	70	20	5	5
5	Advertising and Sales Promotion (Elective – II, Marketing)	Core	5	5	100	70	20	5	5
6	Service Marketing (Elective – III, Marketing)	Core	5	5	100	70	20	5	5
7	Principles of Investment Management (Elective – I, Finance)	Core	5	5	100	70	20	5	5
8	International Finance (Elective – II, Finance)	Core	5	5	100	70	20	5	5
9	Financial Market & Institutions (Elective – III, Finance)	Core	5	5	100	70	20	5	5
10	Recruitment and Selection (Elective – I, HRM)	Core	5	5	100	70	20	5	5
11	Industrial Relations and Labor Laws (Elective – II, HRM)	Core	5	5	100	70	20	5	5
12	Knowledge Management (Elective – III, HRM)	Core	5	5	100	70	20	5	5
13	Summer Internship	Core	5	5	100	70	20	5	5
	Total		65	65	1300	910	260	65	65

SEMESTER –VI

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Business Ethics	DSE	4	4	100	70	20	5	5
2	Event Management	Generic	5	5	100	70	20	5	5
3	Banking Concepts and Practices (Elective IV, Finance)	Core	5	5	100	70	20	5	5
4	Company Accounts and Audit (Elective V, Finance)	Core	5	5	100	70	20	5	5
5	Financial Statements and Analysis (Elective VI, Finance)	Core	5	5	100	70	20	5	5
6	Brand Management (Elective IV, Marketing)	Core	5	5	100	70	20	5	5
7	Sales and Distribution Management (Elective V, Marketing)	Core	5	5	100	70	20	5	5
8	Rural and International Marketing (Elective VI, Marketing)	Core	5	5	100	70	20	5	5
9	Training and Development (Elective IV, HRM)	Core	5	5	100	70	20	5	5
10	Performance Management and Appraisal System (Elective V, HRM)	Core	5	5	100	70	20	5	5
11	Change Management and Organization Development (Elective VI, HRM)	Core	5	5	100	70	20	5	5
12	Dissertation	DSE	6	6	100	70	20	5	5
	Total		60	60	1200	840	240	60	60

Distribution of Credit across 6 semesters:

Sl. No	Type of Paper	No. of Paper	Total Credit
1	Core Paper	32	150
2	Generic Paper	7	31
3	Ability Enhancement Compulsory Paper	2	8
4	Discipline Specific Elective	5	23
5	Skill Enhancement	2	8
	Total	48	220

***CIA – Continuous Internal Assessment – Based on Projects / Assignment during the semester**

GS-Generic Subject | AECC -Ability Enhancement Compulsory Course

SECC -Skill Enhancement Compulsory Course | DSE - Discipline Specific Elective

ARKA JAIN University, Jharkhand
School of Commerce & Management
Department Of Bachelors Business Administration
PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES
BBA-Semester-IV

PROGRAM OUTCOMES

[PO.1]. At the end of the course duration of three years, students will gain a thorough understanding on the fundamentals of business management.

[PO.2]. A better degree of conceptual clarity will be formed in the intellect of students which will sharpen their business acumen. Students will also be able to develop effective communication skills, ability to interact, critical thinking power and analytical prowess to reflect a changed outlook in each student.

[PO.3]. At the end of each subject a student will get practical exposure on important topics through classroom based discussions, examples, anecdotes and case study based learning. Each student will be given an opportunity to imbibe the concepts learned through theoretical teaching to put the same into practical application with the aid of relevant presentations, seminars and simulation activities.

[PO.4]. Industrial Visits, Corporate Internships, Entrepreneurship oriented courses and different specialization courses would familiarize and attune the students to tackle the upcoming challenges in their field.

[PO.5]. A special focus area of the program with its value added and personality development courses would enable in grooming the student to become smart, updated, assertive and effective business oriented individuals with strong leadership skills.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Critical Thinking and Situation Analysis: Students will exhibit competency in their ability to engage in critical thinking and develop the potential to analyze situations to deliver feasible solutions.

[PSO.2]. Acquisition of Key Business Skills and its role in developing Problem Solving and Decision Making Skills : Students after undergoing study and discussions on relevant subjects would be able to gain essential communication , research and technological skills much needed to respond to a business situation and acquire the capability to prepare and present a management report for decision making purpose. Students need to understand each situation by analyzing its pros and cons which will in the process enhance their problem solving ability and quick decision making skills.

[PSO.3]. Develop Holistic Business Acuity: During the conduct of the course students will be able to acquire and demonstrate analytical ability and problem solving skills in the varied disciplines of management, business, operations, information systems, accounting , economics, finance, human resources and marketing.

[PSO.4]. Exhibit Leadership Ability and Rational Behaviour: Students would be able to identify and characterize themselves in various leadership role based situations, managerial

capabilities, group behaviour to give opportunity to confront business situations pertaining to moral and ethical dilemmas and demonstrate rational behaviour.

[PSO. 5]. Assimilate Entrepreneurial Spirit: Students eager to take up self managed businesses will be given the opportunity to learn the nuances of entrepreneurship.

SUBJECT: STRATEGIC MANAGEMENT

Code: MGT24022

5 Credits | Semester IV

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: The objective of this course is to identify the foundation terms and concepts that are commonly used in Strategic Management. It also identifies the essential elements for effective corporate strategic practices and how it can be applied in management.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

CO1: Develop an understanding about strategic Management and its importance

CO2: Should be able to analyze the external and internal environment.

CO3: Critical thinking: The course will develop the student's ability to think critically and analyze the internal and external strategic environment.

CO4: Conceptual skill: Students will be able to conceptualize the various corporate strategies.

CO5: Decision making: Develop the student's ability to analyze the strategic environment and accordingly decide on the strategies they can best adopt.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Introduction to Strategic Management: Defining Strategic Management, Functions, Importance and Limitations of strategic Management, Strategic Vision, Mission, Objectives, Strategic Management Model, **External Environment Analysis:** The structure-Conduct-performance Model, The Macro Environment- PEST analysis, PORTER'S five forces model, Government's role in Business, **Internal Organizational Analysis:** Managing strategic Capability- Porter's value chain Analysis, SWOT Analysis and GAP Analysis, **Strategic Options:** SBU and competitive advantages, Porter's generic strategies, BCG matrix, Types of strategy, levels of strategy, integration and diversification strategies, Merger and acquisition, **Strategy Implementation, Strategy Evaluation and Contemporary Strategic Practices:** Strategy implementation-issues, Strategic leadership, Strategy evaluation and control, CSR and strategy, Blue and red ocean strategy

E. TEXT BOOKS:

- T1.Ashwathappa, Business Environment for Strategic Management, Himalaya Publishing House
- T2. Jauch & Gleuck, Strategic Management, Tata-McGraw Hill

F. REFERENCE BOOKS:

- R1. David, Strategic Management, Prentice Hall
- R2. Dutta, Sumanta, Strategic Management Case and Concepts, Tata McGraw Hill

G. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

		CORRELATION WITH PROGRAM OUTCOMES					CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
COURSE OUTCOME STATEMENT		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PS O5
CO 1	Develop an understanding about Strategic Management and its importance	3	2								
CO 2	Should be able to analyze the external and internal environment.	2	3				3	2	3	1	
CO 3	Critical thinking: The course will develop the student's ability to think critically and analyze the internal and external strategic environment	2	3			2	3		3	2	
CO 4	Conceptual skill: Students will be able to conceptualize the various corporate strategies	3	1	1		2					
CO 5	Decision making: Develop the student's ability to analyze the strategic environment and accordingly decide on the strategies they can best adopt	2		2		2		3	2	3	

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: RETAIL MANAGEMENT

Code: MGT26035

5 Credits | Semester IV

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: The objective of this course is to provide insights on Retail Operations. It also enables the students to become good Retail Planners and Decision Makers and help focus on change and adaptation to change.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

CO1: Provide insights on Retail Operations.

CO2: Enable the students to become good Retail Planners and Decision Makers

CO3: Help Focus on Change and Adaptation to Change.

CO4: Understand the functions of retail business and various retail formats and retail channels.

CO5: Understand the difference between Retail and Manufacturing Supply Chain

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Introduction to Retail: What is Retail?; Functions of a retailer; The Rise of the Retailer; Evolution of Retail in India; Drivers of Retail change in India; Drivers of Retail change in India; Understanding the retail consumers- Emergence of young earning India, Rise of consumerism in India, Size of Retail in India: Clothing ,Textiles and Fashion accessories-Food And Food, services, Books & Music, Communication accessories ;Emerging Sectors; FDI in retail; Ethical Issues in Retail; Ethical Issues in Retail; Threat of new entrants; Retail marketing strategy, Retail Franchising, Retail Store Location and Site Location, Retail Store Design.), **Basics of Retail Merchandising** The process of retail merchandising Visual merchandising, merchandise assortment planning, The method of merchandise procurement, retail pricing and evaluating merchandise performance, Retail Communication Mix, **Retail Store Operations** Servicing the Retail Customers, Retail Human Resource Management, Financial aspects of Retail Management, Retail Information System, Supply Chain Management in Retailing, Career prospects in Retailing sector, **The Evolution of Retail Format** The Concept of life cycle in Retail-Innovation, accelerative growth-Maturity, Decline-Phases of growth in retail markets; Classification based on ownership /Merchandise offered/Franchising /Non Store, Retailing/Direct selling/Direct response marketing/Telemarketing/Fairs and Road Shows/Event Management/Automated Vending/kiosks/The Cash & Carry/credit Marketing/Brand Management, **Customer Relationship**

Management in Retailing, What is CRM; Components of CRM; Defining CRM Concepts; Understanding Goal of CRM, Using Customer touch points ; Deciding who should lead the CRM, Functions : Marketing/Sales/Customer Services/ Product Support-Channel and other partners.

E. TEXT BOOKS:

- Pradhan, Swapna, Retailing Management, Tata McGraw Hill; New Delhi

F. REFERENCE BOOKS:

- Bajaj, Chetan, Tuli, Rajnish and Srivastava, Nidhi, Retailing Management, Oxford University; New Delhi

G.COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

		CORRELATION WITH PROGRAM OUTCOMES					CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
COURSE OUTCOME STATEMENT		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	Providing insights on Retail Operations.	1	3	2					3		
CO 2	Enable the students to become good Retail Planners and Decision Makers	1						2	3		
CO 3	Help Focus on Change and Adaptation to Change	1	3	2			3		3		
CO 4	Understand the functions of retail business and various retail formats and retail channels.	1	3	2			2				
CO 5	Understand the difference between Retail and Manufacturing Supply Chain	3	3		2		2	2	3		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: RESEARCH METHODOLOGY

Code: MGT24013

5 Credits | Semester IV

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: The objective of this course is to familiarize participants with basic of research and the research process to enable them in conducting research work and formulating research synopsis with report

B. COURSE OUTCOMES: At the end of the course, students will be able to:

CO1: Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling

CO2: Have basic knowledge on qualitative research techniques

CO3: Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis

CO4: Develop capability amongst students to identify and select appropriate research topics

CO5: Have basic awareness of data analysis-and hypothesis testing procedures

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Introduction to Research Methodology: Why there is a need to study Research methodology?, Meaning and types of Research, Research Process, Criteria of good research, Research problem and hypothesis- Defining a research problem, formulation of hypothesis, Importance of research problem and hypothesis, **Research Design and Sampling Design:** Meaning and need of Research Design, Features of a good design, Different research designs, Population and sample, Different methods of sampling- Probability and Non- Probability sampling, **Data Collection Methods and Measurement Techniques:** Primary Data collection methods- Questionnaire, Interview, Observation, Schedule, Secondary Data Collection methods, Difference between primary and secondary data collection methods, Selection of appropriate method of data collection, Measurement in research and Types of Measurement scales, Scaling- Meaning and important scaling techniques, **Processing of Data:** Need of data processing, Editing of data, Coding of data, Classification of data, Tabulation of data, Data diagrams, **Statistics in Research:** Measures of Central Tendency- Mean, Median and Mode, Measures of Dispersion: Mean Deviation from Mean, Median, Mode; Standard Deviation; Variance, Correlation: Meaning, types and methods of measuring correlation, Regression: Simple linear Regression model

E. TEXT BOOKS:

T1.Kothari, C.R., Research Methodology: Methods and Techniques, New Age International Publishers

F. REFERENCE BOOKS:

R1. Chawla, Deepak and Sondhi, Neena, Research Methodology- Concepts and Cases, Vikas Publishing House Private Ltd., New Delhi.

R2. Zikmund, Babin, Carr, Adhikari and Griffin, Business Research Methods, South-Western, Cengage Learning

R3. Alan Bryman, Business Research Methods, Oxford University Press

G. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

		CORRELATION WITH PROGRAM OUTCOMES					CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
COURSE OUTCOME STATEMENT		PO1	PO2	PO3	PO4	PO5	PS O1	PSO2	PS O3	PS O4	PS O5
CO 1	Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling							3			
CO 2	Have basic knowledge on qualitative research techniques							3			
CO 3	Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis		2				3	2			
CO 4	Develop capability amongst students to identify and select appropriate research topics.		3					1			
CO 5	Have basic awareness of data analysis-and hypothesis testing procedures		1								

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: BUSINESS LAW

Code: COM24013

4 Credits | Semester IV

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: The objective of this course is make the students understand the basic legal terms used in commercial dealings, how agreements / contracts are made, the key clauses incorporated in the contract of sale of goods, develop basic understanding of the way in which partnership business functions. The course will also provide an overview to the students about the definition of company as well as help them understand the corporate functioning and administration.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

CO1: The students will be able to interpret the legal terms and understand the contracts

CO2: The students will be able to understand the difference between agreements and contracts and how these are made

CO3: The students will understand how a contract of sale is made and its key essentials

CO4: The students will get to know about the formation and functioning of partnership

CO5: The students will learn about the basic functions, features and types of companies and the day to day functioning of corporate.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: The Indian Contract Act, 1872, General Principles of Contract: Contract meaning, characteristics and Kinds. Essentials of a valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects. Void and Voidable agreements – Definition, Types and Distinction. Discharge of a contract – modes of discharge. Breach and remedies against breach of contract, Contingent Contract and quasi contract, **Indian Contract Act, 1872-Part B:** Contract of Indemnity & Guarantee, Contract of Bailment and Pledge – features, types, rights and duties of parties, Contract of Agency – features and termination of agency, **Sale Of Goods Act, 1930:** Contract of sale, meaning & features; difference between sale and agreement to sell, Conditions and warranties – Express and Implied, Transfer of ownership in goods including sale by non-owners, Unpaid seller – meaning and

rights of an unpaid seller - against the goods and the buyer, Auction Sales., **Partnership Laws:** Partnership Act, 1932 - Nature and Characteristics of Partnership, Registration of a Partnership Firms, Types of Partners; Rights and Duties of Partners, Incoming and outgoing Partners, Mode of Dissolution of Partnership, The Limited Liability Partnership Act, 2008 - Salient Features and Differences between LLP and Partnership, LLP and Company.LLP Agreement, Partners and Designated Partners, Incorporation Document Incorporation by Registration, Partners and their Relationship, Features of Negotiable instrument Act, 1881.Meaning, Characteristics, and Types of Negotiable Instruments : Promissory Note, Bill of Exchange, Cheque, Endorsement: Types of Endorsement, Discharge of Negotiable Instruments. **Consumers Protection Act, 1986:** Objectives and features of Consumers Protection Act, Definitions – Complainant, Complaint, Consumer, Consumer Dispute, Defect, Deficiency, District Forum, Person c) Unfair trade practices, Consumer Protection Council (Central, State and District – their constitutions and objectives).Consumer Dispute Redressal Agencies: Composition and jurisdiction of District forum, State Commission and National Commission.

