Your Dreams Our Goal

POORNIMA
UNIVERSITY

Member of Association of Indian Universities & Approved by UGC (Govt. of India) under 2(f) & 12(B)

FACULTY OF
MANAGEMENT & COMMERCE

DEPARTMENT OF MANAGEMENT

BBA-GENERAL

SCHEME & SYLLABUS
BOOKLET

BATCH 2023-2026

SCHEME & SYLLABUS BBA-GENERAL BATCH: 2023-26

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Disclaimer: The scheme, syllabus and other materials published in this booklet may be changed or modified as per the requirement after approval of competent authority. The decision taken by the management of Poornima University will be final and abiding to all.

Student Details

Name of Student:

Name of Program: BBA

Semester: I - VI   Year: 2023   Batch: BBA 2023-26

Faculty of :FMC,BBA

VISION

To create knowledge based society with scientific temper, team spirit and dignity of labor to face global competitive challenges.

Mission

To evolve and develop skill based systems for effective delivery of knowledge so as to equip young professionals with dedication and commitment to excellence in all spheres of life.

Quality Policy

To provide Quality Education through Faculty development, updating of facilities and continual improvement meeting University norms and keeping stake holders satisfied.

Knowledge Wheel

At Poornima, the academic atmosphere is a rare blend of modern technical as well as soft skills and traditional systems of learning processes.
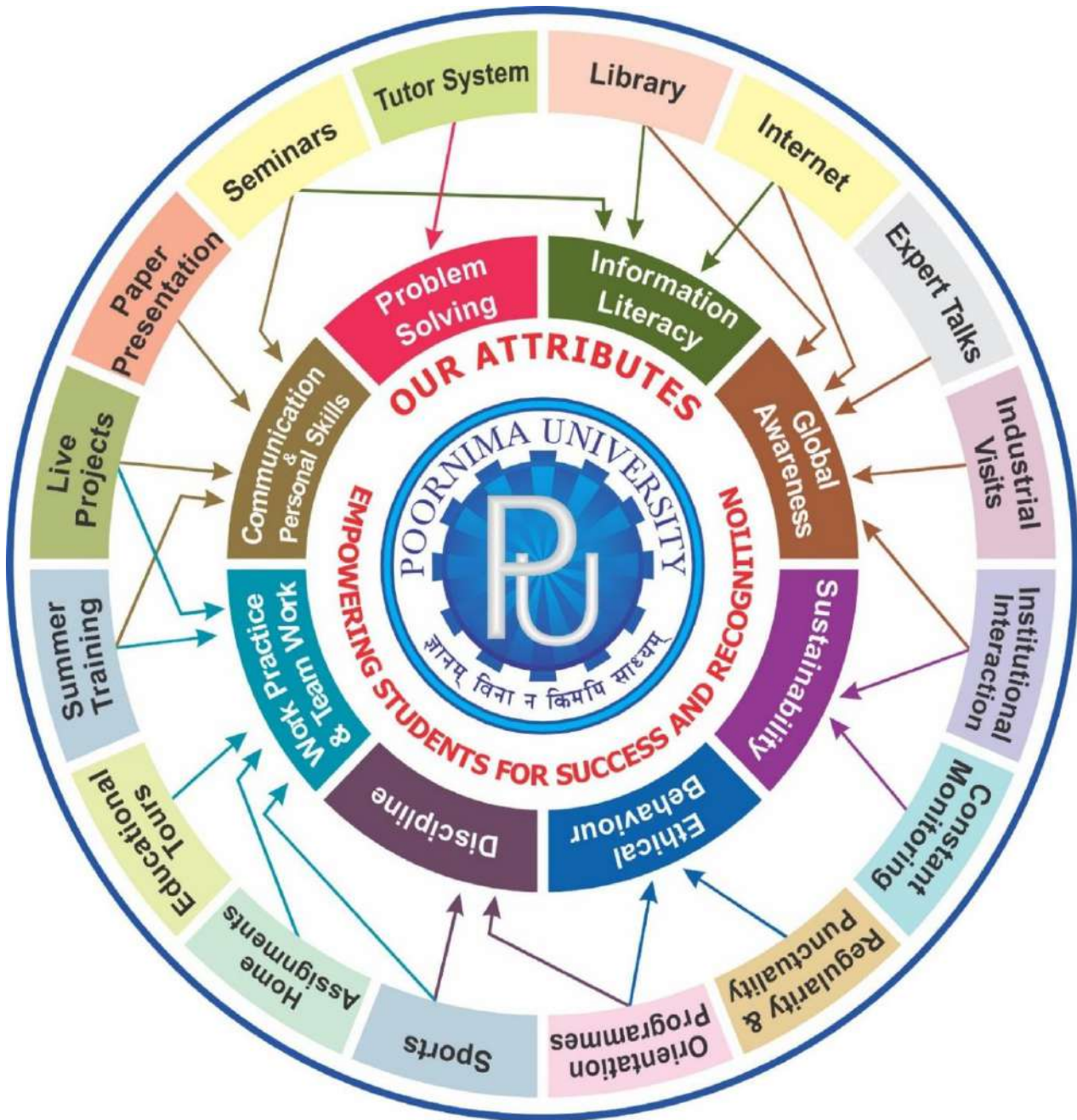
About Program and Program Outcomes (PO):

**Title of the Programme:** Bachelor of Business Administration

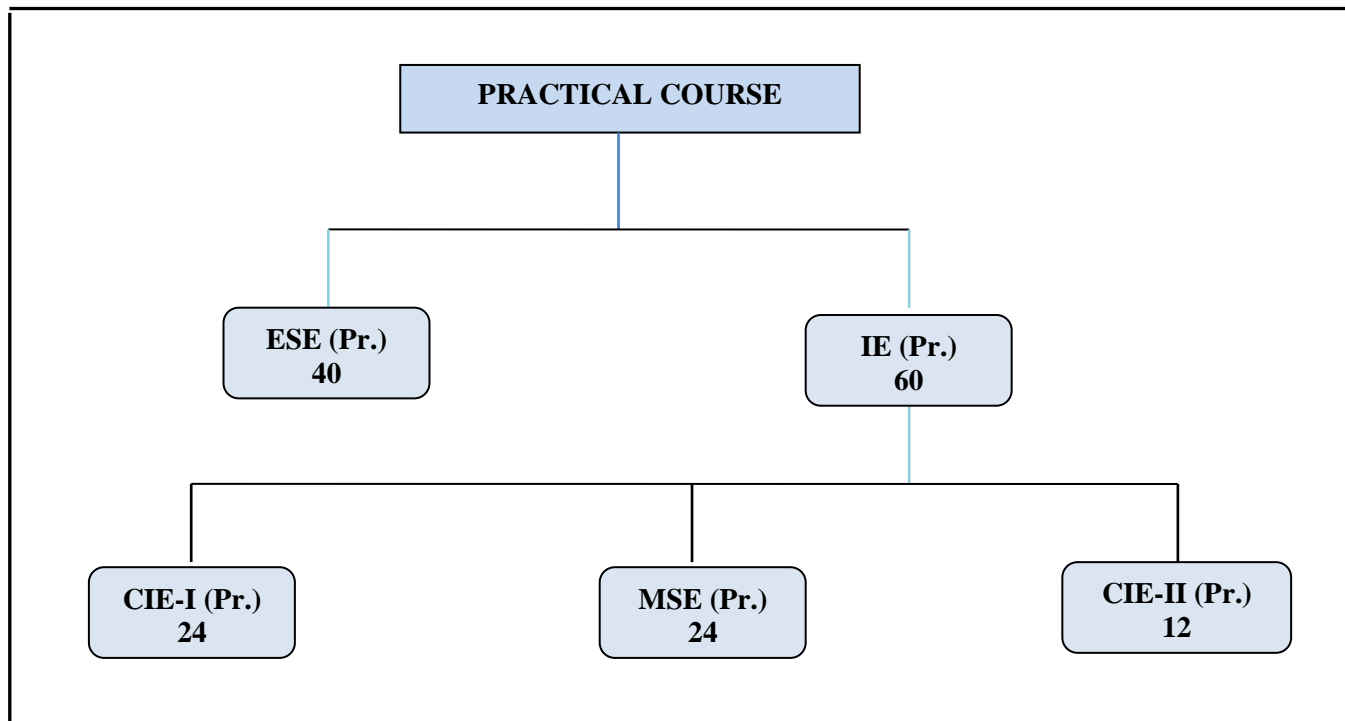**Nature of the Programme:** BBA is three year Full time Programme.

Program Outcomes (PO) :

PO I	To understand the fundaments of theory and practices of management
PO II	Integrate the functional areas to achieve organizational objectives
PO III	Identify and acquire managerial skills to analyse business problems
PO IV	Interpret and apply managerial concepts with leadership skills to lead the teams to achieve the objectives
PO V	Develop entrepreneurial skill to get motivated towards start-ups
PO VI	Evaluate the dynamic business environment and apply the strategy to overcome the challenges
PO VII	Enhance the writing and listening skills to enable the students for proficient communication

Examination System :

A. **Marks Distribution of Theory Course:**

THEORY COURSE

ESE (Th.)
60

IE (Th.)
40
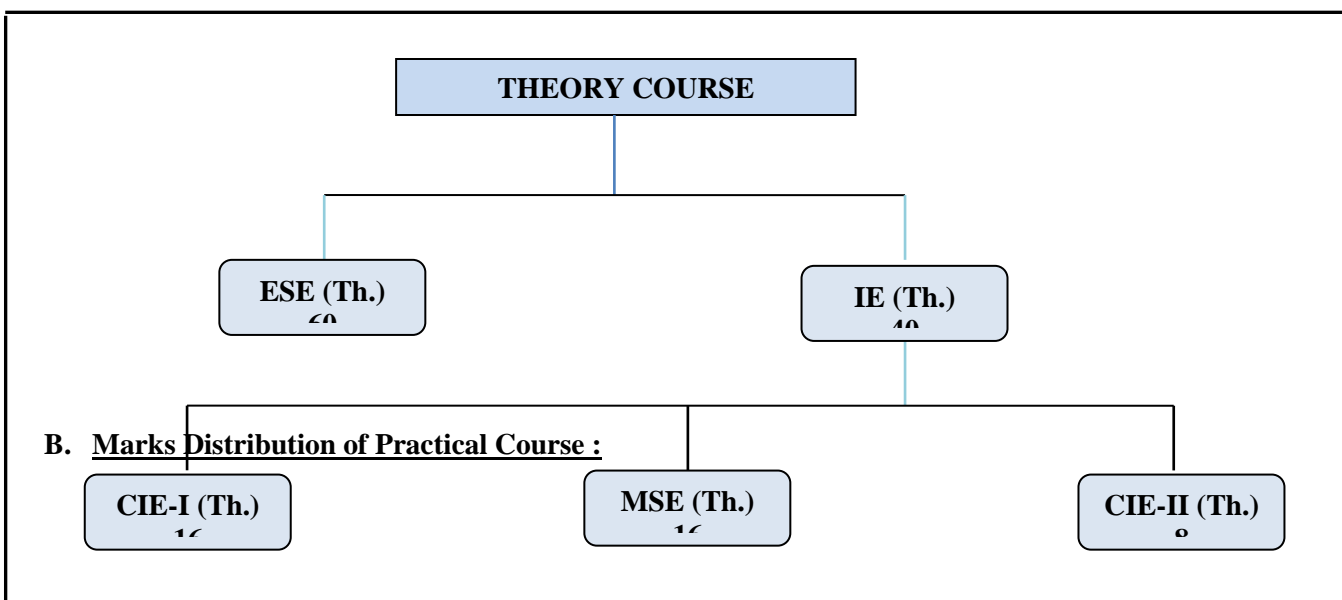
B. **Marks Distribution of Practical Course :**