E. TEXT BOOKS:

- T1.Kapoor, N.D., Elements of Mercantile Law , Sultan Chand & Sons
- T2.Dr. Varshney, G.K., Corporate Laws, SBPD Publications

F. REFERENCE BOOKS:

- R1.Seth, Tejpal, Business Law, Pearson
- R2.Tulsian, P.C. & Tulsian, Bharat ,Mercantile Law, McGraw Hill
- R3.Companies Act and Rules - Bare Act, Taxmann's Publications

G. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

		CORRELATION WITH PROGRAM OUTCOMES					CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
COURSE OUTCOME STATEMENT		PO1	PO2	PO3	PO4	PO5	PS O1	PSO2	PS O3	PS O4	PS O5
CO 1	The students will be able to interpret the legal terms and understand the contracts	1									
CO 2	The students will be able to understand the difference between agreements and contracts and how these are made										
CO 3	The students will understand how a contract of sale is made and its key essentials										
CO 4	The students will get to know about the formation and functioning of partnership	1			1						
CO 5	The students will learn about the basic functions, features and types of companies and the day to day functioning of corporate	3			1						

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: TAXATION

Code: COM24014

4 Credits | Semester IV

Total Lectures Required – 60**Total Tutorials Required - 12**

A. INTRODUCTION: The objective of this course is to help students to understand the basic principles of the laws governing Direct and Indirect taxes and develop the ability to calculate and find residential status of individuals, to make the students understand the meaning of salary, allowances and perquisites provided by the employer. This course will also allow the students to develop the ability to calculate income from house property, business and profession and gain the understanding on capital gain, income from other sources, deduction, rebate, and total income of individuals

B. COURSE OUTCOMES: At the end of the course:

CO1: Students will get to know about various terminologies of tax and they are able to find residential status of individuals

CO2: Students will learn how to calculate taxable income from salary

CO3: Students will learn how to calculate income from house property. And how to calculate income from business and profession

CO4: Students will understand the basic concept capital gain, income from other sources, deduction and rebate. And learn how to calculate taxable income of capital gain and income from other sources. They will be able to calculate how to compute gross total income of individuals

CO5: Students will learn about GST. And also know the different prospective of GST. And also learn how GST is different from other taxes

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Introduction to Income Tax & Residential Status: Why Taxation ,Scope, Importance, Types of Taxes, Definitions: Assessment, Assessment Year, Previous Year, Assesse, Person, Concept of Five Heads of Income, Residential Status of Individual, HUF, Company with Problems (individual only), Incidence of Tax with Problems, **Income from Salary:** Meaning – Salary u/s 17(1), Basis of Charge, Allowances –Different types of Allowances-Fully Taxable, Fully Exempt ,Partially Taxable- House Rent Allowance, Entertainment Allowance, children Education allowance, Hostel Expenditure Allowance, Transport allowance, Perquisites–Rent Free Accommodation, Deductions from Salary U/S 16, Problems on Computation of Income from Salary, **Income from House Property &**

Profits and Gains of Business and Profession: Meaning, Deemed Owners, Treatment of Unrealized Rent, Loss due to Vacancy, Deductions from Annual Value, Problems on Gross & Net Annual Value Computation, Meaning and Definition of Business, Deductions and Expenses Expressly Allowed & Disallowed, Limits for Tax Audit of Accounts of Business and Profession, Problems on computation of Profits and gains of Business or Profession, **Capital Gains and Income from Other Sources, Deductions, Rebate, Computation of Total Income & Tax Liability:** Capital Assets and Capital Gains- Meaning, types, Computation of Short term & Long Term Capital Gains with Problems, Items Taxable under the head Other Sources- Bank Interest, Income of Minor, Casual Income- Winning from Lottery, Horse Race, Card Games, Problems on Income from Others Sources, Deductions u/s 80C, 80D, 80DDB, 80E, 80TTA, Rebate u/s 87A, Computation of Total Income and Tax Liability of an Individual Assessee (Individuals only), **Overview of Goods and Service Tax:** Meaning, Need for GST, Taxes under GST (CGST, SGST, IGST, UTGST), Difference Between VAT, Service Tax & Excise Duty with GST

E. TEXT BOOKS:

- T1. Dr . Singhanian, V. K., Direct Taxation Law and Practice ,Taxmann Publications
- T2. Pani, P.K, Jain, P. K. & Tyagi, R. K. , Income Tax Law & Accounts , SBPD Publications
- T3. Dr. Mehrotra, H.C. and .Goyal, S.P , Income Tax Law and Practice, SBPD Publications

F. REFERENCE BOOKS:

- R1.Jain, R.K, Income Tax Law and Practice, SBPD Publications
- R2.CA Agarwal, Raj K. ,Handbook on Income Tax AY 2020-2021, Bharat Law House Pvt. Ltd
- R3.Mittal, Naveen, Principles of Income Tax Law and Practice, Cengage India

G. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

		CORRELATION WITH PROGRAM OUTCOMES					CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
COURSE OUTCOME STATEMENT		PO1	PO2	PO3	PO4	PO5	PS O1	PSO2	PS O3	PS O4	PS O5
CO 1	Students will get to know about various terminologies of tax and they are able to find residential status of individuals	1	1	2			1				
CO 2	Students will learn how to calculate taxable income from salary			2			1	2	1		
CO 3	Students will learn how to calculate income from house property. And how to calculate income from business and profession	2	1	2			1	2	1		
CO 4	Students will understand the basic concept capital gain, income from other sources, deduction and rebate and learn how to calculate taxable income of capital gain and income from other sources. They will be able to calculate how to compute gross total income of individuals	2	1	2			2	2	1		
CO 5	Students will learn about GST. And also know the different prospective of GST. And also learn how GST is different from other taxes	1		3			2	2	1		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: E- COMMERCE

Code: COM23036

4 Credits | Semester IV

Total Lectures Required – 60**Total Tutorials Required - 12**

A. INTRODUCTION: The course aims to provide students with a tool kit of E-Commerce concept and how it differs from E-Business. It focuses on the detailed understanding and recognizing the emerging areas of E-Commerce. This tool kit covers the essentials of E.-Commerce Models, features, strategies and influences in the market as well as customers.

B. COURSE OUTCOME:

CO1: The students will be able to understand the basic concepts of E-Commerce.

CO2: The students will get to know the key components of e-commerce business models.

CO3: The students will get to know about the unique features of e-commerce technology and their business significance.

CO4: The students will learn to recognize business models in other emerging areas of e-commerce.

CO5: The students will get to understand key business concepts and strategies applicable to e-commerce.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Introduction: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorizing major E-commerce business models), forces behind ecommerce. Technology used in E-commerce: The dynamics of world wide web and internet (meaning, evolution and features) Designing, building and launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software. Outsourcing vs. in-house development of a website, **Security and Encryption:** Need and concepts, The e-commerce security environment: (dimension, definition and scope of e security), Security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), Technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients), **IT Act 2000 and Cyber Crimes:** IT Act 2000: Definitions, Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers. Penalties and adjudication, Appellate

Tribunal, Offences and Cyber-crimes, **E-Payment System:** Models and methods of e-payments (Debit Card, Credit Card, Smart Cards. e-money, payment gateways online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting) risks involved in e-payments, **Online Business Transactions:**

Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), Online marketing, auctions, online portal, online learning, publishing and entertainment. Online shopping (Amazon, Snapdeal, Alibaba, Flipkart, etc.)

E. TEXT BOOK:

- Laudon, Kenneth C. , *E-Commerce 4th Edition, Business, Technology, Society*, SPD
- Bajaj, K.K. & Nag, Debjani , *E-Commerce*, TMH India

F. REFERENCES:

- Deitel, Harvey M. , Deitel, Paul J. & Steinbuhler, Kate , *E-Business & E-Commerce for Managers*, Tata McGrawHill
- S. J. Joseph, P. T, *E-Commerce: An Indian Perspective*, PHI
- The Information Technology Act, Bare Act with Short Notes, Universal Law Publishing Co. Pvt. Ltd.

G. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

		CORRELATION WITH PROGRAM OUTCOMES					CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
COURSE OUTCOME STATEMENT		PO1	PO2	PO3	PO4	PO5	PS O1	PSO2	PS O3	PS O4	PSO5
CO 1	The students will be able to understand the basic concepts of E-Commerce	3	2	2	2	2	3	3	2	1	2
CO 2	The students will get to know the key components of e-commerce business models.	3	3	3	2	1	3	3	3	1	3
CO 3	The students will get to know about the unique features of e-commerce technology and their business significance	3	2	3	3	1	3	3	3	1	2
CO 4	The students will learn to recognize business models in other emerging areas of e-commerce	3	2	3	3	2	3	3	3	1	2
CO 5	The students will get to understand key business concepts and strategies applicable to e-commerce	3	2	3	2	1	3	3	2	1	2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



Syllabus of
Bachelor of Business Administration
Semester-V

ARKAJAIN University, Jharkhand
 School of Commerce and Management
 Department of Bachelors Business Administration
 Faculty-BBA
Scheme of Study (w.e.f Batch 2020-21)

SEMESTER -I

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Management Principles & Applications	Core	4	4	100	70	20	5	5
2	Business Accounting -I	Core	4	4	100	70	20	5	5
3	Managerial Economics	Core	4	4	100	70	20	5	5
4	Case Study Analysis	SES	4	4	100	70	20	5	5
5	Business Communication	AECC	4	4	100	70	20	5	5
6	Behavioral Science	Generic	4	4	100	70	20	5	5
	Total		24	24	600	420	120	30	30

SEMESTER –II

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Financial Management	Core	4	4	100	70	20	5	5
2	Business Accounting-II	Core	4	4	100	70	20	5	5
3	Macro Economics	Core	4	4	100	70	20	5	5
4	Organizational Behavior	SES	4	4	100	70	20	5	5
5	Environmental Science	AECC	4	4	100	70	20	5	5
6	Business Awareness	Generic	4	4	100	70	20	5	5
	Total		24	24	600	420	120	30	30

SEMESTER –III

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Marketing Management	Core	5	5	100	70	20	5	5
2	Managerial Accounting	Core	5	5	100	70	20	5	5
3	Statistics in Business Decisions	Generic	5	5	100	70	20	5	5
4	Human Resource Management	Core	5	5	100	70	20	5	5
5	Information Technology for Managers	Generic	4	4	100	70	20	5	5
	Total		24	24	500	350	100	25	25

SEMESTER –IV

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Strategic Management	Core	5	5	100	70	20	5	5
2	Retail Management	Core	5	5	100	70	20	5	5
3	Research Methodology	Core	5	5	100	70	20	5	5
4	Business Law	DSE	4	4	100	70	20	5	5
5	Taxation	DSE	4	4	100	70	20	5	4
6	E Commerce	Generic	4	4	100	70	20	5	5
	Total		27	27	600	420	120	30	29

SEMESTER –V

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Production and Operations Management	Core	5	5	100	70	20	5	5
2	Entrepreneurship Development	DSE	5	5	100	70	20	5	5
3	International Economics	Generic	5	5	100	70	20	5	5
4	Consumer Behavior (Elective – I, Marketing)	Core	5	5	100	70	20	5	5
5	Advertising and Sales Promotion (Elective – II, Marketing)	Core	5	5	100	70	20	5	5
6	Service Marketing (Elective – III, Marketing)	Core	5	5	100	70	20	5	5
7	Principles of Investment Management (Elective – I, Finance)	Core	5	5	100	70	20	5	5
8	International Finance (Elective – II, Finance)	Core	5	5	100	70	20	5	5
9	Financial Market & Institutions (Elective – III, Finance)	Core	5	5	100	70	20	5	5
10	Recruitment and Selection (Elective – I, HRM)	Core	5	5	100	70	20	5	5
11	Industrial Relations and Labor Laws (Elective – II, HRM)	Core	5	5	100	70	20	5	5
12	Knowledge Management (Elective – III, HRM)	Core	5	5	100	70	20	5	5
13	Summer Internship	Core	5	5	100	70	20	5	5
	Total		65	65	1300	910	260	65	65

SEMESTER –VI

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Business Ethics	DSE	4	4	100	70	20	5	5
2	Event Management	Generic	5	5	100	70	20	5	5
3	Banking Concepts and Practices (Elective IV, Finance)	Core	5	5	100	70	20	5	5
4	Company Accounts and Audit (Elective V, Finance)	Core	5	5	100	70	20	5	5
5	Financial Statements and Analysis (Elective VI, Finance)	Core	5	5	100	70	20	5	5
6	Brand Management (Elective IV, Marketing)	Core	5	5	100	70	20	5	5
7	Sales and Distribution Management (Elective V, Marketing)	Core	5	5	100	70	20	5	5
8	Rural and International Marketing (Elective VI, Marketing)	Core	5	5	100	70	20	5	5
9	Training and Development (Elective IV, HRM)	Core	5	5	100	70	20	5	5
10	Performance Management and Appraisal System (Elective V, HRM)	Core	5	5	100	70	20	5	5
11	Change Management and Organization Development (Elective VI, HRM)	Core	5	5	100	70	20	5	5
12	Dissertation	DSE	6	6	100	70	20	5	5
	Total		60	60	1200	840	240	60	60

Distribution of Credit across 6 semesters:

Sl. No	Type of Paper	No. of Paper	Total Credit
1	Core Paper	32	150
2	Generic Paper	7	31
3	Ability Enhancement Compulsory Paper	2	8
4	Discipline Specific Elective	5	23
5	Skill Enhancement	2	8
	Total	48	220

***CIA – Continuous Internal Assessment – Based on Projects / Assignment during the semester**

GS-Generic Subject | AECC -Ability Enhancement Compulsory Course

SECC -Skill Enhancement Compulsory Course | DSE - Discipline Specific Elective

ARKA JAIN University, Jharkhand
School of Commerce & Management
Department Of Bachelors Business Administration
PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES
BBA-Semester-V

PROGRAM OUTCOMES

[PO.1]. At the end of the course duration of three years, students will gain a thorough understanding on the fundamentals of business management.

[PO.2]. A better degree of conceptual clarity will be formed in the intellect of students which will sharpen their business acumen. Students will also be able to develop effective communication skills, ability to interact, critical thinking power and analytical prowess to reflect a changed outlook in each student.

[PO.3]. At the end of each subject a student will get practical exposure on important topics through classroom based discussions, examples, anecdotes and case study based learning. Each student will be given an opportunity to imbibe the concepts learned through theoretical teaching to put the same into practical application with the aid of relevant presentations, seminars and simulation activities.

[PO.4]. Industrial Visits, Corporate Internships, Entrepreneurship oriented courses and different specialization courses would familiarize and attune the students to tackle the upcoming challenges in their field.

[PO.5]. A special focus area of the program with its value added and personality development courses would enable in grooming the student to become smart, updated, assertive and effective business oriented individuals with strong leadership skills.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Critical Thinking and Situation Analysis: Students will exhibit competency in their ability to engage in critical thinking and develop the potential to analyze situations to deliver feasible solutions.

[PSO.2]. Acquisition of Key Business Skills and its role in developing Problem Solving and Decision Making Skills : Students after undergoing study and discussions on relevant subjects would be able to gain essential communication , research and technological skills much needed to respond to a business situation and acquire the capability to prepare and present a management report for decision making purpose. Students need to understand each situation by analyzing its pros and cons which will in the process enhance their problem solving ability and quick decision making skills.

[PSO.3]. Develop Holistic Business Acuity: During the conduct of the course students will be able to acquire and demonstrate analytical ability and problem solving skills in the varied disciplines of management, business, operations, information systems, accounting , economics, finance, human resources and marketing.