CIE-I (Th.)
16

MSE (Th.)
16

CIE-II (Th.)
8

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                    ┌─────────────────────────┐
                    │    PRACTICAL COURSE     │
                    └─────────────────────────┘
                    ┌───────────┴───────────┐
          ┌──────────────┐          ┌──────────────┐
          │  ESE (Pr.)   │          │   IE (Pr.)   │
          │      40      │          │      60      │
          └──────────────┘          └──────────────┘
                         ┌───────────────┼───────────────┐
              ┌──────────────┐  ┌──────────────┐  ┌──────────────┐
              │ CIE-I (Pr.)  │  │  MSE (Pr.)   │  │ CIE-II (Pr.) │
              │      24      │  │      24      │  │      12      │
              └──────────────┘  └──────────────┘  └──────────────┘
```

Th.: Theory, **Pr.**: Practical, **ESE:** End Semester Examination, **MSE:** Mid Semester Examination, **CIE:** Continuous Internal Evaluation.

CO Wise Marks Distribution:

Exam Entity	Theory Subject		Practical/ Studio Subject	
	Maximum Marks	**CO to be Covered**	**CO to be Covered**	**Maximum Marks**
CIE-I	16 (8 + 8)	1 & 2	1 & 2	24 (12 + 12)
MSE	16(8 + 8)	3 & 4	3 & 4	24 (12 + 12)
CIE-II (Activity/ Assignment)	8 (8)	5	5	12 (12)
ESE	60	-	-	40
TOTAL	100	-	-	100

Minimum Passing Percentage in All Exams:

S No.	Program Name	Minimum Passing Percentage in		
		IE Component	**ESE Component**	**Total Component**
1	Course Work for PhD Registration	-	-	50%
2	B. Arch.	-	45%	50%
3	MBA, MCA, M.Des., M.Tech., M.Plan, MHA, MPH, MA	-	40%	40%
4	B. Tech., B. Des., BVA, BCA, B.Sc., BBA, B.Com., B.A.	-	35%	35%

SGPA Calculation

$$SGPA = \frac{C_1G_1 + C_2G_2 + \ldots + C_nG_n}{C_1 + C_2 + \ldots + C_n}$$

$$SGPA = \frac{\sum_i C_i \times G_i}{\sum_i C_i}$$

where (as per teaching scheme & syllabus):

C_i is the number of credits of subject i,

G_i is the Grade Point for the subject I and i = 1 to n,

n = number of subjects in a course in the semester

CGPA Calculation

$$CGPA = \frac{C_1G_1 + C_2G_2 + \ldots + C_nG_n}{C_1 + C_2 + \ldots + C_n}$$

$$CGPA = \frac{\sum_i C_i \times G_i}{\sum_i C_i}$$

where (as per teaching scheme & syllabus):

C_i is the number of credits of subject i,

G_i is the Grade Point for the subject I and i = 1 to n,

n = number of subjects in a course of all the semesters up to which CGPA is computed

Grading Table:

Applicable for B.Arch. & Ph.D. Courses				Applicable for All Courses except B.Arch. & Ph.D.			
Academic Performance	Grade	Grade Point	Marks Range (in %)	Academic Performance	Grade	Grade Point	Marks Range (in %)
Outstanding	O	10	$90 \le x \le 100$	Outstanding	O	10	$90 \le x \le 100$
Excellent	A+	9	$80 \le x < 90$	Excellent	A+	9	$80 \le x < 90$
Very Good	A	8	$70 \le x < 80$	Very Good	A	8	$70 \le x < 80$
Good	B+	7	$60 \le x < 70$	Good	B+	7	$60 \le x < 70$
Above Average	B	6	$50 \le x < 60$	Above Average	B	6	$50 \le x < 60$
Fail	F	0	$x < 50$	Average	C	5	$40 \le x < 50$
Absent	AB	0	Absent	Pass	P	4	$35 \le x < 40$
				Fail	F	0	$x < 35$
				Absent	AB	0	Absent

CGPA to percentage conversion rule:

Equivalent % of Marks in the Program = *CGPA**10

Award of Class

CGPA	Percentage	Equivalent Division
$7.50 \le$ CGPA	75% or more	First Division with Distinction
$6.00 \le$ CGPA < 7.50	$60\% \le x < 75\%$	First Division
$5.00 \le$ CGPA < 6.00	$50\% \le x < 60\%$	Second Division
$4.00 \le$ CGPA < 5.00	$40\% \le x < 50\%$	Pass Class

Guidelines for Massive Open Online Courses (MOOCs)
(Session 2023-24)

Poornima University, in its never ending endeavor to equip students with best-of-class learning and knowledge, has undertaken to include MOOC courses as part of its credit scheme from session 2023-24 onwards. The objective behind this is to enable students to study courses designed by the best teachers in the country and to scale their knowledge base with the rest of learners from the nation. The MOOCs which are included under this scheme is can be chosen from SWAYAM and NPTEL.

1. **Introduction of MOOCs: SWAYAM and NPTEL**

About SWAYAM:

SWAYAM is a programme initiated by Government of India and designed to achieve the three cardinal principles of Education Policy viz., access, equity and quality. The objective of this effort is to take the best teaching learning resources to all, including the most disadvantaged. SWAYAM seeks to bridge the digital divide for students who have hitherto remained untouched by the digital revolution and have not been able to join the mainstream of the knowledge economy.

This is done through a platform that facilitates hosting of all the courses, taught in classrooms to be accessed by anyone, anywhere at any time. All the courses are interactive, prepared by the best teachers in the country and are available, free of cost to any learner. However learners wanting a SWAYAM certificate should register for the final proctored exams that come at a fee and attend in-person at designated centers on specified dates. Eligibility for the certificate will be announced on the course page and learners will get certificates only if this criteria is matched.

The courses hosted on SWAYAM are in 4 quadrants – (1) video lecture, (2) specially prepared reading material that can be downloaded/printed (3) self-assessment tests through tests and quizzes and (4) an online discussion forum for clearing the doubts. Steps have been taken to enrich the learning experience by using audio-video and multi-media and state of the art pedagogy / technology.

In order to ensure that best quality content is produced and delivered, nine National Coordinators have been appointed. They are:

1. AICTE (All India Council for Technical Education) for self-paced and international courses
2. NPTEL (National Programme on Technology Enhanced Learning) for Engineering
3. UGC (University Grants Commission) for non-technical post-graduation education
4. CEC (Consortium for Educational Communication) for under-graduate education
5. NCERT (National Council of Educational Research and Training) for school education
6. NIOS (National Institute of Open Schooling) for school education
7. IGNOU (Indira Gandhi National Open University) for out-of-school students
8. IIMB (Indian Institute of Management, Bangalore) for management studies
9. NITTTR (National Institute of Technical Teachers Training and Research) for Teacher Training programme

Two types of courses are offered on SWAYAM platform: Credit Courses and Non- Credit Courses. Credit courses are offered for each semester in January and July every year. The list is available on SWAYAM official website: https://onlinecourses.swayam2.ac.in/

About NPTEL:

NPTEL (National Programme on Technology Enhanced Learning), is a joint venture of the IITs and IISc, funded by the Ministry of Education (MoE) Government of India, and was launched in 2003. Initially started as a project to take quality education to all corners of the country, NPTEL now offers close to 600+ courses for certification every semester in about 22 disciplines.

Some highlights:

▪ Largest online repository in the world of courses in engineering, basic sciences and selected humanities and management subjects

▪ YouTube channel for NPTEL – most subscribed educational channel, 1.3 billion views and 40+ lakhs subscribers

▪ More than 56000 hours of video content, transcribed and subtitled

▪ Most accessed library of peer-reviewed educational content in the world

▪ Translation of more than 12000 hrs of English transcripts in regional Indian languages

NPTEL Online Certification:

The objective of enabling students obtain certificates for courses is to make students employable in the industry or pursue a suitable higher education programme. Through an online portal, 4, 8, or 12-week online courses, typically on topics relevant to students in all years of higher education along with basic core courses in sciences and humanities with exposure to relevant tools and technologies, are being offered. Enrolment to and learning from these courses is free. Following these online courses, an in-person, proctored certification exam is conducted and a certificate is provided through the participating institutions and industry, as applicable.

Some statistics regarding the open online courses since March 2014 till Dec 2021

Completed courses: 3496;

Enrollments across courses: 1.58 CRORE +

Number of exam registrations: 15.1 LAKH +

All the statistics pertaining to completed courses are available at https://beta.nptel.ac.in/courses. All courses are completely free to enroll and learn from. The certification exam is optional and comes at a fee of Rs 1000/course exam.

2. MOOCs at Poornima University:

MOOCs envelops best in class teaching - learning processes along with meeting the requirements of various courses in terms of quality of teaching and evaluation system. To promote the MOOCs among students of Poornima University, it is decided to consider the credits earned through MOOCs.

(a) Options for MOOCs at Poornima University
   (For this document, only those MOOCs will be considered which are available on SWAYAM & NPTEL platforms)

▪ Credit and Non-credit SWAYAM MOOCs can be opted by anyone, anytime, anywhere and in any language. However, prior-permission of the University Authorities is mandatory if the credits are to be transferred to regular degree.

▪ In case of credit courses, there are two ways to opt these courses for the purpose of credit transfer to PU system as given below:

OPTION–I: As Open Elective (for batches entered till 2022) / Multidisciplinary Courses (for batches admitted from 2023-24 onwards):

Open Elective (for batches entered till 2022) / Multidisciplinary Courses (for batches admitted from 2023-24 onwards) are available at University level in offline mode for which relevant booklets are already published. **These courses carries 02 credits.** These category/type of courses (similar/different) are also available as MOOC courses. The respective Deans / HODs shall provide both the options to all the students to either select offline courses or MOOCs as per details given below:

▪ Deans / HODs shall prepare a list of upto 05 appropriate MOOC courses of 02/03 credits each, well in advance (at-least 15 days prior to commencement of semester) and take approval from the Office of Dean, Academics / Pro-President, PU.

▪ After approval, the respective Deans / HODs shall circulate a notice to all their respective students so that they can select any one course from the list, the credits **(only 02)** of which will be counted against Open Elective/ Multidisciplinary courses pertaining to that particular semester.

- If the students are not willing to opt for MOOC Open Elective/ Multidisciplinary course, they can proceed with the current offline practice of opting for Multidisciplinary courses.

- The tutor of the class shall monitor the progress (assignments, feedback, any problem etc.) on weekly basis and report to Head/Dean.

OR

OPTION–II: As Major / Minor Courses:

- Deans / HODs shall identify a course of **03 credits** for each semester, well in advance (at-least 15 days prior to commencement of semester) and take approval from the Office of Dean, Academics / Pro-President, PU.