[PSO.4]. Exhibit Leadership Ability and Rational Behaviour: Students would be able to identify and characterize themselves in various leadership role based situations, managerial

capabilities, group behaviour to give opportunity to confront business situations pertaining to moral and ethical dilemmas and demonstrate rational behaviour.

[PSO. 5]. Assimilate Entrepreneurial Spirit: Students eager to take up self managed businesses will be given the opportunity to learn the nuances of entrepreneurship.

SUBJECT: PRODUCTION AND OPERATIONS MANAGEMENT

Code: MGT25029

5 Credits | Semester V

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: The objective of this paper is to develop the understanding of the strategic and operational issues in the operational/ manufacturing environment of any organization and the various decisions involved in the operational activities and the methods by which best possible alternative decision can be taken.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

CO1: Acquire the necessary knowledge and experience in order to recognize the production management and planning problems.

CO2: Ability to analyze and select the most appropriate methods and tools for the solution of problems related to production planning, shop floor scheduling and inventory control.

CO3: Explain the evolutionary course of operations management and correlate it with contextual Industry 4.0.

CO4: Students will be able to understand and take operational decisions as and when applicable.

CO5: Graduates will be able to implement various tools of increasing productivity.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Introduction: Overview Of Operations & Production Management: OPM Management: Introduction, definition, Historical evolution of OPM, Understanding similarities and difference among products, goods and services, Strategy framework, Using operations as an competitive advantage, Forecasting in OPM, Non-Evaluative Class discussion on McKinsey's strategy framework. **Strategic Decision:** Planning & designing product/service, Designing facility location, Selection & management of product technology, Long range capacity planning, Process strategy, Evaluative Case study on Domino's operations strategy implications. **Operation Decisions:** Planning production schedule, Inventory planning material, Material & capacity requirement planning, Just in Time-JIT, Line of balance – LOB, Inventory management, Planning & scheduling service operations, Evaluative Assignment on Toyota's JIT strategy. **Productivity & Quality Tools:** Total Quality Management (TQM), Work sampling, Quality circle, Work study – Method study & work measurement, Value Analysis, Non- Evaluative : TQM in Tata Steel Ltd. **Controlling & Improvement Decisions:** Value chain & Supply chain management, Maintenance Management, Improving operations process,

Controlling operations for production, Non- Evaluative Assignment on Discussion on value chain model followed by E-Commerce companies.

E. TEXTBOOKS:

- Production & Operations Management, Aswanthappa K, Sridhar Bhatt K, Himalaya Publishing House.
- Production & Operations Management, Prof. K. C. Jain; Dr. P. L. Verma; Mr. Prabhat Kartikey, Wiley India.
- Production & Operations Management, S. N. Chary, The McGraw-Hill Companies.
- Production & Operations Management, Theory and Practice, Dipak Kumar Bhattacharyya, E-BOOK Universities Press (India) Private Limited ISBN: 9788173717833.
- Production & Operations Management (With Skill Development, Caselets and Cases), S. Anil Kumar;N. Suresh, E-BOOKNew Age International Publishers.

F. REFERENCE BOOKS:

Production Management, Martand T. Telsang, S. Chand Publications.

Operation Management, Norman Gaither, Geg Frazier, Cengage Learning, India Edition.

G. Course Articulation Matrix: (Mapping of COs with POs)

S.No.	Course Outcome Statement	Program Outcome					Program Specific Outcome				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Acquire the necessary knowledge and experience in order to recognize the production management and planning problems.	3	1		1	1				2	1
CO2	Ability to analyze and select the most appropriate methods and tools for the solution of problems related to production planning, shop floor scheduling and inventory control.	2	1	3			1	3		1	3
CO3	Explain the evolutionary course of operations management and correlate it with contextual Industry 4.0.	1		2		1	2		1		2
CO4	Students will be able to understand and take operational decisions as and when applicable.	1	1	2			2	3		1	
CO5	Graduates will be able to implement various tools of increasing productivity.	2		1		1		1		2	1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: ENTREPRENEURSHIP DEVELOPMENT

Code: MGT25072

5 Credits | Semester V

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: The objective of this paper is to thoroughly make students understand the process of Entrepreneurship.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

CO1: Acquire the necessary knowledge and experience in order to understand the problems in Entrepreneurship.

CO2 Ability to analyze and select the most appropriate methods and tools for the solution of problems related to Setting up, Organizing of finance and other resources , scheduling of their project, its implementation and all the aspects of Enterprise Management. They will also get to know about various Institutional assistance available to Small enterprises.

CO3: Explain the evolutionary course of Entrepreneurship development and correlate its importance in the present context.

CO4: Students will be able to recognize opportunities and take Entrepreneurial decisions as and when opportunities arise.

CO5: Graduates will be able to implement various tools of effective utilization of all the resources.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: The Entrepreneurial Perspective: Why study ETP? The nature and importance of entrepreneurs, The entrepreneurial and entrepreneurial mind – the individual entrepreneur. **Creating and Starting The Venture:** Creativity and Business idea, Project identification, search of a Business idea identification of project identification of Business opportunities. The Business plan – the marketing plan – the financial plan – the organizational plan, Case Study I on Tying the Knots of global success. **Financing**

the New Venture: Sources of capital, Informal risk capital and venture capital. **Entrepreneurship Development:** Role of EDI's, NIESBUD, NSIC. Role of DIC'S in promoting entrepreneurial decision making. **Managing, Growing and Ending the Venture, Career Options of Entrepreneurship:** Launch – managing early growth, Expansion – going public – ending the venture Case Study II on Making light of competition, Entrepreneurship as - Job providers, Role of Entrepreneur in economic Development, Setting up of a small industry – an overview of steps involved, Sickness in small Industries-Reasons & Remedies.

E. TEXT BOOKS:

- Entrepreneurial Development by Dr. S.S. Khanka, S. Chand.
- Fundamentals of Entrepreneurship by Sanjay Gupta, SBPD
- Entrepreneurship – Hisirich Peterrs, Tmh Publication
- Entrepreneurship & New Venture Creation - David H Holt. Prentice Hall of India Ltd
- Dynamics of Entrepreneurial Development - Vasant Desai

F. REFERENCE BOOKS

- Entrepreneurial Development - By Dr. C.B. Gupta And Dr. N.P. Srinivasan, S.Chand.

G. Course Articulation Matrix: (Mapping of COs with POs)

S.No.	Course Outcome Statement	Program Outcome					Program Specific Outcome				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Acquire the necessary knowledge and experience in order to understand the problems in Entrepreneurship.	3	1	2	1		1	2	2	2	3
CO2	Ability to analyze and select the most appropriate methods and tools for the solution of problems related to Setting up, Organizing of finance and other resources , scheduling of their project, its implementation and all the aspects of Enterprise Management. They will also get to know about various Institutional assistance available to Small enterprises.	1	2	1	2	1	3	2	1	3	2
CO3	Explain the evolutionary course of Entrepreneurship development and correlate its importance in the present context.	3	2	2	3		2	1			3
CO4	Students will be able to recognize opportunities and take Entrepreneurial decisions as and when opportunities arise.	1	2	3	2		2	3		2	3
CO5	Graduates will be able to implement various tools of effective utilization of all the resources.	1	1	2	3		2	2	1		2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: INTERNATIONAL ECONOMICS

Code: ECO25025

3 Credits | Semester V

Total Lectures Required – 45**Total Tutorials Required - 09**

A. INTRODUCTION: This course exposes students to the theory and functioning of the international trade. It provides the students a thorough understanding and deep knowledge about the basic principles that tend to govern the free flow of trade in goods and services at the global level.

C. COURSE OUTCOMES: At the end of the course, students will be able to:

CO 1: Have deep knowledge about the various theories involved in International Trade

CO 2: Get an insight into the exchange rate determination

CO 3: Understand the concept of balance of payment in detail

CO 4: Become aware of the various international organizations

CO 5: Get a clear picture of international trade relations of India with other nations.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Introduction and Theories of International Trade: Importance of the study of international economics, Theories of absolute advantage, Comparative advantage and opportunity cost, Heckscher – Ohlin theory of trade – its main features, assumptions and limitations, Inter –regional and international trade with reference to India. **Exchange Rate:** Concept and Types of Exchange Rate Exchange Rate Determination: Trade or Elasticity Approach, Mint Parity Theory, Purchasing-Power Parity Theory, Modern Theory Fixed versus Flexible exchange rate. Classroom Discussion on The Financial Crisis of 2008- Causes and its Consequences. **Balance of Payments:** Concepts and components of balance of trade and balance of payments, Equilibrium and disequilibrium in balance of payments, Causes behind deficit in the balance of payment, Consequences of disequilibrium in balance of payments, Various measures to correct deficit in the balance of payments. **International Organisations:** I.M.F.- Functions of IMF, Critical Appraisal of IMF, Other International Financial Institutions: IBRD, IFC, IDA, ADB. **Foreign Trade of India:** Trends and Features of India's Trade, Balance of Payment of India, Foreign Trade Policy of India, Evaluative Assignment on Select any one country having a trade relation with India and portray the picture of international trade between the two.

E. TEXTBOOKS:

- Money, Banking and International Trade- R.R.Paul

F. REFERENCE BOOKS:

- International Economics, Salvatore D.L., Prentice Hall Publication, New Delhi.
- Money, Banking and International Trade, Paul R.R., Kalyani Publishers.
- International Trade Policy, Green Away D., Macmillian Publishers Ltd., London.

G. Course Articulation Matrix: (Mapping of COs with POs)

S.No.	Course Outcome Statement	Program Outcome					Program Specific Outcome				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Have deep knowledge about the various theories involved in International Trade.	3		2	1	2	3	1			
CO2	Get an insight into the exchange rate determination.	1	1				1	2	2		1
CO3	Understand the concept of balance of payment in detail.	1	1				1	2	2		1
CO4	Become aware of the various international organizations.	3		2	2	1	3	2	1		1
CO5	Get a clear picture of international trade relations of India with other nations.	2					3		2		1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: (ELECTIVE – I, MARKETING)-CONSUMER BEHAVIOR

Code: MGT25025

5 Credits | Semester V

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: The objective of this paper is to provide students with a tool kit of consumer behavior concepts and to build the skill in them to use these concepts to understand and analyze consumer situation. This tool kit covers the essentials of consumer decision making, Psychology and social/cultural influences.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

CO 1: The students will be able to understand the basic concepts of Consumer Behavior.

CO 2: The students will get to know the Internal and external determinants of Consumer Behavior.

CO 3: The students will get to know about the impact of various factors on consumer behavior.

CO 4: The students will learn about the Consumers Decision Making process.

CO 5: The students will get to know about the Consumer Protection act.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Introduction To Consumer Behavior: Concept-Definition; applying consumer behavior knowledge, Internal and external determinants of Consumer Behavior, Factors affecting consumer behavior(Buyers black box and EKB Model), Application of Market Segmentation in Consumer Behavior, Integrating the concept of ethics in Consumer Behavior. **Determinants Of Consumer Behavior – Internal:** Consumer as an individual- Needs – wants, Maslow’s Hierarchy of Needs; Motivation – Definition and Process; Motivation and Consumer Behavior, Perception – Marketers concern; perceptual risks; Learning – definition tri-component model; Changing attitudes; how marketers influence attitudes. Consumer Perception of Digital payment mode. **Determinants Of Consumer Behavior – External:** Consumers in their Social & Cultural Settings – Reference groups, Family (Importance of family influences in Consumer behavior, meaning of family & its importance in marketing decision, family life cycle, role), Social class concept, characteristics and influence, Concept * importance of cultures, subcultures, marketer’s concern. Cross cultural consumer behavior, Discuss on Acculturation and Enculturation. **Consumer’s Decision Making Process:** Steps in decision making process – five

steps, EKB model, Types of decisions – RPS, LPS, EPS, The effect of personal influence & opinion leadership (elements & importance of opinion leadership, reasons of such influence & reasons for accepting them.), Process of opinion leadership. Diffusion of innovations – Concept, process of diffusion, relation between diffusion & adoption, stages in a process of product adoption, factors influencing the rate of diffusion, Diffusion of Innovation in Social Networking Sites. **Consumer Behavior And Society:** Consumer Protection, Public Policy, Consumer Protection Act 2018.

E. TEXT BOOK

- Consumer Behavior, Text & Cases, Excel Books, Kazimi and Batra, Excel Books.
- Consumer Behavior, Schiffman & Kanuk, Prentice Hall.

F. REFERENCES

- Consumer Behavior, Loudon & Delia Bitta, Tata Mc Graw Hill.
- Consumer Behavior, Bennett & Kassarian, Prentice Hall.

G. Course Articulation Matrix: (Mapping of COs with POs)

S.No.	Course Outcome Statement	Program Outcome					Program Specific Outcome				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	The students will be able to understand the basic concepts of Consumer Behavior.	3			1		1				3
CO2	The students will get to know the Internal and external determinants of Consumer Behavior.	3						2			1
CO3	The students will get to know about the impact of various factors on consumer behavior.	1							2		
CO4	The students will learn about the Consumers Decision Making process.		3					2		2	
CO5	The students will get to know about the Consumer Protection act.	1									2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: (ELECTIVE – II,MARKETING) ADVERTISING AND SALES PROMOTION

Code: MGT25026

5 Credits | Semester V

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: The purpose of this paper is to provide students with an appreciation and understanding of integrated marketing communications. Students will be introduced to marketing communications theory and marketing communications disciplines (advertising, direct marketing, interactive marketing, public relations, sales promotion and personal selling) and will learn how to apply these to the strategic design, execution and evaluation of integrated marketing communications campaigns.

B. COURSE OUTCOME: At the end of the course, students will be able to:

CO1: Students will be able to identify managerial issues such as how to set up advertising objectives & budgeting methods.

CO2: Students will be able to analyze the creative strategies used in advertising campaign.

CO3: They can work on applying basic principles in designing advertising programs for any product/brand.

CO4: Students will be able to demonstrate various sales promotion techniques (Pull & push) & their advantages/disadvantages.

CO5: Students will be able to apply various research techniques to measure effectiveness of advertising & sales promotion.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Advertising: Objectives, task and processes, Market segmentation and target audience – image analysis, Assessing communication objectives, Message design, Personal and non-personal communication. Channels, Discussion on advertising & promotion of Idea cellular. **Media:** Mass media, selection, planning and scheduling, Integrated program and budget planning, Implementing the program coordination and control, Advertising agencies, organization and operation, PPT on developing an advertising plan for any product. **Sales Promotion – I:** Introduction, correlation between promotion expenditure & sales generation, Pull-Push strategy, Elements of promotion mix, a planning framework of

promotion strategy, Debate on Should surrogate advertising be consider ethical? **Sales Promotion – II:** Decision sequence analysis for promotional planning, Managing Sales promotion, Managing consumer promotions, Managing Trade promotion, Managing sales force promotion, Managing promotion in service marketing, Measuring performance of sales promotion, Design a discount coupon & give away pamphlets for any home décor brand. **Public Relations:** Public Relation, Role of Public Relations, Class discussion on how will a IT firm choose a PR agency.

E. TEXT BOOK:

- Advertising & promotion: An IMC perspective, Shah kruti, D'Souza Alan 2011, Tata McGraw Hill Education Pvt ltd.
- Advertising & promotion, Belch, George E & Belch, Micheal, McGraw Hill Irwin.
- Advertising principles & practices, Wells WD Burnett, Pearson higher education.
- Advertising management, Batra R, Aaker D, Pearson higher education.
- Advertising & sales promotion, Kazmi, SH 2005, Excel books.
- Marketing management, Philip Kotler, Simon & Schuster.

F. REFERENCES:

- Advertising in India: Trends & impact, Om Gupta, Kalpaz publication.

G. Course Articulation Matrix: (Mapping of COs with POs)

S.No.	Course Outcome Statement	Program Outcome					Program Specific Outcome				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Students will be able to identify managerial issues such as how to set up advertising objectives & budgeting methods.	2	2				1			3	2
CO2	Students will be able to analyze the creative strategies used in advertising campaign.	1			1			2			1
CO3	They can work on applying basic principles in designing advertising programs for any product/brand.	2		1							1
CO4	Students will be able to demonstrate various sales promotion techniques (Pull & push) & their advantages/disadvantages.	2	2		1			1			
CO5	Students will be able to apply various research techniques to measure effectiveness of advertising & sales promotion.	1	2			1			2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: (ELECTIVE – III, MARKETING) SERVICE MARKETING

Code: MGT25113

5 Credits | Semester V

Total Lectures Required – 75**Total Tutorials Required - 15****A.INTRODUCTION:**

The course aims to provide students with a tool kit of how services are to be marketed to the customers and what are the parameters that are to be considered while doing the same.

B. COURSE OUTCOME:

CO1: To understand and explain the nature and scope of service marketing and present about this in a professional and engaging manner.

CO2: To be able to use critical analysis to perceive service shortcomings with reference to ingredients to create service excellence.

CO3: Provide a theoretical and practical basis for assessing service performance using company examples and report.

CO4: To work effectively and efficiently in a team addressing services marketing topics.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: INTRODUCTION TO SERVICES: Concept of Services Emergence of the Service Economy in India (Contributory Factors; Consumption Pattern Analysis) Unique features of Services; Overcoming the Managerial Challenges associated with unique service characteristics Concept of Tangibility-Intangibility Spectrum 7 P's of Marketing, Marketing Mix in Select Service Industries: banking, airlines, education, healthcare and hospitality. **SERVICE PRODUCT AND PRICING:** Service Product: Concept of Service Products (core product, supplementary services, delivery processes); Flower of Services; New Service Development Pricing Strategy Pricing Tripod (cost-based, value-based, competition-based pricing); Concept of Rate Fences. **SERVICE DISTRIBUTION AND PROMOTION:** Key Intermediaries in Service Delivery: Franchising, Agents and Brokers, Electronic Channels, Marketing Communications Mix in Services: Advertising, Public Relations, Direct Marketing, Sales Promotion, Personal Selling, Trade Shows. **PEOPLE, PROCESS AND PHYSICAL**

EVIDENCE: Concept of Services Marketing Triangle People in Services: Concept; Strategic and Tactical Objectives of Internal Marketing; Training & Development of People in service delivery Process in the Context of Services Blueprinting of Services Physical Evidence in Services, Elements of Physical Evidence (Ambient, Design and Social Factors; Concept and Roles of Service escape. **DIMENSIONS OF SERVICE QUALITY:** Concept of Service Quality; GAPS Model in Service Design and Delivery; Remedies Managing Demand and Supply (Capacity) Imbalance; Challenges and Strategies; Relationship Marketing in Services: Concept and Strategies. **SERVICES MARKETING STRATEGY:** Consumer Evaluation Process of Goods vs Services (Search, Experience, Credence Attributes); Three Stage Model of Service Consumption (pre-purchase, service encounter, post-encounter stage) Segmentation, Targeting and Positioning of Services Market Innovation Competitive Differentiation ;Competitive Analysis Case Study to be taken, as and whenever needed.

E. TEXTBOOKS:

- Services Marketing – C. Bhattacharya, MC Graw Hill.
- Services Marketing- JochenWirtz, Pearson Education.

F. REFERENCE BOOKS:

- Service Marketing and Management, Andrey Gilmore, Prentice Hall.

G. Course Articulation Matrix: (Mapping of COs with POs)

S.No.	Course Outcome Statement	Program Outcome					Program Specific Outcome				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	To understand and explain the nature and scope of service marketing and present about this in a professional and engaging manner.	1	2			1	1			3	2
CO2	To be able to use critical analysis to perceive service shortcomings with reference to ingredients to create service excellence.	1	3	2	1			2			1
CO3	Provide a theoretical and practical basis for assessing service performance using company examples and report.	2	2	1	2						1
CO4	To work effectively and efficiently in a team addressing services marketing topics.	2	1	1	1	3		1			

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: (ELECTIVE – I, FINANCE) PRINCIPLES OF INVESTMENT MANAGEMENT

Code: MGT25111

5 Credits | Semester V

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: The objective of this paper is to provide insight about the relationship of the risk and return and how risk should be measured to bring about a return according to the expectations of the investors and also to familiarize the students with the fundamental and technical analysis of the diverse investment avenues.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

CO1: Develop a fair amount of clarity regarding stocks and investments.

CO2: Perceive the notion of analyzing stocks for informed decision making purpose.

CO3: To understand the different ways of analyzing stocks for rational investment decision making.

CO4: To be able to logically use the different stock market indicators essential for investment.

CO5: To identify the different techniques for functioning of multinational corporations in terms of managing cash, receivables and working capital.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Investment Scenario: Risk and Return-Alpha & Beta, Understanding Risk and Return Analysis of ICICI Securities. **Security Market Indicators:** Fundamental Analysis, Analyze stock of any Indian Company using Fundamental Analysis. **Equity Stock Valuation Models:** Bond Valuation, Is Zero Coupon Bond worth the issue? **Efficient Market Hypothesis:** Technical Analysis. **Emerging Trend of Security Analysis In Global Market:** Cash management – Receivables management, Payables management – working capital financing issues, Other issues in working capital management by MNC, Working Capital Management at Nestle Bangladesh.

SYLLABUS (ADVANCE MGMT.): Overview Of Investments: Meaning of investment and securities, investment attributes, investment alternatives, concepts and types of risk and return, Overview of Indian and world equity markets, Efficient Market Hypothesis. **Equity Derivatives:** Equity derivatives - Futures and Options, Valuation of Futures- Cost of Carrying Model. **Analysis of Stocks:** Fundamental analysis: growth and value shares, estimation of intrinsic values and non-financials, Technical analysis of stocks, Dow Theory, charting techniques; MACD analysis, Japanese Candlesticks. **Portfolio Theory &**

Management: Capital Market Theory-Portfolio theory, risk and return of portfolio,CAPM, Characteristic Line, Alpha and beta, APT Markowitz mean-variance model and Efficiency Frontier, Performance evaluation, Treynor, Sharpe and Jensen measures, Fama model, strategic asset allocation.

Legendary Equity and Commodity Investors' Approaches: Approaches and portfolio of legendary investors like Warren Buffet, Templeton, Peter Lynch, George Soros, Jim Rogers and Benjamin Graham.

E. TEXT BOOKS:

- Security Analysis & Portfolio Management, Dr. Tripathi, Vanita, Taxmann, University Edition 2016.
- Prasanna Chandra, Investment Analysis & Portfolio Management, 7th edition, 2009, Tata Mgraw Hill.

F. REFERENCE BOOKS

- Security Analysis & Portfolio Management, Dash, A.P., I.K. International Publishing House Pvt. Ltd, Delhi.
- Security Analysis & Portfolio Management, Bhat, Sudhindra, Excel Books India.
- Security Analysis & Portfolio Management, Kevin, S., PHI Learning, 2015.
- ZviBodieetc, Investments: An Indian Perspective,6th edition, 2005, Tata Mgraw Hill.
- Investment Analysis and Portfolio Management 10th Edition by Frank K. Reilly & Keith C. Brown , South-Western Educational Publishing.

G. Course Articulation Matrix: (Mapping of COs with POs)

S.No.	Course Outcome Statement	Program Outcome					Program Specific Outcome				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Develop a fair amount of clarity regarding stocks and investments.	2			2		3		3		1
CO2	Perceive the notion of analyzing stocks for informed decision making purpose.						2	3			
CO3	To understand the different ways of analyzing stocks for rational investment decision making.			2	2					3	
CO4	To be able to logically use the different stock market indicators essential for investment.				2			3			
CO5	To identify the different techniques for functioning of multinational corporations in terms of managing cash, receivables and working capital.			1	3	2		3			1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: (ELECTIVE – II, FINANCE) INTERNATIONAL FINANCE

Code: MGT25014

5 Credits | Semester V

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: The objective of this paper is to provide students with a basic knowledge of how international financial markets work. Provide students with an understanding of exchange rates and why currency values fluctuate. Explore methods used to manage risk in the global markets. Support student learning through site visits to cultural and financial centers. Provide an in-depth understanding of the process and techniques used to make international investment decisions.

B. COURSE OUTCOMES: By the end of the course, students will be able to:

CO 1: Demonstrate knowledge of theories related to foreign exchange rate determination.

CO 2: Explain the nuances of international trade and international capital budgeting.

CO 3: Provide students with a basic knowledge of how international financial markets work.

CO 4: Explore methods used to manage risk in the global markets.

CO 5: Provide students with an understanding of exchange rates and why currency values fluctuate.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Introduction To Consumer Financial Management: International flow of funds, International trade theory, International financial institutions(IMF, World Bank, ADB, WTO), Balance of payments, Discuss various sources of finance with examples. **Forex Market:** Structure-India and global, Swap Options, Forward Rate Agreements (FRAs), Caps, Floors and Collars. Currency Futures in India – MCX and NSE, Currency Future Market in India. **Exchange Risk Management:** Defining and measurement of foreign exposure, types of exposures, variability of cash flows, Management of Exchange Risk, hedging, Types of Risk (Transaction Risk, Translation Risk and Operational Risk). Identification of risk, measuring risk and managing risk), Managing Exchange rate risk. **International Projects Management:** International Projects Appraisal, issues in cost of capital, APV, Issues in cost of capital, APV, Choice of discount rate, NPV, international CAPM, Daichi Sankyo of Japan buys out 34.8 percent stake in Ranbaxy of India. **Working Capital Management in MNCS:** Cash management – Receivables management, Payables management – working capital financing issues, Other issues in working capital management by MNC.

E. TEXTBOOKS:

- Jeff Madura. International Corporate Finance, 8th Edition, Thomson Southwestern.
- Alan C Shapiro, Multinational Financial Management. John Wiley & Sons

F. REFERENCES:

- Levi, Maurice D. International Finance, Routledge Publication
- Resnick, Bruce G; Eun, Cheol S. International financial management, Tata McGraw Hill

H. Course Articulation Matrix: (Mapping of COs with POs)

S.No.	Course Outcome Statement	Program Outcome					Program Specific Outcome				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Demonstrates knowledge of theories related to foreign exchange rate determination.	1					1				
CO2	Explain the nuances of international trade and international capital budgeting.				2			2			
CO3	Provide students with a basic knowledge of how international financial markets work.	2			2		1		2		2
CO4	Explore methods used to manage risk in the global markets.		1	1	2		2			1	
CO5	Provide students with an understanding of exchange rates and why currency values fluctuate.			2				1	1		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: (ELECTIVE – III, FINANCE) FINANCIAL MARKETS & INSTITUTIONS

Code: COM26040

5 Credits | Semester V

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: The objective of this course is to sensitize students to the different aspects and components of financial institutions and financial markets. This will enable them to take the rational decision in any kind of financial environment.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

CO1: Develop insights on the Indian Financial system, its structure, intermediaries and the recent reforms.

CO2: Gain a fair idea on the operational aspects of the Indian Financial Markets.

CO3: Understand the role and functions of the stock markets, different indices and types of securities traded in the stock exchange.

CO4: Familiarize themselves with the structure, functions and role of the Indian Money Market, participants and its different financial instruments.

CO5: Imbibe interest on unique financial instruments like derivatives, mutual fund-its types, scheme, regulatory requirements and the basics of insurance.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Indian Financial System: Structure of Financial system, overview of Indian financial system. Context, need and Objectives of financial system. Major recent reforms in Indian Financial System, components of financial system. Regulatory bodies- RBI: role and functions, SEBI: role and Functions, IRDA: role and functions. Structure of Indian Banking system, Role and functions of a bank. FIs and NBFCs: role and functions, **Indian Financial Markets:** Financial market: Concept, role and functions. Indian Financial Market. Linkage between financial market and economy. Types of Financial market. Money market and capital market. Factors affecting financial market. Global financial market vs Indian Financial market. Primary market- Initial Public Offering, Public Issue through prospectus, Rights issue, Pre-emptive right and private placement. Book building process. Indian Debt market- structure, role and function. **Functioning of Securities Markets:** Secondary market, Introduction to stock exchange, Regional and national stock exchanges, Global stock exchanges, functions of a stock exchange. Comparison between NSE and BSE. Index concept, Sensex and Nifty, demutualization. Bull market, bear market. Factors affecting stock market. Major instruments traded in

stock exchange- equity, debentures. Trading in stock exchange, Dematerialization of securities. Concept of margin. Myths attached to stock market investment. **Indian Money Market and Instruments:** Money market, Structure of Indian money market, its role and functions. Participants in money market. Regulatory body of money market and its role. Different money market instruments-treasury bills, commercial papers, bill of exchange, call money and certificate of deposit. Repo rate and reverse repo rate. Role of STCI and DFHI in money market, Debt Market: Introduction and meaning, Market for Government/Debt Securities in India, **Derivatives, Mutual Funds and Insurance:** Financial derivatives- concept and types. Forward contract- concept and features, Future contract concept and features. Option contract- Call option and put option, option premium, features of option contract. Swap contract- interest rate swap and features, currency swap and features. Mutual fund- concept, various mutual fund schemes. SEBI guidelines for mutual fund industry in India. Insurance- concept, types- Marine insurance, fire insurance, liability insurance, life insurance. Comparison between life vs non life insurance.

E. TEXT BOOKS:

- Dr. Kumar, Vinod, Gupta, Atul & Kaur, Manmeet, Financial Markets, Institutions and Financial Services, Taxmann
- Gordon, E. & Natarajan, K. , Financial Markets and Services, Himalaya Publishing House

F. REFERENCE BOOKS:

- Gurusamy, S., Financial Services, Tata McGraw-Hill
- Bhole, L. M., Financial Markets and Institutions, Tata McGraw Hill
- Goel, Sandeep, Financial Markets, Institutions and Services, PHI Learning India

G. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

Course Outcome Statement		Program Outcome					Program Specific Outcome				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	Develop insights on the Indian Financial system, its structure, intermediaries and the recent reforms	1		1				1			
CO 2	Gain a fair idea on the operational aspects of the Indian Financial Markets	1	2	2				1			
CO 3	Understand the role and functions of the stock markets, different indices and types of securities traded in the stock exchange	2	3	1				3	2		
CO 4	Familiarize themselves with the structure, functions and role of the Indian Money Market, participants and its different financial instruments	1	2	2				3	2		
CO 5	Imbibe interest on unique financial instruments like derivatives, mutual fund-its types, scheme, regulatory requirements and the basics of insurance	1	2	2				3	2		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: (ELECTIVE – I, HRM) RECRUITMENT AND SELECTION

Code: MGT25027

5 Credits | Semester V

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: The purpose of this paper is to makes the students aware of the concepts and laws of Recruitment & Selection function of a business organization.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

CO 1: To understand the concepts, principles and process of recruitment and selection

CO 2: To develop an understanding of how to assess recruitment needs and design selection programs in an Organizational setting.

CO 3: To familiarize with the levels, tools and techniques involved after selection of a candidate

CO 4: To understand the process of job analysis.