- After approval, the respective Deans / HODs shall circulate a notice to all their respective students citing that the particular course will be conducted through MOOCs only and is compulsory for all respective students. The credits of this course will be counted against Major/Minor courses pertaining to that particular semester.

- The tutor of the class shall monitor the progress (assignments, feedback, any problem etc.) on weekly basis and report to Head/Dean.

- This is to be noted that if Deans / HODs decide to conduct any major/minor course in any semester through MOOCs, no offline course will be conducted against that.

(b) Important points related to MOOCs at Poornima University

- Only one MOOC shall be allowed in a particular semester for the purpose of credit transfer in the beginning.

- No attendance will be taken for MOOC courses.

- Last period of T/T/S shall be taken for MOOC courses which shall be in self-study mode.

- The method of assessments of MOOC such as assignments and examination are completely associated with that particular MOOC and no exam will be conducted by the department as well as by the Examination Cell.

- The respective Dean / HOD must submit the detail of course i.e., code, name and credit of MOOC opted against that particular course in particular semester attached with highlighting in the related examination scheme of syllabus of that semester signed by BOS Convener / HoD and Dean of Faculty to the office of Pro-President before commencement of the classes.

- SWAYAM will award a certificate to all the students passing the examination along with the credit earned. The center of examination for SWAYAM MOOCs will be finalized by SWAYAM. All the responsibility related to registration for MOOCs, timely submission of assignments, examinations etc. will be borne by the students only.

- The list of registered students in MOOC along with name of course will be submitted to the Examination Cell by the Deans / HoDs before commencement of the classes.

- Any student who would not be able to register/present/clear/pass the MOOC in the stipulated time, it is the choice of the student that he or she may register in next semester (odd or even) with MOOC again or appear as a back exam candidate of the University as per PU norms.

- There will be no provision of re-evaluation of MOOC.

- The scorecard and related certificate of MOOC along with a consolidated list of students with marks of assignment and final exam will be submitted to the examination cell by the concerned Dean / HOD for further process. It is also recommended that alteration/changes/scaling in marks obtained by the students in any MOOC will not be considered.

- The exam registration fee of MOOC up to Max. INR 1000/- will be reimbursed to the student only after successful completion of the course in first attempt and submission of the fee receipt, score-card and

certificate of the MOOC to the concerned department within stipulated time after declaration of the results.

NOTE: This is to be noted that the procedure for getting approval from BOS, Faculty Board, Academic Council and BoM is to be followed as per regular process.
Attached Items:

Soft Skills Booklet	Annexure-1
Value Added Course Booklet	Annexure-2
Skill Enhancement Technical subject Booklet	Annexure-3

POORNIMA UNIVERSITY, JAIPUR
Faculty of Commerce and Management

Name of Program: BBA - General	Duration: 3 Years	Total Credits: 134

Teaching Scheme for Batch 2023-26

Semester-I

Course Code	Name of Course	Teaching Scheme				Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	SH	IE	ESE	Total	
A.	**Major (Core Courses)**								
A.1	**Theory**								
BBXCBX1101	Principles of Management	3	0	0		40	60	100	3
BBXCBX1102	Financial Accounting	3	0	0		40	60	100	3
BBXCBX1103	Business Economics – Micro	3	0	0		40	60	100	3
BBXCBX1104	Human Behavior	3	0	0		40	60	100	3
BBXCBX1105	Fundamentals of Marketing-I	3	0	0		40	60	100	3
A.2	**Practical**								
	NA	-	-	-		-	-	-	-
B.	**Minor Stream Courses/ Department Electives**								
B.1	**Theory**	-	-	-	-				
B.2	**Practical**	-	-	-	-				
	NA	-	-	-	-				
C	**Multidisciplinary Courses**								
BULEBX1211	Business Statistics for Managerial Decision	3	0	0		40	60	100	3
D	**Ability Enhancement Courses (AEC)**								
BUACHU2205	Human Values & Professional Ethics	0	0	2	1*	60	40	100	1
E	**Skill Enhancement Courses (SEC)**								
BXXESE1613	Computer For Management Lab-I Excel	0	0	2	1*	60	40	100	1
F	**Value Added Courses (VAC)**								
G	**Summer Internship / Research Project / Dissertation**								
H	**Social Outreach, Discipline & Extra Curricular Activities**								
H.1	Social Outreach, Discipline & Extra-Curricular Activities								
Total		18	0	4	2*				20
Total Teaching Hours		22		22+2=24					

SH: Supporting Hours, *Classes will be conducted fortnightly.

POORNIMA UNIVERSITY, JAIPUR
Faculty of Commerce and Management

Name of Program: BBA - General **Duration: 3 Years** **Total Credits:134**

Teaching Scheme for Batch 2023-26

Course Code	Name of Course	Lecture (L)	Tutorial (T)	Practical (P)	SH	IE	ESE	Total	Credits
		Teaching Scheme				Marks Distribution			
Semester-II									
A.	**Major (Core Courses)**								
A.1	**Theory**								
BBXCBX2101	Principles of Finance	3	0	0		40	60	100	3
BBXCBX2102	Cost Accounting	3	0	0		40	60	100	3
BBXCBX2103	Operations Research	3	0	0		40	60	100	3
A.2	**Practical**								
B.	**Minor Stream Courses/ Department Electives**								
B.1	**Theory (Any One)**								
BBXCBX2104	Business Organization & System	3	0	0		40	60	100	3
BBXCBX2105	Fundamentals of Marketing-II	3	0	0		40	60	100	3
B.2	**Practical**								
C	**Multidisciplinary Courses**								
BULEBX2106	Business law	3	0	0		40	60	100	3
D	**Ability Enhancement Courses (AEC)**								
E	**Skill Enhancement Courses (SEC)**								
BXXESE2612	Tally & Computer Based Accounting	0	0	2	1*	60	40	100	1
BUACHU3208	Communication Skills - I	0	0	2	1*	60	40	100	1
F	**Value Added Courses (VAC)**								
G	**Summer Internship / Research Project / Dissertation**								
		-	-	-					
H	**Social Outreach, Discipline & Extra Curricular Activities**								
H.1	Social Outreach, Discipline & Extra-Curricular Activities								
Total		18	4	2					**20**
Total Teaching Hours		22			22+2=24				

SH: Supporting Hours, *Classes will be conducted fortnightly.

POORNIMA UNIVERSITY, JAIPUR
Faculty of Commerce and Management

Name of Program: BBA-General	Duration: 3 Years	Total Credits: 134

Teaching Scheme for Batch 2023-26

Course Code	Name of Course	Teaching Scheme				Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	SH	IE	ESE	Total	
A.	**Major (Core Courses)**								
A.1	**Theory**								
BBXCBX3101	Principles of Human Resources Management	3	0	0		40	60	100	3
BBXCBX3102	Research Methodology	3	0	0		40	60	100	3
BBXCBX3103	Management Accounting	3	0	0		40	60	100	3
BBXCBX3104	Consumer Behavior and Sales Management	3	0	0		40	60	100	3
A.2	**Practical**								
B.	**Minor Stream Courses / Department Electives**								
B.1	**Theory (Any one)**								
	NA								
B.2	**Practical**								
	-								
C	**Multidisciplinary Courses**								
BULEBX3105	Supply Chain Management	3	0	0		40	60	100	3
BULEBX3106	Company Law	3	0	0		40	60	100	3
D	**Ability Enhancement Courses (AEC)**								
BUAEBX3213	Statistics for Management Lab	0	0	2	1*	60	40	100	1
E	**Skill Enhancement Courses (SEC)**								
BUACHU5218	Professional Skills – I	0	0	2	1*	60	40	100	1
F	**Value Added Courses (VAC)**								
G	**Summer Internship / Research Project / Dissertation**								
	-								
H	**Social Outreach, Discipline & Extra-Curricular Activities**								
H.1	Social Outreach, Discipline & Extra-Curricular Activities								
	Total	18	0	4	2*				20
	Total Teaching Hours	22			22+2= 24				

SH: Supporting Hours, *Classes will be conducted fortnightly.

POORNIMA UNIVERSITY, JAIPUR
Faculty of Commerce and Management

Name of Program: BBA - General	Duration: 3 Years	Total Credits: 134

Teaching Scheme for Batch 2023-27

Semester-IV									
Course Code	**Name of Course**	**Teaching Scheme**			**SH**	**Marks Distribution**			**Credits**
		Lecture (L)	**Tutorial (T)**	**Practical (P)**		**IE**	**ESE**	**Total**	
A.	**Major (Core Courses)**								
A.1	**Theory**								
BBXCBX4101	Productions and Operations Management	3	0	0		40	60	100	3
BBXCBX4102	Financial Management	3	0	0		40	60	100	3
BBXCBX4103	Marketing Research	3	0	0		40	60	100	3
BBXCBX4104	Advertising and Promotion Management	3	0	0		40	60	100	3
A.2	**Practical**								
BBXCBX4201	Desk Marketing Research	0	0	2		60	40	100	1
B.	**Minor Stream Courses / Department Electives**								
B.1	**Theory (Any One)**								
	NA								
B.2	**Practical**								
C	**Multidisciplinary Courses**								
BULEBX4212	Entrepreneurship and Small Business Management	0	0	2*		60	40	100	4*
D	**Ability Enhancement Courses (AEC)**								
	NA	-	-	-	-	-	-	-	-
E	**Skill Enhancement Courses (SEC)**								
BXXESE4212	Basics of Negotiation Skills	0	0	2	1*	60	40	100	1
BUACHU4212	Communication Skills – II	0	0	2	1*	60	40	100	1
BXXESE4614	Computer for Management Lab – II (Excel)	0	0	2		60	40	100	1
F	**Value Added Courses (VAC)**								
	NA								
G	**Summer Internship / Research Project / Dissertation**								
	NA								
H	**Social Outreach, Discipline & Extra Curricular Activities**								
H.1	Social Outreach, Discipline & Extra-Curricular Activities								
	Total	12	0	10	2*				
Total Teaching Hours		22			22+2 =24				**20**

SH: Supporting Hours, *Classes will be conducted fortnightly.

POORNIMA UNIVERSITY, JAIPUR
Faculty of Commerce and Management

Name of Program: BBA -General	Duration: 3 Years	Total Credits: 134

Teaching Scheme for Batch 2023-27

		Semester-V							
		Teaching Scheme				**Marks Distribution**			
Course Code	**Name of Course**	**Lecture (L)**	**Tutorial (T)**	**Practical (P)**	**SH**	**IE**	**ESE**	**Total**	**Credits**
A.	**Major (Core Courses)**								
A.1	**Theory**								
BBXCBX5101	Product and Brand Management	3	0	0		40	60	100	3
BBXCBX5102	Fundamentals of Services Management	3	0	0		40	60	100	3
A.2	**Practical**								
	NA								
B.	**Minor Stream Courses / Department Electives**								
B.1	**Theory (Any One)**								
	NA								
B.2	**Practical**								
C	**Multidisciplinary Courses**								
BULEBX5103	Business Ethics	3	0	0		40	60	100	3
D	**Ability Enhancement Courses (AEC)**								
BUVCSA1102	Environmental Studies	2	0	0		40	60	100	2
BUVCHU4101	Public Policy and Administration in India	2	0	0		40	60	100	2
E	**Skill Enhancement Courses (SEC)**								
BUACHU6223	Professional Skills – II	0	0	2		60	40	100	1
F	**Value Added Courses (VAC)**								
BXXEVD5215	Social Media Management	0	0	2	1*	60	40	100	1
BUVCEP1102	Yoga : Philosophy & Practice	0	0	2		60	40	100	1
G	**Summer Internship / Research Project / Dissertation**								
BBXCBX5321	Project Studies	0	0	3	1*	60	40	100	4*
H	**Social Outreach, Discipline & Extra Curricular Activities**								
H.1	Social Outreach, Discipline & Extra-Curricular Activities								
Total		13	0	9	2*				
Total Teaching Hours		22			22+2= 24				**20**

SH: Supporting Hours, *Classes will be conducted fortnightly.

POORNIMA UNIVERSITY, JAIPUR
Faculty of Commerce and Management

Name of Program: BBA-General	Duration: 3 Years	Total Credits: 134

Teaching Scheme for Batch 2023-26

Course Code	Name of Course	Lecture (L)	Tutorial (T)	Practical (P)	SH	IE	ESE	Total	Credits
			Teaching Scheme			Marks Distribution			