CO 5: Framing job description and job specification.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Concepts Of Recruitment: Meaning, Objectives, Scope & Definition, Importance and relevance of Recruitment, Job Analysis - Concept, Specifications, Description, Job Analysis Process And Methods, Uses of Job Analysis, Job Design – Introduction, Definition, Modern Techniques, Factors affecting Job Design, Contemporary Issues in Job Designing, Job analysis at Apollo Hospital. **Source Or Type Of Recruitment:** Direct/Indirect, Internal/ External, Internal – Notification, Promotion – Types, Transfer – Types, Reference, External – Campus Recruitment, Advertisement, Job Boards – Website/Portals, Internship, Placement Consultancies, Technique of Recruitment – Traditional Vs Modern, Evaluation of Recruitment- Outsourcing Program, Recruitment and Selection in a Global Organization. **Selection:** Concept of Selection, Criteria for Selection, Process, Advertisement and Application Screening – Pre and Post Criteria for Selection, steps of selection, Interviewing – Types and Guidelines for Interviewer& Interviewee, Types of Selection Tests, Effective Interviewing Techniques, Selection Hurdles and Ways to Overcome Them, Case Study on Selecting a programmer. **Induction:** Concept, Types-Formal /Informal, Advantages of Induction, How to make Induction Effective, Orientation & On boarding- Program and Types, Process, Current trends in Recruitment and Selection Strategies – with respect to Service, Finance, I.T., Law And Media Industry, Non Evaluative Assignment on Designing an Induction Program. **Practical:** Preparing Bio-data and C.V., Group Discussion &

Personal Interview, Video and Tele Conferencing Skills, Presentation and Negotiation Skills, Aesthetic Skills, Etiquettes – Different Types and Quitting Techniques, Exit Interview- Meaning, importance.

E. TEXT BOOKS:

- Handbook of Strategic Recruitment & Selection: A systems Approach- By Bernard o' Meara.
- Human Resource Mgt & IR, P Subba Rao, Himalaya Publishing House.
- Human Resource Management, V. S. P. Rao, EXCEL.

F. REFERENCE BOOKS:

Recruitment & Selection: A Competency Approach- By Gareth Roberts.

Human Resource Management, A. Ghanekar, EPH.

Human Resource Management & Industrial Relation, Kulkarni M.V., EPH.

Human Resource Management & TQM, Arora Reshma, EPH.

G. Course Articulation Matrix: (Mapping of COs with POs)

S.No.	Course Outcome Statement	Program Outcome					Program Specific Outcome				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	To understand the concepts, principles and process of recruitment and selection.	3						2			1
CO2	To develop an understanding of how to assess recruitment needs and design selection programs in an Organizational setting.	1		2	3		1				3
CO3	To familiarize with the levels, tools and techniques involved after selection of a candidate.	1						2	1	1	
CO4	To understand the process of job analysis.	1	1	2	1			2			
CO5	Framing job description and job specification.	2						3			2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: (ELECTIVE – II, HRM)INDUSTRIAL RELATIONS AND LABOR LAWS

Code: MGT25028

5 Credits | Semester V

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: The objective of this paper is to impart knowledge and enable the students to interpret the contents of the laws relating to Trade Unions, Standing Orders and Industrial Disputes.

B. COURSE OUTCOMES: At the end of the course, students will be able to

CO 1: Concept clarification about the basics of Industrial Relations.

CO 2: Learning about various provisions and implications of Labour Laws.

CO 3: Understand and Develop Skills as a Negotiator by developing better understanding of Industrial Disputes and their settlement by making use of various techniques.

CO 4: Better understanding of Trade Unions and their contribution in Industrial Relations.

CO 5: Understanding the next level of I.R. i.e. Employee Relations.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Industrial Relations: Concept and Perspective of Industrial Relations, Evolution of Industrial Relations in India, Current I.R. Scenario in Indian and in Global Context, Anatomy of Industrial Conflicts, State and Industrial Relations Policy, Industrial Disputes: Causes and Preventive Measures, Settlement Machinery, Tripartite and Bipartite bodies, India and ILO, Collective Bargaining: Concept and Evolution, Evaluative Assignment on A Report on Evolution of Industrial Relations in India.

Labour Laws: The Industrial Employment (Standing Orders) Act (1946):-

Short Title, Extent and Application, Classification of Workmen, Tickets, Publication of Working Time, Holidays, Pay Days, Wage rates; Shift Working, Attendance and Late Coming, Leave, Casual Leave, Festival Holidays and Leave, Payment of Wages, Stoppage of Work, Termination of Employment, Disciplinary Action of Misconduct, Transfers, Service Record. The Employee's (Workmen's) Compensation Act (1923):- Short Title, Extent, Commencement and Application, Employer's liability for compensation, Amount of Compensation, Method of calculation wages, Distribution of compensation, Compensation not to be assigned, attached or charged, Notice and Claim, Insolvency of Employer, Schedule I (Part I, Part II), Schedule II, Schedule III (Part A, B and C) and Schedule IV. The Payment of

Gratuity Act (1972):- Short Title, Extent, Commencement and Application, Controlling Authority, Payment of Gratuity, Compulsory Insurance, Power to exempt, Nomination, Determination of amount of gratuity, Inspectors, Power of Inspectors, Recovery of Gratuity, Exemption of employer from liability in certain cases, Mode of Payment of Gratuity. The Employee Provident Funds and Miscellaneous Provisions Act (1952):- Short Title, Extent and Application, Provision of contribution under Employees' Provident Funds Scheme, Contributions, Employees' Pension Scheme, Employees' Deposit Linked Insurance Scheme, Protection against attachment. The Payment of Bonus Act (1965):- Short Title, Extent and Application, Computation of gross profits (Schedule I, II), computation of available surplus, sums deductible from gross profits, calculation of direct tax payable by the employer, eligibility for bonus, disqualification for bonus, payment of maximum bonus, computation of number of working days, set on and set off of allocable surplus, Customary or Interim Bonus, Time limit for payment of bonus, Maintenance of register, records, etc., Schedule IV. The Employee State Insurance Act (1948):- Short Title, Extent, Commencement and Application, Establishment of ESIC, Employees' State Insurance Fund, Chapter IV- Contributions, Provisions as to payment of contributions, Method of payment of contributions, Employers to furnish returns and maintain registers, Chapter V-Benefits. The Maternity Benefit Act (1961):- Short Title, Extent, Commencement and Application, Employment of, or work by, women prohibited during certain period, Right to payment of maternity benefit, Continuation of payment of maternity benefit, Payment of benefit in certain cases, and cases of death, Payment of medical bonus, Leave for miscarriage, Leave for illness arising out of pregnancy, delivery, premature delivery, or miscarriage, Nursing Breaks, Dismissal during absence of pregnancy, Cases of no deduction of wages. The Industrial Disputes Act (1947):- Short Title, Extent, Commencement and Application, Authorities under the act, Chapter V – Strikes and Lockouts, Lay off and Retrenchment. The Trade Unions Act (1926):- Short Title, Extent, Commencement and Application, Chapter – II - Registration of Trade Unions, Chapter III – Rights and Liabilities of Registered trade Unions, Chapter IV – Regulation. The Factories Act (1948):- Short Title, Extent, Commencement and Application, Chapter III – Cleanliness, Chapter IV – Safety, Chapter V – Welfare, Chapter VI – Working Hours, Chapter II – Section 7A, 7B, Section 8 and 9, Chapter VII (Section 67), Chapter X – Penalties and Procedure. The Minimum Wages Act (1948):- Short Title, Extent, Fixing of minimum rate of wages, Minimum rate of wages, Procedure of fixing and revising minimum wages, Payment of minimum rates of wages, Fixing hours for a normal working day, Overtime, Minimum time rate wages for piece work, Maintenance of registers and records. The Contract Labour (Regulation and Abolition) Act (1970):- Short Title, Extent, Commencement and Application, Chapter III – Registration of Establishments Employing Contract Labour, Chapter IV – Licensing of Contractors, Chapter V – Welfare and Health of Contract Labour.

Employee Welfare: International Scenario, Labour welfare in India, Benefits & Services, Industrial Health, Occupational Hazards, Diseases, Alcoholism and Drug Abuse. Absenteeism and Turnover and laws pertaining to occupational hazards, Statutory Provisions on Safety-Work Stress, Industrial Health; laws pertaining to Industrial Safety.

Trade Unions And Labour Relations: Trade Unionism, Theories of Trade Unionism, Evolution of Trade Unionism in India, Problems of Trade Unions, Internal / External Union Leadership, National Commission on Labour, Labour Policy, Impact of technology on Labour Relations, Recent Trends in Labour Relations, Non Evaluative Assignment on A Write up on Impact of Technology on Labour Relations.

Grievance Handling: Employee Discipline, Domestic enquiry code of Discipline and Grievance Handling, Standard Grievance Handling Procedure.

E. TEXTBOOK:

- Elements of Mercantile Law (2020 EDITION), N.D.KAPOOR, Sultan Chand & Sons.

F. REFERENCE BOOKS

Taxmann's Labour Laws with Code on Wages, COMPILED, Taxmann Publications.

Industrial Relations And Labour Laws, Piyali Ghosh And Shefali Nandan, Tata Mcgraw Hill Publications.

G. Course Articulation Matrix: (Mapping of COs with POs)

S.No.	Course Outcome Statement	Program Outcome					Program Specific Outcome				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Concept clarification about the basics of Industrial Relations.	2	1	1			1	2		1	1
CO2	Learning about various provisions and implications of Labor Laws.			2	2		1		2		1
CO3	Understand and Develop Skills as a Negotiator by developing better understanding of Industrial Disputes and their settlement by making use of various techniques.		3	1	3	2	2	3		1	1
CO4	Better understanding of Trade Unions and their contribution in Industrial Relations.		1	1	2		3			1	1
CO5	Understanding the next level of I.R. i.e. Employee Relations.	1		2	1		2			3	1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation.

SUBJECT: KNOWLEDGE MANAGEMENT

Code: MGT26116

5 Credits | Semester V

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: The objective of this paper is to make the students realize the importance of knowledge management and make them understand the different elements of knowledge management. To consider the application of KMas a competitive advantage to business.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

CO1: Understand how information and knowledge management impacts contemporary organizations.

CO2: Provide examples of the ways in which knowledge management impacts contemporary organizations.

CO3: Discuss the underlying technologies that enable knowledge management solutions indicate issues related to management practices and the future of knowledge management.

CO4: Discuss the contemporary issues in managing knowledge, intellectual capital and other intangible assets.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS:

Introduction to Knowledge Management: Introduction to KM, Importance of KM, History of KM, Information Management to Knowledge Management, K M Cycle, Industrial Economy to Knowledge Economy. **Mechanics of Knowledge Management:** Tools and Technologies, Communities of Practice and Knowledge conversion, The knowledge Management Matrix, Knowledge Management tools in ICT Companies. **Social context of Knowledge Management:** Social Nature of Knowledge, Social Network Analysis, Obstacles to knowledge sharing, Organizational learning & Social Capital, Knowledge Application – Individual level, Group level & Organization Level, Knowledge Management Systems/Tools, Group One : Knowledge Discovery Systems /Tools, Group Two : Knowledge Capture Systems /Tools, Group Three: Knowledge Sharing Systems /Tools, Group Four: Knowledge Application Systems /Tools. **KM Strategy:** Knowledge audit, GAP Analysis, Road Map Card, KM Metrics, Balance Score, KM Tools – Knowledge Capture & Creation tools, Knowledge sharing & Dissemination Tools, Knowledge Acquisition & Application tool. **KM Team:** Roles & Responsibilities, Ethics in KM, Political and Strategies issues in Knowledge Management, Future of Knowledge Management.

E. TEXTBOOKS:

1. Knowledge Management, Shelda Dobowski, Wiley Pu
2. Knowledge Management, Elias M Awad& Hassan Ghaziri, Pearson Publication

F. REFERENCE BOOKS:

1. Knowledge Management, Waman S Jawadekar
2. Knowledge Management, H.C. Mruthyunjaya, PHI Publication.

G. Course Articulation Matrix: (Mapping of COs with POs)

S.No.	Course Outcome Statement	Program Outcome					Program Specific Outcome				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Understand how information and knowledge management impacts contemporary organizations.	2	1	1			2	2		1	1
CO2	Provide examples of the ways in which knowledge management impacts contemporary organizations.			2	2		2	1	2		1
CO3	Discuss the underlying technologies that enable knowledge management solutions indicate issues related to management practices and the future of knowledge management.	3	1	3	2		3			1	1
CO4	Discuss the contemporary issues in managing knowledge, intellectual capital and other intangible assets.		3	1	3	2	2	3		1	1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation.

SUBJECT: SUMMER INTERNSHIP

Code: MGT25090

5 Credits | Semester V

Total Lectures Required – 75**Total Tutorials Required - 15****PROJECT VIVA & VOCE/INTERNSHIP****A. Introduction:**

The objective of CIP is to up skill the students to survive in the practical scenario.

B. Course Outcome: With successful completion of this course students will be able to:

CO1: Understand the Practical application of the subject

CO2: To understand the basic working etiquettes

CO3: Develop and refine skills

CO4: Network with professionals in the field

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	NA
	Assignment	NA
	Attendance	NA
End Term Exam (Summative)	End Term Examination	100
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. Introduction to SIP

A Student of Fifth Semester has to undergo a corporate internship program in any organization for around 30-45 days. Further the student will complete a project on the topic assigned to them by their Guides. The project will be of 100 marks which will be divided into Internal & External VIVA of 50 marks each. It is mandatory for all students to go through the Internship program without which they will not be promoted to the next semester.

E. COURSE ARTICULATION MATRIX: (Mapping CO'S with PO'S & PSO'S)

S.NO	COURSE OUTCOME STATEMENT	PROGRAM OUTCOME							PROGRAM SPECIFIC OUTCOME						
		PO 1	PO2	PO 3	PO4	PO5	PO 6	PO 7	PSO 1	PS O2	PSO 3	PS O4	PSO 5	PS O6	PS O7
CO1	Understand the Practical application of the subject	2	2	2	2	1	2	2	3	2	3	2	2	3	3
CO2	To understand the basic working etiquettes.	3	3	3	2	3	3	3	2	2	2	2	2	3	2
CO3	Develop and refine skills.	2	2	2	1	3	3	2	3	2	2	2	2	2	3
CO4	Network with professionals in the field.	2	2	1	3	2	2	2	2	2	1	3	3	2	3

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation



Syllabus of
Bachelor of Business Administration
Semester-VI

ARKAJAIN University, Jharkhand
 School of Commerce and Management
 Department of Business Administration
 Faculty-BBA

Scheme of Study (w.e.f Batch 2020-21)

SEMESTER -I

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Management Principles & Applications	Core	4	4	100	70	20	5	5
2	Business Accounting -I	Core	4	4	100	70	20	5	5
3	Managerial Economics	Core	4	4	100	70	20	5	5
4	Case Study Analysis	SES	4	4	100	70	20	5	5
5	Business Communication	AECC	4	4	100	70	20	5	5
6	Behavioral Science	Generic	4	4	100	70	20	5	5
	Total		24	24	600	420	120	30	30

SEMESTER –II

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Financial Management	Core	4	4	100	70	20	5	5
2	Business Accounting-II	Core	4	4	100	70	20	5	5
3	Macro Economics	Core	4	4	100	70	20	5	5
4	Organizational Behavior	SES	4	4	100	70	20	5	5
5	Environmental Science	AECC	4	4	100	70	20	5	5
6	Business Awareness	Generic	4	4	100	70	20	5	5
	Total		24	24	600	420	120	30	30

SEMESTER –III

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Marketing Management	Core	5	5	100	70	20	5	5
2	Managerial Accounting	Core	5	5	100	70	20	5	5
3	Statistics in Business Decisions	Generic	5	5	100	70	20	5	5
4	Human Resource Management	Core	5	5	100	70	20	5	5
5	Information Technology for Managers	Generic	4	4	100	70	20	5	5
	Total		24	24	500	350	100	25	25

SEMESTER –IV

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Strategic Management	Core	5	5	100	70	20	5	5
2	Retail Management	Core	5	5	100	70	20	5	5
3	Research Methodology	Core	5	5	100	70	20	5	5
4	Business Law	DSE	4	4	100	70	20	5	5
5	Taxation	DSE	4	4	100	70	20	5	4
6	E Commerce	Generic	4	4	100	70	20	5	5
	Total		27	27	600	420	120	30	29

SEMESTER –V

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Production and Operations Management	Core	5	5	100	70	20	5	5
2	Entrepreneurship Development	DSE	5	5	100	70	20	5	5
3	International Economics	Generic	5	5	100	70	20	5	5
4	Consumer Behavior (Elective – I, Marketing)	Core	5	5	100	70	20	5	5
5	Advertising and Sales Promotion (Elective – II, Marketing)	Core	5	5	100	70	20	5	5
6	Service Marketing ,(Elective – III, Marketing)	Core	5	5	100	70	20	5	5

7	Principles of Investment Management (Elective – I, Finance)	Core	5	5	100	70	20	5	5
8	International Finance (Elective – II, Finance)	Core	5	5	100	70	20	5	5
9	Financial Market & Institutions (Elective – III, Finance)	Core	5	5	100	70	20	5	5
10	Recruitment and Selection (Elective – I, HRM)	Core	5	5	100	70	20	5	5
11	Industrial Relations and Labor Laws (Elective – II, HRM)	Core	5	5	100	70	20	5	5
12	Knowledge Management (Elective – III, HRM)	Core	5	5	100	70	20	5	5
13	Summer Internship	Core	5	5	100	70	20	5	5
	Total		65	65	1300	910	260	65	65

SEMESTER –VI

S.No	Name of the Subject	Type of Paper	Credit	Contact Hours Per Week	Total Marks	End Term Theory/Practical Exam	Mid Term Theory/Practical Exam	CIA *	Attendance
1	Business Ethics	DSE	4	4	100	70	20	5	5
2	Event Management	Generic	5	5	100	70	20	5	5
3	Banking Concepts and Practices (Elective IV, Finance)	Core	5	5	100	70	20	5	5
4	Company Accounts and Audit (Elective V, Finance)	Core	5	5	100	70	20	5	5
5	Financial Statements and Analysis (Elective VI, Finance)	Core	5	5	100	70	20	5	5
6	Brand Management (Elective IV, Marketing)	Core	5	5	100	70	20	5	5
7	Sales and Distribution Management (Elective V, Marketing)	Core	5	5	100	70	20	5	5
8	Rural and International Marketing (Elective VI, Marketing)	Core	5	5	100	70	20	5	5
9	Training and Development (Elective IV, HRM)	Core	5	5	100	70	20	5	5
10	Performance Management and Appraisal System (Elective V, HRM)	Core	5	5	100	70	20	5	5
11	Change Management and Organization Development (Elective VI, HRM)	Core	5	5	100	70	20	5	5
12	Dissertation	DSE	6	6	100	70	20	5	5

	Total		60	60	1200	840	240	60	60
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Distribution of Credit across 6 semesters:

Sl. No	Type of Paper	No. of Paper	Total Credit
1	Core Paper	32	150
2	Generic Paper	7	31
3	Ability Enhancement Compulsory Paper	2	8
4	Discipline Specific Elective	5	23
5	Skill Enhancement	2	8
	Total	48	220

***CIA – Continuous Internal Assessment – Based on Projects / Assignment during the semester**

GS-Generic Subject | AECC -Ability Enhancement Compulsory Course

SECC -Skill Enhancement Compulsory Course | DSE - Discipline Specific Elective

ARKA JAIN University, Jharkhand

School of Commerce & Management

Department Of Business Administration

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

BBA-Semester-VI

PROGRAM OUTCOMES

[PO.1]. At the end of the course duration of three years, students will gain a thorough understanding on the fundamentals of business management.

[PO.2]. A better degree of conceptual clarity will be formed in the intellect of students which will sharpen their business acumen. Students will also be able to develop effective communication skills, ability to interact, critical thinking power and analytical prowess to reflect a changed outlook in each student.

[PO.3]. At the end of each subject a student will get practical exposure on important topics through classroom based discussions, examples, anecdotes and case study based learning. Each student will be given an opportunity to imbibe the concepts learned through theoretical teaching to put the same into practical application with the aid of relevant presentations, seminars and simulation activities.

[PO.4]. Industrial Visits, Corporate Internships, Entrepreneurship oriented courses and different specialization courses would familiarize and attune the students to tackle the upcoming challenges in their field.

[PO.5]. A special focus area of the program with its value added and personality development courses would enable in grooming the student to become smart, updated, assertive and effective business oriented individuals with strong leadership skills.

PROGRAM SPECIFIC OUTCOMES

[PSO.1]. Critical Thinking and Situation Analysis: Students will exhibit competency in their ability to engage in critical thinking and develop the potential to analyze situations to deliver feasible solutions.

[PSO.2]. Acquisition of Key Business Skills and its role in developing Problem Solving and Decision Making Skills : Students after undergoing study and discussions on relevant subjects would be able to gain essential communication , research and technological skills much needed to respond to a business situation and acquire the capability to prepare and present a management report for decision making purpose. Students need to understand each situation by analyzing its pros and cons which will in the process enhance their problem solving ability and quick decision making skills.

[PSO.3]. Develop Holistic Business Acuity: During the conduct of the course students will be able to acquire and demonstrate analytical ability and problem solving skills in the varied disciplines of management, business, operations, information systems, accounting , economics, finance, human resources and marketing.

[PSO.4]. Exhibit Leadership Ability and Rational Behaviour: Students would be able to identify and characterize themselves in various leadership role based situations, managerial capabilities, group behaviour to give opportunity to confront business situations pertaining to moral and ethical dilemmas and demonstrate rational behaviour.

[PSO. 5]. Assimilate Entrepreneurial Spirit: Students eager to take up self managed businesses will be given the opportunity to learn the nuances of entrepreneurship.

SUBJECT: BUSINESS ETHICS

Code: MGT26034

4 Credits | Semester VI

Total Lectures Required – 60**Total Tutorials Required - 12**

A.INTRODUCTION: The basic objective of this paper is to make the students realize the importance of values and ethics in business. This course endeavours to provide a background to ethics as a prelude to learn the skills of ethical decision-making and, then, to apply those skills to the real and current challenges of the information professions.

B.COURSE OUTCOMES: At the end of this course, students will be able to:

CO1: Acquire the necessary knowledge in order to recognize the importance of Ethics.

CO2: Ability to analyze and select the most appropriate methods and tools for identifying and implementing ethics management system.

CO3: Explain the evolutionary course of ethical practices.

CO4: Graduates will be able to implement various theories of values and ethics into business.

CO5: Apply various controlling techniques to achieve the desired level of efficiency and effectiveness for an ethics management programme.

C.ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End term Exam (Summative)	End term Examination	70
	Total	100

Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the end Semester examination. The allowance of 25% includes all types of leaves including medical leaves.
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D.SYLLABUS:

Introduction: Ethics in Business – meaning & concept, Nature of Business ethics, Sources of ethics, myths about ethics, importance of ethics in Business, ethical dilemmas, Current issues in corporate ethics, moral standards & ethical decision making, Consequentiality & non- Consequentiality principles, egoism, utilitarianism, right & justice principles, trusteeship theory of Mahatma Gandhi, Non-Evaluative: Class discussion; **Values and Ethics:** & unethical behaviour, Benefits of managing ethics in an organization, essential features, types & The relevance of values in ethical business, Importance of values in formulation of an ethical organisation , Evaluative – Case study ; **Code of ethics:** Meaning& concept, Conditions for making codes effective, Code of conduct, establishing priority between norms & beliefs, ethical responsibilities of Senior Management; **Corporate social responsibility of business:** Historical background, meaning & Concept, why should business assure Social Responsibility, Social responsibility of business involves ethics, Stakeholders engagement: A key to success; **Corporate Governance:** meaning & concept, basic ingredients for good corporate governance, reasons for recent interest in corporate governance, role of codes (CII, SEBI, etc.), Promoting value based Governance in organisation.

E.TEXT BOOKS:

T1. Khanka.S.S, *Business ethics and Corporate Governance (Principles and practices)*. S.Chand Publications.

F. REFERENCE BOOKS:

R1. V Murthy.C.S, *Business ethics and Corporate Governance*. Himalaya Publishing House.

G. COURSE ARTICULATION MATRIX: (Mapping COs with Pos & PSOs)

S.No.	Course Outcome Statement	PROGRAM OUTCOMES					PROGRAM SPECIFIC OUTCOMES				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Acquire the necessary knowledge in order to recognize the importance of Ethics.	2	1		1		1		1		1
CO2	Ability to analyze and select the most appropriate methods and tools for identifying and implementing ethics management system.	2	2	2	2	2	1	2	2	2	3
CO3	Explain the evolutionary course of ethical practices.		1	2			2		1		
CO4	Graduates will be able to implement various theories of values and ethics into business.	1	3	2	2	2	2	3	2	3	3
CO5	Apply various controlling techniques to achieve the desired level of efficiency and effectiveness for an ethics management programme.	2	3	3	2	3	2	2	2	3	3

1. Low Correlation; 2.Moderate Correlation; 3.Substantial Correlation

SUBJECT: EVENT MANAGEMENT

Code: MGT26015

5 Credits | Semester VI

Total Lectures Required – 75**Total Tutorials Required - 15**

A.INTRODUCTION: The objective is to provide students with a conceptual framework of Event Management, Event Services, Conducting Event and Managing Public Relations.

B.COURSEOUTCOMES: After the completion of the course students will be able to :

CO1: Students will be able to prepare an event idea by analyzing its feasibility.

CO2: Students will be able to prepare an Event proposal.

CO3: Able to conduct an event.

CO4: Students will be able to analyze and evaluate its performance and any shortcomings during event arrangements.

CO5: Students will be able to prepare Budget for an event and can evaluate variances if any occur.

C.ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal	20
	Assignment + Attendance	10 (5+5)
End term exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS:

Introduction to Event Management: Event: Meaning, Why Event Management, Analysis of event , Scope of Event, Decision Makers, Event Manager technical staff- Establishing of policies & procedures, Developing record keeping systems; **Event Management Procedure :** Principles for holding an event , General Details, Permissions- policies, Government and Local Authorities, Phonographic performance license, Utilities, Five Bridge Ambulance catering, Electricity, water taxes available; **Conduct of an Event:** Preparing a Planning Schedule, Organizing tables, Assigning Responsibility, Communication and Budget of Event, Checklist, Computer aided Event Management, Roles and responsibilities of Event managers for different events; **Public Relations:** Introduction to public relations- Concept, nature, Importance, Limitations, Media- Types of media, Media Management, Public Relation Strategy & Planning, Brain storming sessions- Writings for Public Relations; **Corporate Events:** Planning of Corporate Event- Job responsibility of corporate events organizer, Arrangements, Budgeting, Safety of guests and Participants, Creating blue print, need for entertainment in corporate events and reporting.

E.TEXTBOOKS:

T1. Genadinik, Alex, *Event Planning: Management & Marketing for Successful Events*.

F.REFERENCEBOOKS

R1. Judy Alen, *Event Planning*. Wiley.

G. COURSE ARTICULATION MATRIX: (Mapping COs with Pos & PSOs)

S.No.	Course Outcome Statement	PROGRAM OUTCOMES					PROGRAM SPECIFIC OUTCOMES				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Students will be able to prepare an event idea by analyzing its feasibility.	2	3	3	3	2		2	2	3	3
CO2	Students will be able to prepare an Event proposal.	2	3	3	3		2	3	3	3	2
CO3	Able to conduct an event.	2	3	3	3	3	2	3	3	3	3
CO4	Students will be able to analyze and evaluate its performance and any shortcomings during event arrangements	3	2	3	3	2	3	2	2	3	3
CO5	Students will be able to prepare Budget for an event and can evaluate variances if any occur.	2	2	2	3	1	1	1	2	3	2

1. Low Correlation; 2..Moderate Correlation; 3.Substantial Correlation

SUBJECT: (ELECTIVE IV, FINANCE) BANKING CONCEPTS AND PRACTICES

Code: COM26016

5 Credits | Semester VI

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: The objective of this course is to get the students introduced to the basic concepts of banking, make them familiar with the different functions of a bank types of account holders and various methods of remittances. At the time of pursuing the course students will also get a fair idea on the concept of mutual funds and its types, housing finance, international banking, multinational banking and the euro currency markets.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

CO1: Gain an overview on the concept and evolution of banking system

CO2: Develop an idea on the different types of functions performed by a bank

CO3: To get a brief idea on the procedure of opening and operating a deposit account

CO4: To know about the different methods of remittances

CO5: To get an overview of some key concepts like mutual funds, housing finance, international banking, multinational banking, etc

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Evolution of Banking: Why Study Banking Concepts and Practices? , Origin of the Word Bank, Meaning and Definition of Bank, Evolution of banking in the west. Evolution of banking in India, **Functions of the Bank:** Accepting deposits: Demand Deposits: Current & savings; Time deposits – Recurring & Fixed deposits, Granting Loans & Advances- Term loan, Short-term credit, Overdraft, cash Credit, Purchasing & discounting of bills, Agency functions - payment & collection of Cheques, Bills & Promissory notes, Execution of standing instructions, Acting as a Trustee, Executor, General Utility Functions: Safe Custody, safe deposit vaults, Remittances of Funds, Pension Payments, Acting as a dealer in Foreign exchange, **Procedure for Opening and Operating of Deposit Account:** Procedure for opening of Deposit account: Know your Customer Norms (KYC norms), Application form, Introduction, Proof of residence, Specimen signature & Nomination: Their importance. No. frills Account, Procedure for operating Deposit account: Pay - in- slips, Issue of pass book, (Current Savings or Recurring deposits), Issue of Cheque book, Issue of fixed deposit receipt, premature encashment of fixed deposits & loan against fixed deposit. Recurring deposits: Premature encashment & loan against fixed deposit. Closure of accounts and Transfer of accounts to other branches, Types of account holders a) Individual

account holders – Single or joint, Illiterate, Minor, Married women. Pardahnashin woman, Non-residents accounts b) Institutional account holders- sole Proprietorship firm, joints stock company Hindu Undivided family, Clubs, Associations & Societies & Trusts, **Methods of Remittances:** Demand drafts, bankers, Cheques, Mail transfer, Telegraphic transfer, Electronic Funds Transfer, **Non Banking Financial Institutions in India:** Mutual Fund-Meaning, Types, present Position and Importance, Housing Finance-NHB,(National Housing Banks)HDFC-(Housing Development Finance co-operation) SBI-(State Bank of India)International Banking : concept, of share Banking – Diversification in Banking – Multinational Banking – The Eurocurrency market

E. TEXT BOOKS:

T1. Dr. Sangale, Babasaheb; Dr. Salve, T.N. & Dr. Mulani, M.U., Fundamentals of Banking, Success Publications, Edition 13

F. REFERENCE BOOKS:

R1. Gordon, E. & Natarajan, K., *Banking Theory and Practice*, Himalaya Publishing House, Edition 2016

R2.Mandilwar, Abinash Kumar, *Principles and Practices of Banking*, Ramesh Publishing House, New Delhi

R3.LPU Distance Education, *Banking Theory and Practice*, EXCEL BOOKS PVT. LTD., New Delhi

G.COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

		CORRELATION WITH PROGRAM OUTCOMES					CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
CO	STATEMENT	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	Gain an overview on the concept and evolution of banking system	1	3	2					3		
CO 2	Develop an idea on the different types of functions performed by a bank	1						2	3		
CO 3	To get a brief idea on the procedure of opening and operating a deposit account	1	3	2			3		3		
CO 4	To know about the different methods of remittances	1	3	2			2				
CO 5	To get an overview of some key concepts like mutual funds, housing finance , international banking, multinational banking, etc	3	3		2		2	2	3		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: (ELECTIVE V, FINANCE) COMPANY ACCOUNTS AND AUDIT

Code: COM26017

5 Credits | Semester VI

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: The objective of this course is to help the students understand the concept of books of accounts and how it is maintained in an organization, basics of auditing, concept of share valuation, liquidation, amalgamation, absorption and internal reconstruction. This course will also give an overview to the students on the various methods of accounting methods used in liquidation of companies.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

CO1: Each student will get an idea of shares and debentures, redemption and forfeitures

CO2: They will get to know the concept of valuation of shares

CO3: They will also understand the analysis of a company's balance sheet

CO4: Gain an overview of the legal provisions pertaining to the winding up of a company

CO5: They will develop a fair understanding of the process of accounting followed in a manufacturing company

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Introduction: Books, Shares and Debentures of Companies: Books Maintained by Companies, Issue and Forfeiture of shares, Issue of Debentures, Redemption of Redeemable Preference Shares, Redemption of Debentures, **Business Purchase of Business Scale:** Conversion, Absorption, Amalgamation & External Reconstruction, **Valuation of Shares:** Asset-Backing Method, Yield Method, And Fair Value Reconstruction and capital Reduction, **Consolidated Balance Sheet:** Holding company and subsidiary company, Group Balance sheets, Consolidated Profit & Loss A/c, **Liquidation:** Legal Provision, Statement of affairs and Deficiency Account, Liquidator's Accounts: Compulsory Winding up, Members Voluntary Winding up, Creditors Voluntary Winding up, Power and duties of Liquidators, Appointment of Company auditors, Remuneration of auditors, Renewal of auditors, Compliance with legal provisions. Rights of Company Auditors, Duties of Company auditors, Manufacturing and other Companies (Auditors Report) order. Joint Audit, Audit of Accounts of companies incorporated outside India

E. TEXT BOOKS:

T1. Dr. Maheshwari, S.N., CA Maheshwari, Sharad K. & Dr. Maheshwari , Suneel K., Financial Accounting for BBA, 2nd Edition, 2018, Sultan Chand & Co.