A.	**Major (Core Courses)**								
A.1	**Theory**								
BBXCBX6101	Group Behavior	3	0	0		40	60	100	3
BBXCBX6102	Management of Innovations & Sustainability	3	0	0		40	60	100	3
BBXCBX6103	Essentials of E Commerce	3	0	0		40	60	100	3
BBXCBX6104	International Business	3	0	0		40	60	100	3
BBXCBX6105	Human Resource Management – Functions & Practices	3	0	0		40	60	100	3
BBXCBX6106	Retail Management	3	0	0		40	60	100	3
A.2	**Practical**								
B.	**Minor Stream Courses / Department Electives**								
B.1	Theory								
	NA								
C	**Multidisciplinary Courses**								
	-	-	-	-					
D	**Ability Enhancement Courses (AEC)**								
	-	-	-	-					
E	**Skill Enhancement Courses (SEC)**								
BUACHU5217	Leadership & Management Skills	0	0	2	1	60	40	100	1
F	**Value Added Courses (VAC)**								
BXXESE6212	Reasoning and Aptitude Skills	0	0	2	1	60	40	100	1
G	**Summer Internship / Research Project / Dissertation**								
H	**Social Outreach, Discipline & Extra Curricular Activities**								
H.1	Social Outreach, Discipline & Extra-Curricular Activities								
Total		18	0	4	2*				**20**
Total Teaching Hours		22			22+2 =24				

SH: Supporting Hours, *Classes will be conducted fortnightly.

DETAILS SYLLABUS

BBXCBX1101	PRINCIPLES OF MANAGEMENT

Unit No.	Title of the unit	Time required for the unit (Hours
1.	Nature of Management :	8
2.	Evolution of Management Thoughts :	8
3.	Major Managerial Functions :	8
4.	Functions of Management:	8
5.	Recent Trends in Management:	8

Course Outcomes:

On successful completion of the course the learner will be able to

CO	Cognitive Abilities	Course Outcomes
CO – 01	Remembering	DEFINE basic aspect of management thinking and study the role and functions of different managers
CO – 02	Applying	IMPLEMENT different approaches of management thoughts to understand philosophy of management thinking.
CO – 03	Understanding	EXPLAIN the importance of functions of management and their roles & ability to organize various programmes and events
CO - 04	Understanding	ELUCIDATE the relevance of controlling and understanding the importance of decision-making that ultimately benefit the organization through new ideas and increased commitment.
CO – 05	Analyzing	EXAMINE about management of change and to learn about new systems and trends in modern management

Syllabus:

1.Nature of Management :
Meaning & Importance, Functions, Role of Management, Management as an Art, Science, Profession & a Social System, Concept of Management, Administration, Organisation & University of Management
2.Evolution of Management Thoughts :
Concept of Management Thoughts, Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker, Indian Management Ethos (Indian) and different styles example (JRD Tata, Dhirubhai Ambani, NR Narayana Murthy, Verghese Kurian.
3.Major Managerial Functions :
Forecasting : Meaning, Need, Types, Methods, Advantages, Disadvantages, Planning : Meaning, Need, Types, Methods, Advantages, Disadvantages, Organising : Meaning, Concept; Delegation of Authority: Meaning, Importance; Decentralisation : Concepts, Meaning & Importance.
4.Functions of Management:
Decision Making: Types, Process, Technique, Directions, Nature & Principles, Motivation: Meaning, Importance, Nature, Principles & Theories, Controlling: Meaning, Needs, Process, Techniques.
5.Recent Trends in Management:
Management of Change, Management of Crises, Total Quality of Management (TQM) : Meaning, Merits, Demerits, Stress Management : Principles, Concept, Merits, Knowledge Management : Meaning, Merits & Demerits, Outsourcing : Meaning, Merits, Demerits.

Recommended Study Material

S. No	Title of the Book	Authors	Publication
01	Management Concepts and Strategies	J.S. Chandan	Vikas Publishing House Pvt. Ltd.

02	Principles of Management	Harold Koontz , Heinz Weihrich , A. Ramachandra Arysri	McGraw hill companies
03	Management A Global and Entrepreneurial Perspective	Heinz Weihrich , Mark V. Cannice , Harold Koontz	McGraw hill companies
04	Management – 2008 Edition	Robert Kreitner, Mamata Mohapatra	Biztantra – Management For Flat World
05	Introduction to Management	John R. Schermerhorn	Wiley India Pvt. Ltd
06	Principles of Management	P.C. Tripathi , P.N. reddy	McGraw hill companies
07	Management Text and Cases	R. Satya Raju , A. Parthasarthy	PHI Learning Pvt. Ltd
08	Management (Multi-Dimensional Approach)	H. R. Appannaiah , G. Dinakar , H.A. Bhaskara	Himalaya Publishing House
09	Management- Principles and Practices	C.B. Gupta	Sultan Chand & Sons
10	Principles of Management	Govindarajan M, Natarajan S.	PHI-Prentice Hall of India Pvt Ltd.

BBXCBX1102	FINANCIAL ACCOUNTING

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Introduction to Accounting	**8**
2.	Final Accounts	**8**
3.	Bank Reconciliation Statements	**8**
4.	Accounting for Depreciation	**8**
5.	Rectification of errors	**8**

Course Outcomes:

On successful completion of the course the learner will be able to

CO	Cognitive Abilities	Course Outcomes
CO – 01	Understanding	UNDERSTANDING basic concepts of accounting and its process.
CO – 02	Applying	APPLY the concept of Journals and Ledger to prepare books and Trial Balance.
CO – 03	Analyze	ANALYZE and interpret the BRS to match the balances.
CO - 04	Apply	APPLY the concept of Depreciation to assess the exact value of assets.
CO – 05	Analyze	ANALYZE the Final Accounts of a business in real time situations.

Syllabus:

1.Introduction to Accounting:
Definition and Scope, objectives, Accounting concepts, principles and conventions. Classification of accounts, Journalizing transactions, sub division of journal, ledger posting and trial balance. Preparation of Voucher, Accounting Process, Book – Keeping, Users of Accounting Information.
2.Final Accounts:
Preparation of Trading account, Profit and Loss account, Balance sheet along with adjustment entries.
3.Bank Reconciliation Statements:
Meaning, importance and preparation of Bank Reconciliation Statement.
4.Accounting for Depreciation:
Meaning, Objectives, Causes, Formula, Methods: (SLM, WDV), Provision for depreciation account.
5. Rectification of error s:
Classification of errors, location of errors, Suspense account, Rectifying accounting entries.

Recommended Study Material

S. No	Title of the Book	Authors	Publication
01	Advance Accounting Vol- I	S.N. Maheshwari & S.K. Maheshwari	Vikas Publications
02	Advance Accounting Vol-I	M.C. Shukla , T.C. Grewal , S.C Gupta	S Chand
03	Accountancy (Vol- I)	S. Kr. Paul	Central Educational Enterprises (P). Ltd.
04	Accounting (text and Cases)	Robert N. Anthony , David F. Hawkins , Kenneth A. Merchant	McGraw Hill Companies
05	Advanced Accountancy (Volume – I)	R.L. Gupta , M. Radhaswamy	Sultan Chand & Sons

BBXCBX1103	BUSINESS ECONOMICS – MICRO

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Concept of Business economics	**8**
2.	Demand and supply analysis	**8**
3.	Revenue Analysis	**8**
4.	Cost Analysis	**8**
5.	Pricing under various market conditions	**8**

Course Outcomes:

On successful completion of the course the learner will be able to

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyze	Analyze and think critically about various concepts, terms in Business Economics
CO – 02	Applying	Applying mathematical and statistical analysis methods extracting information of Demand and Supply Analysis
CO – 03	Understanding	To make student understand the concept and type of revenue
CO - 04	Understanding	To make student understand the concept and type of cost
CO – 05	Analyze	To develop ability to understand the market structures under imperfect competition

Syllabus:

1. Concept of Business economics:
Importance of economics in life, scope, forms of economy economic activities, economic problems, circular flow of economy, Meaning and definition of business economics, scope of business economics, Importance of economics in life, forms of economy, central problems of economics, 5 sector flow of income and expenditure
2. Demand and supply analysis:
Concept of demand, determinants of demand, individual demand, market demand, Law of demand, elasticity of demand, types of elasticity of demand. Practical implementation of elasticity of demand. Methods of measuring elasticity of demand. Concept of supply, determinants of supply, elasticity of supply.
3. Revenue Analysis:
Concept and types of revenue, Importance of revenue, methods of calculation of revenue Interrelationship between marginal, total, and average revenue, Methods of measuring TR, AR and MR, interrelationship between TR, AR and MR.

4. Cost Analysis:

Concept of cost, definition and importance of cost, typology of cost analysis of cost- 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

and Long Run Average and Marginal Cost Curves.

5. Pricing under various market conditions:

Concept of market and competition, Meaning of market, types of markets - Perfect competition, Monopoly, monopolistic competition, duopoly, and oligopoly. Price and output determination in different market conditions.

➤ **Recommended Study Material**
➤

S. No	Title of the Book	Authors	Publication
01	Microeconomics	B. Douglas Bernheim and Michael D. Whinston	Tata McGraw Hill
02	Microeconomics	Pindyck, R.S. and D.L. Rubinfeld	Pearson Education
03	Principles of Economics	Stiglitz, J.E. and C.E. Walsh	Oxford Univ. Press
04	Microeconomics: Theory and Application	Salvatore, D.L	Oxford Univ. Press
05	Intermediate Microeconomics: A Modern Approach	Varian, H.R.,	W.W. Norton
06	Microeconomic Theory,	Sen, Anindya	Oxford Univ. Press

BBXCBX1104	HUMAN BEHAVIOR

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Personality	**8**
2.	Learning & Motivation	**8**
3.	Perception	**8**
4.	Decision Making	**8**
5.	Attitude, Values and Emotions	**8**

Course Outcomes:
On successful completion of the course the learner will be able to

CO	Cognitive Abilities	Course Outcomes
CO – 01	Remembering	Define the various concepts and theories of Personality
CO – 02	Understanding	To understand different approaches to learning and motivation and related theories for developing understanding of factors of motivation.
CO – 03	Analyzing	Analyze the concept of perception and its process and how it influences experience.
CO - 04	Creating	To Create application for process of decision making for knowing how to take rational decisions in different situations.
CO – 05	Evaluating	Evaluate varied attitudes, values and emotions. Understanding the interplay of values and emotions in different cultural setups for achieving organizational objectives

Syllabus:

1. Personality:

Definition, personality determinants, trait theory, type theory, Sheldon's theory, Freud's psychoanalytical theory. Major Personality attributes influencing organizational behavior, Personality-job fit.

2. Learning & Motivation:
Definition, Classical conditioning, instrumental conditioning. Motivation-Meaning, Motivation cycle, Maslow's Theory, Herzberg's Theory, ERG Theory, Theory X and Y, McClelland's Achievement Theory.

3. Perception:
Difference between perception and sensation, Process, perceptual distortion, attribution theory, Application in organization.

4. Decision Making:
Meaning, process, Effect of perception on decision making, situations in decision making, Rationality and Bounded rationality.

5. Attitude, Values and Emotions:
Meaning, Types of attitude, Cognitive dissonance theory, Measuring the A-B relationships-moderating variables, Self-perception theory.; Values- Definition, types of values, values across cultures ;Emotions - Meaning, emotional labor, felt vs. displayed emotions, emotion dimensions, external constraints on emotions, application of emotions in organizational context.

Recommended Study Material

S. No	Title of the Book	Authors	Publication
01	Organizational Behavior, (1 ed.),	Prasad, L. M.	Sultan Chand and Sons (2015)
02	Organizational Behavior	Gupta, Shashi K and Joshi, Rosy. (2015)	Kalyani Publishers
03	Organizational Behavior, (15 ed.)	Robbins, Stephen, Judge, T. A. and Vohra, N. (2015)	Pearson
04	Understanding Organizational Behavior, (3ed.),	Pareek, Udai (2011)	Oxford University Press
05	Organizational Behavior, (2ed),	Bhattacharyya, Dipak Kumar (2016)	Oxford University Press

BBXCBX 1105	Fundamentals of Marketing-I

COURSE OVERVIEW AND OBJECTIVES:

Fundamentals of Marketing-I course enables a student to understand the basic concepts of marketing concept and the role marketing plays in business. This course enables a student to understand the 'Marketing mix' elements and the strategies and principles underlying the modern marketing practices.

1. To understand the concepts of marketing management

2. To learn about marketing process for different types of products and services

3. To understand the concept of Marketing Mix and its application in business.

Unit No.	Title of the unit	Time required for the unit(Hours)
1.	**Introduction to Market and Marketing**	9
2.	**Market Segmentation**	7
3.	**Marketing Mix**	6
4.	**Product Mix and Price Mix**	9
5.	**Place Mix and Promotion Mix**	9

Course Outcomes: On successful completion of the course the learner will be able to:

CO	Cognitive Abilities	Course Outcomes
Fundamentals of Marketing-	CO-1	UNDERSTAND the various concepts, terms in marketing and the various company orientations towards the market place.

I		CO-2	APPLY the concept and theories of Segmentation, targeting and positioning to the actual market situations
		CO-3	EXPLAIN the concept of marketing mix and DEVELOP the applications for real world market offerings
		CO-4	EVALUATE various Product Mix and Price Mix of real world market offering
		CO-5	EVALUATE various Place Mix and Promotion Mix of real world market offering

Unit	Contents
1.	**Introduction to Market and Marketing**
	Meaning and Definition of Market; Classification of Markets; Marketing Concept: Traditional and Modern; Importance of Marketing; Functions of Marketing: Buying, Selling, Assembling, Storage, Transportation, Standardization, Grading, Branding, Advertising, Packaging, Risk Bearing, Insurance, Marketing Finance, Market Research and Marketing Information.; Selling vs. Marketing
2.	**Market Segmentation, Targeting & Positioning**
	Market Segmentation: Introduction, Meaning and Definition, Importance, Limitations; Bases for Segmentation. Targeting and Positioning strategies.
3.	**Marketing Mix**
	Marketing Mix: Introduction, Meaning & Definition; Elements of Marketing Mix- Product, Price, Place and Promotion; Importance of Marketing Mix
4.	**Product Mix and Price Mix**
	(A) Product Mix: Meaning and Definition , Product Line and Product Mix, Product Classification, Product Life Cycle, Factors Considered for Product Management **(B) Price Mix**: Meaning and Definition , Pricing Objectives, Factors Affecting Pricing Decision , Pricing Methods
5	**Place Mix and Promotion Mix**
	(A) Place Mix: Meaning and Definition of Place Mix , Importance , Types of Distribution Channels – consumer goods and Industrial Goods, Factors Influencing selection of Channels **(B) Promotion Mix**: Meaning of Promotion Mix, Elements of Promotion Mix- Personal Selling, Public Relation and Sales Promotion, Factors Affecting Market Promotion Mix, Promotion Techniques or Methods

Recommended Study Material

S. No	Title of the Book	Authors	Publication
01	Marketing Management	Philip Kotler	Pearson Publication
02	Marketing Management	Rajan Saxena	McGraw Hill Education
03	Principles of Marketing	Philip Kotler	Pearson Publication
04	Sales & Distribution Management	Tapan K Panda	Oxford Publication
05	Advertising Management	Rajiv Batra	Pearson Publication
06	Retail Management	Swapna Pradhan	McGraw Hill Publication
07	Retail Management	Gibson Vedamani	Jayco Publication
08	Marketing Management	V. S. Ramaswamy& S. Namakumari	Macmillan Publication

BXXESE1613	Computer for Management Lab-I (Excel)

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Customizing Excel & Basic Functions	8
2.	Word processing using MS Word	8
3.	Spreadsheets using MS Excel	8
4.	Presentations using Power Point	8
5.	Project	8

Course Outcomes:

On successful completion of the course the learner will be able to

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	Analyze the various Basic functioning of Ms Excel
CO – 02	Applying	IMPLEMENT the concept and techniques of Formatting, mail merge to create MS-Word document.
CO – 03	Applying Analyzing	IMPLEMENT various formatting concepts, charts, Data Validation on the workbooks of MS-Excel. EVALUATE various parameters of data using Analysis Tool and Pivot Table.
CO - 04	Analyzing	Analyze interface of MS-PowerPoint, Layouts of Slide and apply them.
CO – 05	Creating	DESIGN a Power-Point Presentation and Report using the concepts of MS-Word MS-Excel.

Syllabus:

1.Customizing Excel & Basic Functions
● An overview of the screen, navigation and basic spreadsheet concepts, Shortcut Keys ● Customizing the Ribbon, Using and Customizing AutoCorrect, Changing Excel's Default Options ● Formatting Cells with Number formats, Font formats, Alignment, Borders, Basic conditional formatting.
2. Word processing using MS Word:
Understand interface of Microsoft Word Formatting (Index, Tab, bullet, numbering, etc.) Adding images, comments, symbols, diagrams Adding header and footer, adding, Changing Case, Text Direction, Rearranging Text into   Columns, Water mark Mail Merge Columns text (Tables, pictures, etc.) Importing and exporting data and files Creation of Table of Content,
3. Spreadsheets using MS Excel:
) New Charts – Tree map & Waterfall • Sunburst, Box and whisker Charts • Combo Charts – Secondary Axis • Adding Slicers Tool • Using Power Map and Power View • Forecast Sheet
4. Presentations using Power Point:
Understand the interface of Power Point Creating presentations using Wizards Creating blank presentation Various type of views and their uses Applying templates on presentations Applying color schemes on presentations Implementing Slide Transactions and Custom Animations OLE Concepts
5. Project :
Developing a small presentation using MS PowerPoint and Report Writing using MS Word

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➢ **Recommended Study Material**

S. No	Title of the Book	Authors	Publication
01	Tally ERP 9 Training Guide	Ashok K. Nadhani	BPB Publications
02	Tally ERP 9 (Power Of Simplicity)	Shraddha Singh	V & S Publishers
03	GST Accounting with Tally. ERP 9	Ashok K. Nadhani	BPB Publications
04	Official Guide to Financial Accounting Using Tally. ERP 9 with GST	Pradeep K. Sinha	BPB Publications

BUACHU2205   HUMAN VALUES & PROFESSIONAL ETHICS

Course Outcomes:

On successful completion of the course the learners will be able to

CO	Cognitive Abilities	Course Outcomes
CO-01	Understand/ Create	• The learner will be able to narrate or create incidences where they have strengthened their self-esteem and assertiveness.
CO-02	Understand / Create	• The learner will be able to write their own definition of emotions and analyse the past actions when they faced positive and negative emotions.
CO-03	Apply/ Analyse	• The learner will be able to apply the knowledge of personal beliefs and values to assess the given situation and present their analysis
CO-04	Understand/ Evaluate	• The learner will be able to evaluate the situations based on the crisis of professional ethics and present their analysis.
CO-05	Understand/ Apply	• The learner will be able to apply the concept Life Skills into the process of acquiring education by setting SMART goals.

UNIT NO.	UNIT NAME	HOURS
1	Study & Analysis of Self	**6**
2	Emotional Intelligence	**4**
3	Introduction to Human Values	**4**
4	Introduction to Professional Ethics	**6**
5	Life Skills & Value Education	**5**

LIST OF LABS	
1.	Self-Esteem & Self Awareness: The process of knowing oneself
2.	Introduction to Personality: Personal Grooming
3.	Self-Assertiveness: Development of Assertive Personality
4.	Analysis of Self with the help of MBTI
5.	Emotional Intelligence: Working on the Components
6.	Introduction to Human Values
7.	Practicing Human Values: Journal Writing & Experience
8.	Professional Ethics: Professional Accountabilities & Professional Success
9.	Governing Ethics & Ethics Dilemma
10.	Life Skills: Story Analysis & Presentation
11.	Goal Setting: Prioritising Short term and Long Term Goals
12.	Time Management: Scheduling & Rescheduling (SMART)

RECOMMENDED BOOKS

S. No	Books /Website links
1	Cornerstone Developing Soft Skills Sherfield, Robert M
2	The Way of the World by William Congreve
3	Human Values and Professional Ethics by Jayshree Sudhesh
4	A foundation course in Human Values and Professional Ethics by R.R.Gaur
5	The Metaphysics of Moral and Ethics by Thomas Kingsmill Abbott Immanuel Kant
6	https://www.youtube.com/watch?v=9LSEBK03CiY&list=PLysZquKdjuWSv87TaE7pByn5TE_e46O2C
7	https://www.youtube.com/watch?v=0jwdgW0fYMA
8	https://www.youtube.com/watch?v=HLp5GzkDRvU&list=PLsh2FvSr3n7doww8dqQ9YIL2G66tWZQz3

POORNIMA UNIVERSITY, JAIPUR
Faculty of Commerce and Management

Name of Program: BBA - General		Duration: 3 Years				Total Credits:134			

Teaching Scheme for Batch 2023-26

		Semester-II							
Course Code	**Name of Course**	**Teaching Scheme**			**SH**	**Marks Distribution**			**Credits**
		Lecture (L)	**Tutorial (T)**	**Practical (P)**		**IE**	**ESE**	**Total**	
A.	**Major (Core Courses)**								
A.1	**Theory**								
BBXCBX2101	Principles of Finance	3	0	0		40	60	100	3
BBXCBX2102	Cost Accounting	3	0	0		40	60	100	3
BBXCBX2103	Operations Research	3	0	0		40	60	100	3
A.2	**Practical**								
B.	**Minor Stream Courses/ Department Electives**								
B.1	**Theory (Any One)**								
BBXCBX2104	Business Organization & System	3	0	0		40	60	100	3
BBXCBX2105	Fundamentals of Marketing-II	3	0	0		40	60	100	3
B.2	**Practical**								
C	**Multidisciplinary Courses**								
BULEBX2106	Business law	3	0	0		40	60	100	3
D	**Ability Enhancement Courses (AEC)**								
E	**Skill Enhancement Courses (SEC)**								
BXXESE2612	Tally & Computer Based Accounting	0	0	2	1	60	40	100	1
BUACHU3208	Communication Skills - I	0	0	2	1	60	40	100	1
F	**Value Added Courses (VAC)**								
G	**Summer Internship / Research Project / Dissertation**								
		-	-	-					
H	**Social Outreach, Discipline & Extra Curricular Activities**								
H.1	Social Outreach, Discipline & Extra-Curricular Activities								
	Total	18		4	2*				**20**
	Total Teaching Hours	22			22+2=24				

BBXCBX2101	Principles of Finance

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Basic concepts in finance	8
2.	Sources of Finance -I :	8
3.	Sources of Finance -II :	8
4.	Capital Structure :	8
5.	Recent Trends in business finance :	8

Course Outcomes:
On successful completion of the course the learner will be able to