F. REFERENCE BOOKS:

R1. Gupta, N. & Sharma, C., Corporate Accounting: Theory and Practice, ANE Books Pvt. Ltd.

R2. Oberoi, S.P. & Jha, Aruna , Fundamentals of Accounting & Auditing, Taxmann.

G. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

		CORRELATION WITH PROGRAM OUTCOMES				CORRELATION WITH PROGRAM SPECIFIC OUTCOMES					
CO	STATEMENT	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	Each student will get an idea of shares and debentures, redemption and forfeitures	2	2	2					3		
CO 2	They will get to know the concept of valuation of shares	1	1	2					3		
CO 3	They will also understand the analysis of a company's balance sheet	1	3	2					3		
CO 4	Gain an overview of the legal provisions pertaining to the winding up of a company	3	1	2					3		2
CO 5	They will develop a fair understanding of the process of accounting followed in a manufacturing company		2	2					3		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: (ELECTIVE VI, FINANCE) FINANCIAL STATEMENT ANALYSIS

Code: COM26041

5 Credits | Semester VI

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: To enabling the students to develop knowledge and understanding of financial statement analysis; Use of different tools and techniques of financial analysis and their practical application in the published financial reports of companies. To introduce to the students the process of presentation of Annual Reports and its associate consideration. To enable students to understand the importance of analysis of reports and to help them develop a holistic perspective of an organization

B. COURSE OUTCOMES: At the end of the course, students will be able to:

CO1: To develop student's ability to select and apply appropriate financial tools within an organization.

CO2: To Obtain an overview of useful tools for analyzing a firm's profitability, growth, and risk, including financial ratios, common-size financial statements, and percentage change financial statements, as well as how to use this information to forecast the future business activities of a firm, and to value a firm.

CO3: To Familiarize with the Developments in Financial Reporting.

CO4: To Imbibe interest on unique concepts of annual report like Auditors Report, Directors Report, Management Discussion and Analysis.

CO5: To Understand Specific Issues in Corporate Financial Reporting

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: FINANCIAL MODELING FOR PROJECT APPRAISAL: Financial modeling - Concepts and Application, Use of Functions Like Net Present Value (NPV), Internal Rate of Return (IRR), Etc., Forecasting Techniques, Understanding Financial Statements and Annual Reports **RATIOS AS A TOOL OF ANALYSIS** Financial Statements – Meaning, types and Limitations. Meaning of Financial Statements Analysis, Meaning of various tools of Financial Analysis, Ratio Analysis – Meaning and Functional Classification of ratios. (Profitability, Liquidity, Leverage, Turnover, Market Strength Analysis and Coverage), Limitations of Ratio Analysis; Use of ratios to predict financial crisis of a company by using Altman Z –score Calculation and Interpretation of Ratios from Balance Sheet and Income Statement **TREND ANALYSIS AND FINANCIAL REPORTING** Comparative, Common Size, Trend Analysis, Inter and Intra Firm Comparison, Inter-company transactions and profit confirmations. Developments in Financial Reporting- Value Added Statement, Economic Value Added, Market Value Added, Shareholders Value. Introduction to concept of Extensible Business Reporting

Language (XBRL) Distress Analysis- Causes , Factors and Indicators of corporate sickness. Models of Distress Prediction **FORECASTING AND VALUATION ANALYSIS** short-term liquidity analysis – working capital analysis, operating activity analysis; prospective analysis (short- and long-term forecasting) solvency analysis – capital structure measures for solvency analysis, ; asset based measures of solvency analysis, earnings coverage; analysis of profitability, analysis of growth (changes in profitability) as well as sustainable earnings, equity analysis and valuation – earnings persistence, cash flow based valuation approach, earning based valuation, accounting analysis and valuation – creating accounting value, economic value added, and determining accounting as well as earnings quality **CORPORATE REPORTING AND ANALYSIS** Understanding the Contents of Corporate Annual Report- Balance Sheet, Income Statement, Cash Flow Statement, Significant Accounting policies, Auditors Report, Directors Report, Management Discussion and Analysis, Notes to Accounts Corporate Financial Reporting – Meaning, Objectives, Qualitative characteristics of financial reporting information, Window dressing in corporate financial reporting, Creative accounting/ Creative Financial Practices adopted in window dressing, Specific Issues in Corporate Financial Reporting- Segment reporting - Meaning and need (Ind AS108), Interim reporting – Meaning and need(Ind AS34)

E. TEXT BOOKS:

1. Khan & Jain – Management Accounting & Financial Analysis – McGraw Hill Management
2. Bernstein, L.A., Financial Statement Analysis, McGraw-Hill International,

F. REFERENCE BOOKS:

1. Bhattacharya Ashis K – Financial Statement Analysis-Ewieser(India)
2. George Foster – Financial Statement Analysis-Pearson(India)
3. Wild, Subramaniam & Halsey-Financial Statement Analysis-McGraw Hill,India
4. Chakraborty, H., Advanced Accountancy, Oxford University Press.
5. Shukla & Grewal, Advanced Accounts, Sultan Chand & Co.
6. Jain and Narang, Advanced Accounts, Kalyani Publishers.
7. Yorston, Smith and Brown, Advanced Accounts.
8. Alexander & Britton, Financial Reporting, Chapman & Hall.
9. Levbarauch, Practical Financial Statement Analysis, Prentice Hall.
10. Banerjee, B., Regulation of Corporate Accounting and Reporting in India, World Press.

G.COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

		CORRELATION WITH PROGRAM OUTCOMES					CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
CO	STATEMENT	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	To develop student's ability to select and apply appropriate financial tools within an organization.	1	3	2					.3		
CO 2	To Obtain an overview of useful tools for analyzing a firm's profitability, growth, and risk, including financial ratios, common-size financial statements, and percentage change financial statements, as well as how to use this information to forecast the future business activities of a firm, and to value a firm.	1						2	3		
CO 3	To Familiarize with the Developments in Financial Reporting.	1	3	2			3		3		
CO 4	To Imbibe interest on unique concepts of annual report like Auditors Report, Directors Report, Management Discussion and Analysis.	1	3	2			2				
CO 5	To Understand Specific Issues in Corporate Financial Reporting	3	3		2		2	2	3		

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: (ELECTIVE IV, MARKETING) BRAND MANAGEMENT

Code: MGT26031

5 Credits | Semester VI

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: The objective of this paper is to provide students with a basic knowledge of how international financial markets work. Provide students with an understanding of exchange rates and why currency values fluctuate. Explore methods used to manage risk in the global markets. Support student learning through site visits to cultural and financial centers. Provide an in-depth understanding of the process and techniques used to make international investment decisions.

B. COURSE OUTCOMES: By the end of the course, students will be able to:

CO1: Understand key principles of branding.

CO2: Understand & conduct measurement of brand equity & performance.

CO3: Practically develop a brand including positioning & communication.

CO4: Examine brand concepts in real-life setting by articulating the context of and the rationale for the application.

CO5: Analyze new product development and brand extension programs.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: BRAND AND BRAND MANAGEMENT: Commodities Vs Brands, The role of brands, The brand equity concept, Brand Equity Models – Brand Asset Valuation, Aaker Model, BRANDZ, Brand Resonance, Building Brand Equity, Brand Identity and Brand image, Class discussion on Red bull's branding strategy. **BRAND LEVERAGING AND BRAND PERFORMANCE:** Establishing brand equity management system, measuring sources of brand equity and consumer mindset, Co-branding, celebrity endorsement, Case study on building brand culture by Asian paints. **BRAND POSITIONING AND BRAND BUILDING:** Brand knowledge, Brand portfolios and market segmentation, Steps of brand building, Identifying and establishing brand positioning, Defining and establishing brand values, PPT on any product's brand development process. **DESIGNING AND SUSTAINING BRANDING STRATEGIES:** Brand hierarchy, Branding strategy, Brand extension and brand transfer, Managing brand over time, Class discussion on brand extensions for Coca Cola. **MEASURING BRAND EQUITY:** Brand Value chain, Brand Audits, Brand Tracking, Brand Valuation, Quiz on logo & taglines of various brands.

E. TEXTBOOKS:

- Strategic Brand Management, Kevin Lane Keller, Dorling Kindersley (India) Pvt. Ltd. Pearson Education in South Asia.
- Strategic Brand Management for B2B Markets: A Road Map for Organizational Transformation, Sharad Sarin, Sage Publications India Pvt. Ltd.
- Marketing Management, Philip Kotler, Pearson Prentice Hall.

F. REFERENCES:

- Brand Management: Research, Theory and Practice, Charlotte F. Knudtzen, Mogens Bjerre, and Tilde Heding, Routledge.
- Brand Positioning Strategies for Competitive Advantage , Subrato Sen Gupta, Tata McGraw Hill Education.

G. Course Articulation Matrix: (Mapping of COs with POs)

S.No.	Course Outcome Statement	Program Outcome					Program Specific Outcome				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	Understand key principles of branding.	3		2			3		2		1
CO2	Understand & conduct measurement of brand equity & performance.	1		3			3	1			1
CO3	Practically develop a brand including positioning & communication.		3	2		1	2	2		1	2
CO4	Examine brand concepts in real-life setting by articulating the context of and the rationale for the application.	2	2	3	3		2		1	2	
CO5	Analyze new product development and brand extension programs.	3		1			3		1		3

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: (ELECTIVE V, MARKETING) SALES & DISTRIBUTION MANAGEMENT

Code: MGT26030

5 Credits | Semester VI

Total Lectures Required – 75**Total Tutorials Required - 15**

A. INTRODUCTION: The objective of this paper is to develop among the students an understanding and appreciation of the Sales & Distribution processes in organizations. The course includes the familiarization of concepts, approaches and the practical aspects of the key decision making variables in sales force and distribution channel management.

B. COURSE OUTCOMES: At the end of the course, students will be able to:

CO 1: The purpose of this course is to acquaint the students with the concepts which are helpful in developing and managing sales force and marketing channels so as to gain competitive advantage.

CO 2: The course is designed to familiarize students with the concepts, techniques and the practical aspects of the key decision making variables in distribution channel management.

CO 3: Recognize and demonstrate the significant responsibilities of sales person as a KEY individual.

CO 4: Describe and Formulate strategies to effectively manage company's sales operations.

CO 5: Evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team.

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: SALES MANAGEMENT: Why Study Sales and Distribution Management, Organization framework of the field sales force: Types and methods of Field Sales Organization, Career in Field Sales Management, Field Sales Manager – His tasks and responsibilities, Relation with sales man and relationship with the top management, Case study on Hindustan Unilever Ltd. sales team management & strategy. **SALESMANSHIP & SALES FORECASTING:** Definition- theoretical aspects of salesmanship, Characteristics of successful salesman-selling systems and terms, Methods and procedural steps in sales forecasting, Classroom Discussion on Coca-cola's sales forecast & rise in profit. **BUDGETING:** Sales budgets – Purpose of sales budget, Salesman expenses control, estimating the cost of distribution, allocation of field sales resources, designing sales territories, procedure for designing,

Determining manpower requirements, recruiting, methods and the selection system, Sales Audit and Analysis – Control of sales efforts and costs. Sales quotas, types of sales quotas, its purpose and managerial evaluation, Classroom Discuss on Acculturation and Enculturation. **DISTRIBUTION MANAGEMENT:** Role of distribution in marketing mix-Role and functions, Transport and Handling: Economics of transportation, Determining optimum mode of transport organization, machines, procedures and documentation, Case study on Patanjali's distribution channel. **DEALER NETWORK:** Role of middlemen/dealer in marketing and distribution, Dealer function at wholesale and retail level, Strategic plan of network – location, selection, Appointment and Termination of dealers, Morale and Motivation, Non-Evaluative Assignment on Direct & indirect distribution channel comparison in context to Samsung & iPhone.

E. TEXT BOOKS:

1. Sales & Distribution Management, S.L. Gupta, EXCEL BOOKS.
2. Sales Management, M.V.Kulkarni, EPH.

F. REFERENCE BOOKS

1. Physical Distribution Management, M.V.Kulkarni, EPH.

G. Course Articulation Matrix: (Mapping of COs with POs)

S.No.	Course Outcome Statement	Program Outcome					Program Specific Outcome				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	The purpose of this course is to acquaint the students with the concepts which are helpful in developing and managing sales force and marketing channels so as to gain competitive advantage.	3	2	2	3		3		2		1
CO2	The course is designed to familiarize students with the concepts, techniques and the practical aspects of the key decision making variables in distribution channel management.	1	2	3			1	3	2		1
CO3	Recognize and demonstrate the significant responsibilities of sales person as a KEY individual.		3	1	3	1	1			2	
CO4	Describe and Formulate strategies to effectively manage company's sales operations.	2	2		3	1			1	2	
CO5	Evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team.	1	3	1	3	2	1		1		1

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: (ELECTIVE VI, MARKETING) RURAL AND INTERNATIONAL MARKETING

Code: MGT26117

5 Credits | Semester VI

Total Lectures Required – 75**Total Tutorials Required - 15**

A.INTRODUCTION: This course helps students in developing knowledge and understanding of key issues associated with International Marketing such as its importance and the methods of entering international market and its influence on global market. It also enables students to gain insights of Rural and Urban Marketing.

B. COURSEOUTCOMES: After the completion of the course students are enable –

CO1: To gain knowledge on Agricultural marketing, Challenges and Prospects for improving agricultural marketing system.

CO2: To be able to assess an organization's ability to enter and compete in international markets.

CO3: To gain skills to analyze marketing functions, market information and intelligence.

CO4: To develop skills in researching and analyzing trends in global markets and in modern marketing practice.

CO5: To understand the impact of International trade in a particular organization.