CO	Cognitive Abilities	Course Outcomes
CO – 01	ANALYZE	ANALYZE the basic concepts in finance and implication of finance on business
CO – 02	EVALUATING	Evaluate various types of internal sources of finance & their importance, applications for a business organization.
CO – 03	Apply	Apply various types of external sources of finance & their importance, applications for a business organization
CO - 04	Analyzing	ANALYZE the constituents of capital structure, factors affecting capital structure & implications of constituents on business organization.
CO – 05	Analyzing	ANALYZE recent trends in business finance & current issues related to them.

Syllabus:
1.Basic concepts in finance :
Definition - Nature and scope of finance function, Financial Management - Meaning – Approaches: - Traditional, Modern and Role of finance manager in traditional & modern era.
2.Sources of Finance -I :
Internal: - Reserves and surplus, Bonus shares & Retained earnings- meaning, types, advantages and limitations of these sources.
3.Sources of Finance -II :
External: - Shares, Debentures, Public Deposits, borrowing from banks: - meaning, types, advantages and limitations of these sources
4.Capital Structure :
Meaning criteria for determining capital structure, Factors affecting capital structure, Capitalization: - Meaning, Over capitalization and Under Capitalization - meaning, causes, consequences and remedies.
5.Recent Trends in business finance :
Meaning and nature of Venture Capital, Leasing, Microfinance and Mutual Fund.

Teaching Pedagogy:

Unit	Tools	Expected Outcome
Unit 1	➢ Power Point Presentation	➢ Understand the concept of Financial Management. ➢ Students will be acquainted with basic finance functions & role of finance manager.
Unit 2	➢ Power Point Presentation	➢ Students will develop rational understanding regarding role and utility of different sources of internal finance ➢ Understand the comparative analysis of various sources of internal finance.
Unit 3	➢ Power Point Presentation	➢ Students will understand the comparative analysis of various sources of external finance. ➢ Understand the Financial institutions who provide sources of finance
Unit 4	➢ Power Point Presentation ➢ Case Studies	➢ Analyse the rational of sound capital structure of a business organization.

		➢ Students will be able to prepare report on assessment of capital needs of a business organization.
		➢ Understand the implications of over or under capitalization of business organization.
Unit 5	➢ Power Point Presentation ➢ Case Studies	➢ Understand the concept & issues of Venture Capital, Leasing, Microfinance, Mutual Fund
		➢ Analyze their role/ contributions to the business organizations & economy.

Recommended Study Material

S. No	Title of the Book	Authors	Publication
01	Financial management – Theory and Practice	Prasanna Chandra	McGraw Hill Education
02	Financial Management	I.M. Pandey	Vikas Publishing House Pvt. Ltd.
03	Financial Management	Rajiv Srivastava &Anil Misra	Oxford – University Press
04	Financial Management	P.V. Kulkarni &B.G.Satyaprasad	Himalaya Publishing House
05	Fundamentals of Financial management	James C. Van Horne , John M. &Wachowicz , JR	Prentice Hall of India Pvt. Ltd.
06	Financial management Comprehensive Text Book with Case Studies	Ravi M. Kishore	Taxmann's
07	Financial management – recent Trends In Practical Application	Chandra Hariharan Iyer	International Book House Pvt.Ltd
08	Basic Financial Management	M .Y Khan & P.K Jain	Mc Graw Hill Education

BBXCBX2102	COST ACCOUNTING

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Introduction	**8**
2.	Labour Control and Overhead	**8**
3.	Unit or Output Costing	**8**
4.	Process Costing	**8**
5.	Contract Costing	**8**

Course Outcomes:
On successful completion of the course the learner will be able to

CO	Cognitive Abilities	Course Outcomes
CO – 01	Evaluating	Evaluating basic concepts of Cost and Cost sheet
CO – 02	Applying	APPLY the concept of Material and its techniques to control.
CO – 03	Applying	APPLY the concept of Labour and to understand various methods of wage and incentive plan.
CO - 04	Analyze	ANALYZE the Overheads and understand the reasons of Under and Over absorption.
CO – 05	Analyze	ANALYZE the cost sheet by calculating Unit cost.

Syllabus:

Material and Labour Control:
Concept of Cost, Costing, Cost Accounting & Cost Accountancy, Origin, Objectives and Features of Cost Accounting , Difference between Financial and Cost Accounting, Conceptual analysis of Cost Unit & Cost Centre. Material, Labour and other Expenses, Classification of Cost & Types of Costs, Meaning, Materials and Inventory, Techniques of Material/Inventory Control, Valuation of Inventory, Material Loses, Direct and Indirect Labour, Treatment of Idle time, Holiday Pay, Overtime etc., in Cost Accounts, Labour Turnover, Methods of wage Payment,

Incentive Plans.	

Overheads and Unit Costing:

Meaning and Definitions, Classification of Overheads, Collection, allocation, apportionment and reapportionment of overheads; Under and over absorption – Definition and Reasons, Unit costing, Preparation of cost sheet and statement of Cost, (including calculation of tender price)

Contract and Operating Costing

Meaning and features of contract costing. Importance of contract costing, Preparation of Contract account and contractee account. Determination of Profit or loss on contracts. Accounting for completed contracts, incomplete contracts and contracts nearly completion. certified and uncertified work, adjustment of work in progress in balance sheet, Meaning and importance of operating costing, determination of operating cost, calculation of cost in transport business- differences in absolute ton km and commercial ton km, objectives of transport costing, calculation of cost in hotel business and hospital business

4. Process Costing

Meaning and features of Process Costing, General principles of preparing process accounts, Treatment of Normal and Abnormal wastage in Process Accounts, preparation of process stock accounts, Inter - process Profit. accounting of joint products and by products

Marginal Costing and Standard Costing:

Meaning, Concept, Significance and Limitation of Marginal Costing as well as BEP Analysis and Problem Related to Managerial Decision, Concept of Standard Costing, Material Variance and Labour Variance

Recommended Study Material

S. No	Title of the Book	Authors	Publication
01	Cost Accounting and Financial Management	MY Khan, PK Jain	McGraw Hill
02	Cost accounting Theory and practice	Bhabatosh Banerjee	PHL Learning Pvt. Ltd
03	Cost Accounting -	Dr. P.C. Tulsian	S. Chand
04	Costing Adviser	P.v.Rathnam , P. Lalitha	KitabMahal
05	Cost Accounting – A managerial Emphasis	Emphasis Charles T. Horngren , Srikant M. Datar , Madhav V. Rajan	Pearson
06	Advanced Cost and Management Accounting	V. K. saxena , C. D. Vashist	Sultan Chand & Sons
07	Cost Accounting	JawaharLalSeema Srivastava	McGraw Hill education
08	Cost Accounting	M.N. Arora	Vikas Publishing House

BBXCBX2103   OPERATION RESEARCH

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Assignment & Transportation	8
2.	Linear Programming Problems (LPP) (for two variables only)	8
3.	Game Theory & Decision Theory	8
4.	Matrices and Determinants (up to order 3 only):	8
5.	PERT / CPM (Program Evaluation Reviews Technique / Critical Path Method)	8

Course Outcomes:

On successful completion of the course the learner will be able to

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	Analyze the concepts and various applications of Matrices in business and

		economics
CO – 02	Applying	Applying the theory and modelling of Linear Programming problems and its applications
CO – 03	Applying	UNDERSTAND the concept of correlation and SOLVE the related problems
CO - 04	Applying	UNDERSTAND the concept of regression and SOLVE the related problems
CO – 05	Creating	Creating the concept and utility of Index numbers in economics

Syllabus:

Assignment & Transportation:
Concept of Assignment, Maximize and Minimize problem, Balanced and Unbalanced Problem, Travelling Salesman Problem, Concept of Transportation Problem, North West Corner rule, Least Cost Menthod, VAM Method, MODI Method and Degeneracy Problem (Balanced & Unbalanced
Linear Programming Problems (LPP) (for two variables only):
Definition and terms in a LPP; Formulation of LPP; Solution by Graphical method & Simplex Method (Examples and Problems)
Game Theory & Decision Theory:
Concept of Game Theory, two person zero sum game, Pure & Mixed Stratergy, Saddle Point, Odoment Method, Law of Dominace, Decision Making under uncertainty, Risk **(8 Hrs)**
Matrices and Determinants (up to order 3 only):
Definition of a Matrix; Types of Matrices; Algebra of Matrices; Determinants; Minors and Co-factors; Adjoint of a Matrix; Inverse of a Matrix; Solution of Linear Equation by Determinants (Cramer's Rule) & Inverse Matrix **(8 Hrs)**
PERT / CPM (Program Evaluation Reviesw Technique / Critical Path Method)
Network Diagram, Concept of ES, EF, LS, LF and Concept of Optimistic Time, Most likely time, Pessimistics Time and Concept of Crashing **(8 Hrs)**

Recommended Study Material

S. No	Title of the Book	Authors	Publication
01	Practical Business Mathematic	S. A. Bari	New Literature Publishing Company
02	Mathematics for Commerce	K. Selvakumar	Notion Press
03	Business Mathematics with Applications	Dinesh Khattar& S. R. Arora	S. Chand Publishing
04	Business Mathematics and Statistics	N.G. Das & Dr. J.K. Das	McGraw Hill
05	Fundamentals of Business Mathematics	M. K. Bhowal	Asian Books Pvt. Ltd
06	Operations Research	P. K. Gupta & D. S. Hira	S. Chand Publishing
07	Mathematics for Economics and Finance: Methods and Modeling	Martin Anthony and Norman Biggs	Cambridge University Press
08	Financial Mathematics and Its Applications	Ahmad NazriWahidudin	Ventus Publishing House
09	Fundamentals of Mathematical Statistics	Gupta S. C. and Kapoor V. K	Sultan Chand and Sons
10	Statistical Methods	Gupta S. P	Sultan Chand and Sons

BBXCBX2104	BUSINESS ORGANIZATION & SYSTEM

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Nature and evolution of business	8
2.	Recent trends in modern Buisness	8
3.	Forms of Business Organization	8
4.	Setting up of a business enterprise	8
5.	Study of Domestic and Foreign Trade	8

Course Outcomes:

On successful completion of the course the learner will be able to

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	Analyze the concept, development and evolution of business Trade, commerce and industry.
CO – 02	Research	Researching the recent Trends in Business (BPO, KPO, Entrepreneur, Homepreneur, online trading, digital marketing and payment methods).
CO – 03	Applying	Applying various Forms of business organization, characteristics, advantages and Limitations and understand the concept of virtual business organizations, boundary less organizations, OPC (One Person company).
CO - 04	Analyzing	EVALUATE& analyze ideas and opportunities, Influencing factors, Feasibility report, licensing and basic legal formalities while setting up of business enterprise.
CO – 05	Evaluating	EVALUATE the levels of Distribution Channels and their role in Domestic Trade and procedures for such trades.

Syllabus:

1.Nature and evolution of business :
Concept of Business & its characteristics, Objectives of business and prerequisites of a successful business, Development and evolution of Trade, commerce and industry.
2.Recent trends in modern Buisness :
Recent Trends in Modern Business i.e. BPO, KPO, Entrepreneur & Homepreneur and online trading, digital marketing and payment methods
3.Forms of Business Organization :
Forms of business organization and its selection, Meaning, characteristics, advantages and Limitations of Sole proprietorship, Partnership Firm, Limited Liability partnership Firms and private company, Joint Stock Company, virtual business organizations, boundary less organizations, OPC (One Person company).
4.Setting up of a business enterprise :
Identification of ideas and opportunities, Influencing factors while setting up of business enterprise, Feasibility report of a business enterprise, Size and location of a business enterprise. licensing and basic legal formalities to start a new business enterprise
5.Study of Domestic and Foreign Trade :
Levels of Distribution Channels and their role Domestic Trade: Concept of Domestic Trade, Wholesaling and Retailing Foreign Trade: Concept of Export and Import; Export and Import Procedure

➢ **Recommended Study Material**

S. No	Title of the Book	Authors	Publication
01	Business Organization and Management	Vijay Kumar Kaul	Pearson
02	Business organization	Dr. Khushpat S. Jain	Himalaya Publishing House
03	Modern Business Organisation and Management – Systems Approach	S.A. Sherlekar , V.s. Sherleka	Himalaya Publishing House
04	Business Organizations	Rajendra P. Maheshwari , J.P. Mahajan	International Book House

05	Business Organisation and management	Neeruvasishtha ,namitaRajput	Kitab Mahal
06	New Course in Organization of Commerce	A.N. Rangparia ,Chopde, Negwekar and 8 more	Sheth
07	Students' guide to Business Organisation	Dr. neeruVasishth	Taxmann
08	Business Organisation and Managemen	Jagdish Prakash	Kitab Mahal

13. BBXCBX2105   Fundamentals of Marketing-II

Unit No.	Title of the unit	Time required for the unit(Hours)
1.	Salesmanship	8
2.	Process of Selling	9
3.	Rural Marketing	8
4.	Recent Trends in Marketing	8
5.	E- Marketing	7

Course Outcomes: On successful completion of the course the learner will be able to:

CO	Cognitive Abilities	Course Outcomes
CO – 01	Applying	EXPLAIN the concept of Salesmanship which is a vital aspect of marketing and UNDERSTAND the salesmanship as an art, science and a profession
CO – 02	Applying	APPLY the concept and psychology of Salesmanship and get a knowhow of skills in the field of marketing by using various techniques of salesmanship.
CO – 03	Evaluate	UNDERSTAND Rural Marketing and EVALUATE the Challenges and Opportunities in Rural Marketing in today's context.
CO - 04	Evaluate	UNDERSTAND the concepts and EVALUATE recent trends in marketing such as Green marketing, digital marketing,etc.
CO – 05	Evaluate	EVALUATE the concept, challenges and importance of E-marketing.

Unit	Contents
1.	**Salesmanship**
	Meaning and Definition of Salesmanship, Features of Salesmanship, Scope of Salesmanship, Modern Concept of Salesmanship, Utility of Salesmanship, Elements of Salesmanship, Salesmanship : Arts or Science, Salesmanship – a Profession, Qualities of Salesman
2.	**Process of Selling**
	Psychology of Salesmanship – Attracting Attention, Awakening Interest, Creating Desire and Action, Stages in Process of Selling – Pre-Sale Preparations , Prospecting , Pre-Approach, Approach , Sales Presentation , Handling of Objections, Close , After Sales Follow-up.
3.	**Rural Marketing**
	Rural Marketing, Introduction, Definition of Rural Marketing, Features of Rural Marketing, Importance of Rural Marketing, Present Scenario of Rural Market, Challenges and Opportunities in Rural Marketing.
4.	**Recent Trends in Marketing**
	Digital Marketing , Green Marketing , Niche Marketing, Omni channel Marketing, Influencer Marketing , Relationship Marketing & Meta Marketing.
5.	**E- Marketing**
	E-marketing, Social Media Marketing- Challenges and Opportunities

Recommended Study Material

S. No	Title of the Book	Authors	Publication
01	Marketing Management	Philip Kotler	Pearson Publication

02	Marketing Management	Rajan Saxena	McGraw Hill Education
03	Principles of Marketing	Philip Kotler & Gary Armstrong	Pearson Publication
04	Sales & Distribution Management	Tapan K Panda	Oxford Publication
05	Advertising Management	Rajiv Batra	Pearson Publication
06	Retail Management	Swapna Pradhan	McGraw Hill Publication
07	Retail Management	Gibson Vedamani	Jayco Publication
08	Marketing Management	V. S. Ramaswamy & S. Namakumari	Macmillan Publication
09	Supply Chain Management	Sunil Chopra, Peter Meindl& D. V. Karla	Pearson Publication

BULEBX2106	BUSINESS LAW

Unit No.	Title of the unit	Time required for the unit (Hours
1.	The Indian Contract Act-I	8
2.	The Indian Contract Act-II	8
3.	Special contracts	8
4.	The sale of goods Act	8
5.	The Partnership Act 1932	8

Course Outcomes:

On successful completion of the course the learner will be able to

CO	Cognitive Abilities	Course Outcomes
CO1	Understanding	To explain the concept of contract, performance of contract and breach of contract
CO2	Applying	To understand the provisions of special contracts and The sale of goods Act.
CO3	Applying	To Apply to rules of agency, bailment and pledge contracts.
CO4	Analyzing	To Analyze the legal rules regarding preparation and breach of contract of sale.
CO5	Analyzing	To develop understanding of partnership business.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	**The Indian Contract Act-I**	● Meaning and characteristics of Agreement & Contract ● Offer, acceptance ● free consent and consideration ● capacity to contract	To understand the concept of law and contract and to know the procedure of formation of contract.

2	**The Indian Contract Act-II**	• Possibility of performance • Agreements declared void • Discharge of contract • Remedies for breach of contract	To understand the methods of performance of contract and discharge of contract.
3	**Special contracts**	• Contract of bailment • Contracts of pledge • Contracts of agency	To understand the special kinds of contracts provided in The Indian contract Act 1872
4	**The sale of goods Act**	• Meaning of sale and goods • Essentials of contract of sale • Conditions & Warranties • Rights of unpaid seller • Remedies for breach of contract	To understand the process of preparation of contract of sale of goods to performance of contract of sale.
5	**The Partnership Act 1932**	• Meaning & Nature of Partnership • Rights & Duties of partners • Registration of partnership firm, • Dissolution of partnership firm.	To understand the meaning and nature of partnership contracts, rights and duties of partners and the procedure of dissolution of partnership firm.

Suggested references

Sr.No	Title of the Book	Author/s	Publication	Place
1	Business Law	Dr. Avtar Singh	Eastern Book Company	New Delhi
2	Legal aspects of business	Dr. N. D. Kapoor	Central Law Publication	Agra
3	Regulatory framework of Indian Business	Dr. R. L. Naulakha	RBD Publications	Jaipur
4	Business Law	P. C. Tulsian	Tata Mc Graw	New Delhi

BXXESE2612	Tally & Computer Based Accounting

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Basic Configuration of Tally	8
2.	Account Information, Inventory Information	8
3.	Advanced Accounting Features	8
4.	Introduction to Payroll & Display of Reports	8
5.	GST	8

Course Outcomes:

On successful completion of the course the learner will be able to

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	Analyze the various concepts of Operating System, different working aspects of Windows.
CO – 02	Applying	IMPLEMENT the concept and techniques of Formatting, mail merge to create MS-Word document.
CO – 03	Applying Analyzing	IMPLEMENT various formatting concepts, charts, Data Validation on the workbooks of MS-Excel. EVALUATE various parameters of data using Analysis Tool and Pivot Table.
CO - 04	Analyzing	Analyze interface of MS-PowerPoint, Layouts of Slide and apply them.
CO – 05	Creating	DESIGN a Power-Point Presentation and Report using the concepts of MS-Word MS-Excel.

Syllabus:

Unit	Contents
1.	**Basic Configuration of Tally**
	How to Select company, How to Shut company, How to Create company How to Alter company, How to apply Security control, How to Change tally vault, How to Split company data, How to take Back up How to Restore Back up, How to use Tally audit features, How to fill up Country details, How to change Style of dates, How to Configuration of numbers, How to use Other options, Loading A Company, How to Select company, How to change Company name How to set Financial year How to use General, How to use Numeric symbols, How to use Accts/inventory info., How to pass Voucher entry How to prepare Invoice / orders entry, How to take Printing, How to send E- mailing, How to do Data configuration How to use Accounting features, How to use Inventory features
2.	**Account Information, Inventory Information**
	How to activate Functions in accounts info. Menu, How to prepare Groups Tally ERP 9, How to prepare Ledgers, How to enter Voucher entries, How to set Inventory configurations & features Inventory info. Menu, How to set up Stock groups, How to set up Stock categories How to create Stock items, How to create Units of measurement, How to create Bills of materials Locations / Godown, Inventory voucher types, Payment voucher entry, Receipt voucher entry, Journal voucher entry, Sales voucher entry, Purchase voucher entry, Debit note voucher entry, Credit note voucher entry, purchase order entry, Sales order entry, Receipt note entry, Delivery note entry, Rejection out entry, Rejection in entry, Stock journal entry, Manufacturing journal entry, Physical stock voucher entry
3.	**Advanced Accounting Features**
	How to create cost categories & cost Centers, How to configure Cheque printing, How to set Credit limits

	How to do Bank Reconciliation, What is TDS Process, How to prepare and Issue of TDS Certificate How to do Filing of E-TDS Return, Enabling TDS, What is Nature of TDS related payments Deductee types, How to Create TDS Masters (Expense ledger, Party Ledger, Tax ledger), How to pass TDS Voucher Entries/Transactions How do pass TDS on expenses (Journal Voucher), How to pass Expenses partly subject to TDS (Journal voucher) How to do Accounting multiple expenses and deducting TDS later, How to record TDS on advance payments How to do Adjusting advances against the bill, How to Changes in TDS Percentage Computation, TDS Challan Reconciliation Print Form 16A, Form 26Q Annexure to 26Q Form 27Q Annexure to 27Q, Form 26, Annexure to 26 Form 27, Annexure to, 27 E-Return, E-TDS, Print form 27A	
4.	**Introduction to Payroll & Display of Reports**	
	How to Enabling payroll in tally, How to generate pay slip, How to Create Payroll Masters, How to pass Payroll Voucher Entry, How to view Statements of payroll, How to view Attendance-Reports, How to view Payroll Statutory Reports Payroll Statutory Computation Employees Provident Fund (EPF) Reports Employees State –Insurance (ESI) Reports Professional Tax Report, Gratuity Report, Accounting Reports?Trial Balance, Profit & Loss, Balance Sheet, Inventory Reports? Stock Summary, Sales Register, Purchase Register, Tax Reports- Challans, Registers Filing, Payroll Reports? Pay Slips, Salary Register,PF Challan,ESI Challan, MIS Reports? Receivables, Payables	