C.ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal	20
	Assignment + Attendance	10 (5+5)
End term exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS:

Introduction to Retail Marketing: Concept, Nature & Scope and importance of rural marketing, Marketing mix in a rural context, Difference between Rural and Urban marketing, Evolution of rural marketing in India, Rural Marketing Environment and its impact on Marketing Operations (Physical; Demographic; Socio-Cultural; Political; technological; Economic Environments), Characteristics, Attitudes and Behavior of Rural Buyers, Factors influencing Consumer Behavior in Rural Markets, **Assignment 11**-Case Studies: ITC E – Choupal; **Marketing Strategies in Rural Context-** STP Analysis in Rural Markets: Segmentation (Prerequisites, Bases of Segmentation: Geographic, Demographic, Psychographic, Behavioral); Targeting (Segment Coverage); Positioning(Bases of positioning: Product; Service; People; Image); Product Planning and Branding in rural markets, Levels of a product, Product line and Mix decisions, Branding in rural markets (Basic Concepts of brand loyalty, brand stickiness, Fake brands); Packaging Strategies for rural markets; Pricing Strategies in Rural markets; Rural- centric pricing strategies, market entry pricing strategies, product mix pricing strategies, price adjustment strategies; Distribution Strategies in Rural Markets, Rural channel members, Challenges in rural

distribution and logistics; Promotional strategies in rural markets, Rural Media vehicles, selection of communication channels; **Assignment 2-** HUL Project Shakti; **Marketing of agricultural inputs-** Concept of Agricultural inputs, Co- operative marketing, Public Distribution system, Agricultural marketing in India: Problems and prospects,

Class Discussion- Case Study : Initiatives of Coca Cola to tap BOP; DCM Shriram Consolidated Ltd Hariyali Kissan Bazaar; **Introduction to International Marketing-** Concept, Scope and Environment of International Marketing, Proactive and Reactive Motivations of Internationalization, Difference between domestic marketing, international marketing, multinational marketing, export marketing and global marketing, The PESTEL framework, The EPRG model and the Self – Reference Criterion (SRC), Hofstede's 4 Dimensions of culture, Concept of High- Context and Low- context cultures; **Assignment-** Acculturation(any culture of your choice); **International Market entry strategies and Market Research-** Segmentation and Identification of foreign markets, Foreign Market Entry Strategies: Exporting, Piggy- backing, wholly owned subsidiaries, Licensing, Franchising, Joint- Ventures, Mergers and Acquisitions, Turnkey operations, strategic alliances, Countertrade , Management contracting , Barriers to entry in International markets; **Assignment-** Case Study- MC Donald's Market entry Strategy; **International Marketing mix decisions** –International product policy and planning: The process of New Product Development (NDV) in IM (export manufacturing firms and export houses), Segmentation, Targeting and Positioning (STP) analysis in product planning, Concept of International PLC, Pricing in International Markets: Price and non- price Factors, Export Pricing methods, International Pricing strategies, price distortion and dumping, Distribution and Logistics in International Context: Types of Intermediaries in direct and indirect selling channels (concepts only), Foreign sales agent selection and appointment , Tools of Promotion in International Markets: Promotional mix (Advertising, Sales Promotion, Personal Selling, Public relations and Publicity), Promotional appeals, merchandising, trade fairs/ exhibition, competitive pricing, Competitive advertising.

E.TEXTBOOKS:

- T1. Varshney& Bhattacharya, *International Marketing Management*. Sultan Chand & Sons.
- T2. Krishnamacharyulu & Ramakrishnan, *Rural Marketing: Taxes and Cases*. Person Education.
- T3. Gopalaswamy, T.P , *Rural Marketing*. Wheeler Publishers, New Delhi .

F.REFERENCEBOOKS

- R1. Rajagopal, *Managing Rural Business*. Wheeler Publishers.
- R2. W.J.Keegan, *Multinational Marketing Management*. Prentice Hall.
- R3. V. Terpestra & Ravi Saratnag, *International Marketing*. Naper Publishing Group.

G. COURSE ARTICULATION MATRIX: (Mapping COs with Pos & PSOs)

S.No.	Course Outcome Statement	PROGRAM OUTCOMES					PROGRAM SPECIFIC OUTCOMES				
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	To gain knowledge on Agricultural marketing, Challenges and Prospects for improving agricultural marketing system.		1	3	2		1	2	2	1	
CO2	To be able to assess an organization's ability to enter and compete in international markets	2	2	2	2	1	3	3	1	2	3
CO3	To gain skills to analyze marketing functions, market information and intelligence.		1	3	3			2	3	3	1
CO4	To develop skills in researching and analyzing trends in global markets and in modern marketing practice.		2	3	2	3		3	1	2	
CO5	To understand the impact of International trade in a particular organization.	1	2	2	3	2	1	2			2

1.Low Correlation;2..Moderate Correlation; 3.Substantial Correlation

SUBJECT: (ELECTIVE IV, HRM) TRAINING AND DEVELOPMENT

Code: MGT26032

5 Credits | Semester VI

Total Lectures Required – 75**Total Tutorials Required - 15**

A.INTRODUCTION : To enable students understand the concepts, principles and process of training & development and develop an understanding of how to assess training needs and design training programs in an Organizational setting.

B.COURSE OUTCOMES: After the completion of the course students will be :

CO1: To understand key principles of training.

CO2: To understand the process of training and development programs in an organization.

CO3: Practically develop a training program and also evaluate it.

CO4: Students will be able to analyze and evaluate self development and its impact on organizational development.

CO5: Be able to familiarize with the various learning and Development theories.

C.ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal	20
	Assignment +Attendance	10 (5+5)
End term exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS :

Introduction: Introduction to Training concept: Definition, Meaning, Need for training, Importance of Training, Objectives of training, Concept of Education, Training and Development, Overview of Training functions, Types of training. **Case study:** Answering the phone “ Good news, Bad news”; **Process of training:** Steps in Training, Identification of job competencies, Criteria for identifying training needs (person analysis, task analysis , organization analysis), Assessment of training needs, Methods and Process of needs assessment. **Evaluative Assessment :** What a waste of time?; **Designing and implementing a training program:** Trainer identification, methods and Techniques of training, Designing a training module (Cross Cultural, leadership, Training The Trainer, Change), Management Development Program, Budgeting of Training. **Case Study:** Learning and Development of CHOC Company; **Evaluation of training program** Kirkpatrick model of evaluation, CIRO model, Cost-Benefit Analysis, ROI of training. **Activity :** Designing the model; **Learning:** Principles of learning, Theories of learning, reinforcement theory, Social learning theory, Resistance to training, **Activity:** Quiz.

E.TEXTBOOKS:

T1: Raymond Noe, *Employee Training and Development*.

T2: Devendra Agochia, *Every Trainers Handbook*

F.REFERENCEBOOKS

R1. Sharma, Radha, *360 Degree Feedback, Competency Mapping and Assessment Centre*.

G. COURSE ARTICULATION MATRIX: (Mapping COs with Pos & PSOs)

S.No.	Course Outcome Statement	PROGRAM OUTCOMES					PROGRAM SPECIFIC OUTCOMES				
		PO 1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	To understand key principles of training.	3	3	2					1	2	
CO2	To understand the process of training and development programs in an organization.	3	2	3	3	2	1	2	2	3	2
CO3	Practically develop a training Program and also evaluate it.	2	3	3	3	3	2	3	3	2	2
CO4	Students will be able to analyze and evaluate self development and its impact on organizational development.	3	3	3	2	2	3	3	2	3	3
CO5	Be able to familiarize with the various learning and Development theories.	1	3	2		3	1		3	2	

1.Low Correlation;2.Moderate Correlation; 3.Substantial Correlation

SUBJECT: (ELECTIVE V, HRM) PERFORMANCE MANAGEMENT & APPRAISAL SYSTEM

Code: MGT26114

5Credits | Semester VI

Total Lectures Required – 75**Total Tutorials Required - 15****A. INTRODUCTION:**

To understand the importance of employee performance to achieve the organizational goals and also identify the process of performance management applications.

C. COURSE OUTCOMES: At the end of the course, students will be able to

CO1: To understand the concepts, principles and process of performance management.

CO2: To develop an understanding of how to assess the performance of employees.

CO3: To understand the biases in Appraisal

CO4: To familiarize with the levels, tools and techniques involved

CO5: Understand all the modern methods of Appraisal

C. ASSESSMENT PLAN:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment + Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS: Introduction to Performance Management System: Aims of Performance Management, Principles of Performance Management, Overview of Performance Management as a System, Dimensions of Performance Management, Assignment: The Bad Apple, **Mechanics of Performance Appraisal:** Definitions and Dimensions of PA, Purpose of PA and Arguments against PA, Necessity of Performance Appraisal and its Usage by Organizations, Characteristics of Performance Appraisal, Performance Appraisal Process, Mistakes made by Human Resource Department, **Performance Appraisal Methods:** Performance Appraisal Methods, Traditional Methods, Modern Methods, and Performance Appraisal of Bureaucrats – A New Approach, **Performance Appraisal Feedback :** Feedback – Role, Types and Principles, Situations Requiring Feedback and Pitfalls, Components of a Feedback and Steps in giving a Constructive Feedback, Levels of Performance Feedback, Introduction, the Impact of 360-Degree Feedback on Organizations, Concept of 360-Degree Feedback System, Purpose, Methodology, Ratings, Advantages and Disadvantages of the Method, The Process of 360-Degree Feedback, Operating 360-Degree Appraisal, Assignment : Wrong Leader, **Issues in Performance Management:** Role of Line Managers, Performance Management and Reward: Role of Line Managers in Performance Management, Performance Management and Reward, Concepts related to Performance and Reward, Linking Performance to Pay – A Simple System Using Pay Band, Linking

Performance to Total Reward, Challenges of Linking Performance and Reward, Activity : Designing the performance appraisal using pay band

E. TEXT BOOKS

- Bernard o' Meara ,*Handbook of Strategic Recruitment & Selection : A systems Approach*- Pearson
- Gareth Roberts ,*Recruitment & Selection : A Competency Approach*- PHI

F. REFERENCE BOOKS

- Eric Garner, *Recruitment & Selection*, PHI

G. Course Articulation Matrix: (Mapping of COs with POs)

S.No.	Course Outcome Statement	Program Outcome				Program Specific Outcome					
		PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	To understand the concept,, principles and process of performance management	3	3	3	2	1	3	3	3	3	1
CO2	To develop an understanding of how to assess the performance of employees.	3	3	3	2	1	3	3	3	3	2
CO3	To understand the biases in Appraisal	3	3	2	1	2	3	3	3	3	1
CO4	To familiarize with the levels, tools and techniques involved	3	3	3	2	2	3	3	2	2	1
CO5	.Understand all the modern methods of Appraisal	3	3	3	3	2	3	3	3	3	2

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation

SUBJECT: (ELECTIVE VI, HRM)CHANGE MANAGEMENT AND ORGANIZATIONAL DEVELOPMENT

Code: MGT25126

5 Credits | Semester VI

Total Lectures Required – 75

Total Tutorials Required - 15

A. INTRODUCTION: To make the students aware about the importance of change and change management in developing organizations.

C. COURSE OUTCOMES: At the end of the course, students will be able to –

CO1: Understand the role of change management in organizations.

CO2: Learn the tools of designing and implementing change interventions.

CO3: Understand why people resist change & how to overcome the inertia

CO4: Understand the importance of development of the organizations as a tool for sustainability and gain competitive advantage.

CO5: Better understanding of role of change management and organizational development programs in implementing successful business programs.

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	20
	Assignment +Attendance	10 (5+5)
End Term Exam (Summative)	End Term Examination	70
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. SYLLABUS

Introduction to Organizational Change and Development The challenge for Organization, what is Organizational Development? Evaluation of O.D., Organizational Culture, Socialization Process, Psychological Contracts, Model for O.D., Challenges of Change, Organizational Renewal, adapting to change, systems approaches. **Practicing Organizational Development**

Creating a concept for change, understanding corporate culture, cultural resistance to change, tools for change, unplanned vs planned change. **Managing Change Resistance** Change and reinvention, Life cycle of resistance, leading change, a change Model, Strategies to reduce resistance to change. **O.D. Intervention Strategies** Process Interventions, Types of process interventions, Results of process interventions, Basic Strategies to Organizational Change, Intervention of change strategies, Major O.D. Intervention techniques. **Team Development Interventions** The team Approach, Need for team Development, Purpose of Team Development, Team Development Process. **Organizational Transformation** Strategy and transformation, Organizational Transformation, The corporate culture, Strategic Change Management.

E. TEXT BOOKS

Donald R. Brown, An Experimental Approach to Organizational Development, Pearson Publications.

F. REFERENCE BOOKS

R1. Ratan Raina, Change Management and Organizational Development, Sage Publications.

R2. Gareth R. Jones & Mary Mathew, Organizational Theory, Design and Change, Pearson Publcn.

G. COURSE ARTICULATION MATRIX: (Mapping of COs with POs)

		CORRELATION WITH PROGRAM OUTCOMES					CORRELATION WITH PROGRAM SPECIFIC OUTCOMES				
CO	STATEMENT	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	Understand the role of change management in organizations.	3	3	3	2	3	3	3	3	3	2
CO 2	Learn the tools of designing and implementing change interventions.	3	3	3	2	3	3	3	3	3	2
CO 3	Understand why people resist change & how to overcome the inertia	3	3	2	2	3	3	3	3	3	2
CO 4	Understand the importance of development of the organizations as a tool for sustainability and gain competitive advantage.	3	3	3	2	3	3	3	3	3	2
CO 5	Better understanding of role of change management and organizational development programs in implementing successful business programs.	3	3	3	3	2	3	3	3	3	2

1-Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation.

SUBJECT: DISSERTATION

Code: ECO26027

5 Credits | Semester VI

Total Lectures Required – 75**Total Tutorials Required - 15****A. Introduction:**

The main objective of this course is to test the independent research skills students have acquired during their time at university.

B. Course Outcome: At the end of the course, students will be able to

CO1: Help understand their area of interest

CO2: To develop research instinct

CO3: To understand how a project report needs to be made

CO4: Demonstrate capacity to improve student achievement, engagement and retention.

C. Assessment Plan:

Criteria	Description	Maximum Marks
Internal Assessment (Summative)	Internal Examination	NA
	Assignment	NA
	Attendance	NA
End Term Exam (Summative)	End Term Examination	100
	Total	100
Attendance (Formative)	A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.	

D. Introduction to Dissertation

A Student of Sixth Semester has to complete a dissertation project under an allocated guide. Further the student will complete a project on the topic assigned to them by their Guides. The project will be of 100 marks which will be divided into Internal & External VIVA of 50 marks each. It is mandatory for all students to complete the dissertation project without which they will not be eligible to obtain their graduation degree.

E. COURSE ARTICULATION MATRIX: (Mapping CO'S with PO'S & PSO'S)

S.N O	COURSE OUTCOME STATEMEN T	PROGRAM OUTCOME							PROGRAM SPECIFIC OUTCOME						
		PO 1	PO2	PO 3	PO4	PO5	PO 6	PO 7	PS O1	PS O2	PS O3	PS O4	PSO5	PS O6	PS O7
CO 1	Help understand their area of interest	2	2	2	2	1	2	2	3	2	3	2	2	3	3
CO 2	To develop research instinct	3	3	3	2	3	3	3	2	2	2	2	2	3	2
CO 3	To understand how a project report needs to be made	2	2	2	1	3	3	2	3	2	2	2	2	2	3
CO 4	Demonstrate capacity to improve student achievement, engagement and retention.	2	2	1	3	2	2	2	2	2	1	3	3	2	3

1- Low Correlation; 2- Moderate Correlation; 3- Substantial Correlation