5.	**GST**	
	GST Account Creation, SGST / CGST/ IGST, Voucher entry of GST with different rates, HSN Code classifications Various classification of Goods and Services, Payment of GST, Filing of Challan GST,GST Returns like GSTR1, GSTR2, GSTR3, GSTR4	

Recommended Study Material

1. Satish K Batra, Kazmi SHH, Consumer Behaviour – Text and cases, Excel Books,
2. Leon G. Shiffman, Leslie Lazer Kanuk, Consumer Behaviour, 9[th] ed., PHI,
3. Louden and Bitta, Comsumer Behaviour – Concepts and Applications, McGraw Hill Inc,
4. Margaret Craig – Lee, Sally Joy, Beverly Browne, Consumer Behaviour, John Wiley and Sons,
5. James F. Engel, Roger D. Blackwell, Paul W. Miniard, Consumer Behaviour, Harcourt Brace College Publishers,
   John C. Mower, Consumer Behaviour, Macmillan Publishing

BUACHU3201	Communication Skills – I

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Leadership Skills	8
2.	Entrepreneurial Skills	8
3.	Managerial Skills: Self –Management, Stress Management & Conflict Management	8

4.	Creative Thinking & Design Thinking	**8**
5.	Team Building & Confidence Building	**8**

Course Outcomes:

On successful completion of the course the learners will be able to

CO	Cognitive Abilities	Course Outcomes
CO-01	**Evaluate/Create**	1. The learner will Assess barriers to effective interpersonal communication and design appropriate strategies to resolve these issues.
CO-02	**Evaluate/Apply**	2. Identify and produce summaries that include correctly written introductory sentences and accurate paraphrases of the main ideas and key details.
CO-03	**Analyse/Create**	3. The learner will Develop and expand Writing Skills through controlled and guided activities.
CO-04	**Evaluate/ Apply**	4. The learner will Discriminate between different types of listening habits and interpret the meaning of speeches to practice effective listening.
CO-05	**Analyse/Apply**	5. The learner will Develop, practice and acquire the skills necessary to deliver effective speech with clarity and impact.

OUTLINE OF THE COURSE

UNIT NO.	UNIT NAME	HOURS
1	Intrapersonal/Interpersonal Skills	6
2	Reading Skills	4
3	Writing Skills	6
4	Listening Skills	4
5	Speaking Skills	5

LIST OF LABS	
1.	Self – Awareness & Self-Introduction
2.	Goal Setting: Ambition induced, interest induced or environment conditioned
3.	Cultivating Conversational Skills
4.	Role Plays : Selection of varied plots, characters & settings
5.	Reading skills I: Newspaper Reading & General Article Reading
6.	Writing Skills I: Summary Writing
7.	Understanding and Applying Vocabulary
8.	Listening Skills I: Types and practice by analysing situational listening
9.	Speaking Skills I: JAM
10.	PowerPoint Presentation Skills-I
11.	Telephonic Etiquettes and Communication
12.	Recognizing, understanding and applying communication style (Verbal/Non-Verbal)

RECOMMENDED BOOKS

S.No	Books /Website links
1	Communication Techniques Padmasree,N
2	Hand Book of Practical Communication Skills Wright, Chrissie
3	Speaking and Writing for Effective Business Communication Soundararaj, Francis
4	A Course in Phonetics and Spoken English Sethi, J.
5	A Course in Listening and Speaking 1 Sasikumar,V
6	https://www.youtube.com/watch?v=HAnw168huqA
7	https://www.youtube.com/watch?v=Fsr4yrSAIAQ
8	https://www.youtube.com/watch?v=Sg7Q_dC_fWU&list=PLPuC5CMHiqmuzq_KQ4aw0V9Q7xJY6aezb

POORNIMA UNIVERSITY, JAIPUR
Faculty of Commerce and Management

Name of Program: BBA-General	Duration: 3 Years	Total Credits: 134

Teaching Scheme for Batch 2023-26

		Semester-III							
Course Code	**Name of Course**	**Teaching Scheme**				**Marks Distribution**			**Credits**
		Lecture (L)	**Tutorial (T)**	**Practical (P)**	**SH**	**IE**	**ESE**	**Total**	
A.	**Major (Core Courses)**								
A.1	**Theory**								
BBXCBX 3101	Principles of Human Resources Management	3	0	0		40	60	100	3
BBXCBX 3102	Research Methodology	3	0	0		40	60	100	3
BBXCBX 3103	Management Accounting	3	0	0		40	60	100	3
BBXCBX 3104	Consumer Behavior and Sales Management	3	0	0		40	60	100	3
A.2	**Practical**								
B.	**Minor Stream Courses / Department Electives**								
B.1	**Theory (Any one)**								
	NA								
B.2	**Practical**								
	-								
C	**Multidisciplinary Courses**								
BULEBX 3105	Supply Chain Management	3	0	0		40	60	100	3
BULEBX 3106	Company Law	3	0	0		40	60	100	3
D	**Ability Enhancement Courses (AEC)**								
BUAEBX 3213	Statistics for Management Lab	0	0	2	1	60	40	100	1
E	**Skill Enhancement Courses (SEC)**								
BUACHU 5218	Professional Skills – I	0	0	2	1	60	40	100	1
F	**Value Added Courses (VAC)**								
G	**Summer Internship / Research Project / Dissertation**								
	-								
H	**Social Outreach, Discipline & Extra-Curricular Activities**								
H.1	Social Outreach, Discipline & Extra-Curricular Activities								
	Total	18	0	4	2*				20
Total Teaching Hours		**22**			22+2= 24				

BBXCBX3101	PRINCIPLES OF HUMAN RESOURCE MANAGEMENT

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Introduction to HRM	8
2.	Human Resources Planning	8
3.	Performance Appraisal	8
4.	Introduction to Organizational Behavior	8
5.	Organizational Changes and Development	8

Course Objectives:

➢ To introduce the basic concepts of Human Resource Management.
  ➢ To cultivate right approach towards Human Resource and their role in business.
  ➢ To create awareness about the various trends in HRM among the students.

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	ANALYZE the basic need and concept of HRM
CO – 02	EVALUATION	Evaluating the Objectives-Importance-HRP Process
CO – 03	Analyzing	Evaluate the Methods of Training –Tools and Aids
CO – 04	Analyzing	Analyze the Concepts and Ethics-Different methods of Performance Appraisal
CO – 05	Evaluating	Evaluate about Concepts and Components-Job Evaluation- Incentives and Benefits-Superannuation.

Unit No.	Title of the unit
1.	**Introduction to HRM**
	Introduction and Importance-Evolution –difference between Personnel Management and HRM- Strategic HRM- role of a HR Manager. HRD – Concept and Need
2.	**Human Resources Planning**
	Objectives-Importance-HRP Process- Manpower Estimation-Job analysis-JobDescription-Job Specification. Recruitment-Sources of Recruitment-Selection Process-Placement and Induction-Retention ofEmployees.
3.	**Performance Appraisal**
	Objectives and Needs-Training Process-Methods of Training –Tools and Aids-Evaluation of Training Programs. Succession Planning.
4.	**Introduction to Organizational Behavior**
	Definition, Concepts and Ethics-Different methods of Performance Appraisal- Rating Errors-Competency management, Potential Appraisal
5.	**Organizational Changes and Development**
	Concepts and Components-Job Evaluation- Incentives and Benefits-Superannuation-Voluntary Retirement Schemes-Resignation-Discharge-Dismissal-Suspension-Layoff.

Sr. No	Title of the Book	Author/s	Publication	Place
1	Human Resource Management	L. M. Prasad	Sultan Chand & Company Ltd.	New Delhi
2	Human Resource	K.	Tata McGraw Hill	New Delhi

	Management	Ashwathappa		
3	Personnel Management	C. B. Mamoria	Himalaya Publishing House	Mumbai
4	Personnel & Human Resource Management	A. M. Sharma	Himalaya Publishing House	Mumbai
5	Human Resource Management	S. S. Khanka	Sultan Chand & Company Ltd.	New Delhi

BULEBX3105	SUPPLY CHAIN MANAGEMENT

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Introduction to Supply Chain Management (SCM)	8
2.	Manufacturing and Warehousing	8
3.	Logistics Management and IT in Supply Chain Management	8
4.	Key Operational Aspects in Supply Chain	8
5.	Developing and implementing partnerships in the supply chain	8

Depth of the Course- Reasonable working knowledge.
Course Objectives:

o To enable the students to have a comprehensive understanding of Supply Chain Management.
o To understand key concepts and issues of Logistics and Inventory Management.
o To understand Warehousing and its role in Space Management.

CO	Cognitive Abilities	Course Outcomes
CO – 01	Understanding	To Understand the concept to preparing a Chart on Manufacturing Flow System.
CO – 02	Understanding	To understand the concept of Preparing a write-up on store keeping with a live example.
CO – 03	Applying	To understand the role of Information Technology in SCM.
CO – 04	Applying	To apply the methods of Logistics Planning in practical world.
CO – 05	Creating	To create the Partnership model and ensure the development of the organization by implementing good partnership between two firms.

Detailed Syllabus

Unit	Contents
1.	**Introduction to Supply Chain Management (SCM)**
	Concept, Objectives and Functions of Supply Chain Management, Supply Chain Strategy, Global Supply Chain Management, Value Chain and Value Delivery Systems for SCM, Bull-Whip Effect, Concept, Importance and Objectives of Green Supply Chain Management
2.	**Manufacturing and Warehousing**
	Manufacturing Scheduling, Manufacturing Flow System, Work- Flow Automation, Material Handling System Design and Decision. Warehousing and Store Keeping, Strategies of Ware housing and Store keeping, Space Management.

3.	**Logistics Management and IT in Supply Chain Management**
	Logistics Management, Integrated Logistics Management, Logistics Planning and Strategy, Inventory Management and its Role in Customer Service. Information and Communication Technology, In SCM, Role of IT in SCM, Current ITT rends in SCM, RFID, Bar coding.
4.	**Key Operation Aspects in Supply Chain**
	Supply Chain Network Design, Distribution Network in Supply Chains, Channel Design, Factors Influencing Design, Role and Importance of Distributors in SCM, Role of Human Resources SCM. Issues in Workforce Management and Relationship Management with Suppliers, Customers and Employees, Linkage between HRM and SCM.
5.	**Developing and implementing partnerships in the supply chain**
	Implementation of Partnership in SCM, Types of partnerships, Partnerships model {Driver, facilitator and components}

Teaching Methodology:

Unit	Tools	Expected Outcome
Unit 1	PPT	To Understand the concept to preparing a Chart on Manufacturing Flow System.
Unit 2	Guest lecture	To understand the concept of Preparing a write-up on store keeping with a live example.
Unit 3	Case study	To understand the role of Information Technology in SCM.
Unit 4	PPT	To learn the methods of Logistics Planning.
Unit 5	Group Discussion	*To understand the Partnership model and ensure the development of the organization by implementing good partnership between two firms.*

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Supply Chain Management for Global Competitiveness	B.S.Sahay.	Macmillan India Limited	India
2	Supply Chain Management	Sunil Chopra, Peter Meindl & D.V.Kalra.	Pearson Education	UK
3	The Supply Chain Handbook	James A. Tompkins, Dale A. Harmelink.	Tompkins Press	UK
4	Supply Chain Logistics Management	Donald Bowersox, David Clossand M.Bixby Cooper	McGraw-Hill Education;	India
5	Supply Chain Management: Text and Cases	Vinod V Sople	Pearson Education	UK
6	Logistical Management	Donald J.Bowersox & David J.Closs.	Tata McGraw-Hill	New Delhi

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	The Company: Meaning & Nature	8
2.	Formation of company	8
3.	Documents of Company	8
4.	Management of companies	8
5.	Winding up of companies	8

Course Outcomes:

On successful completion of the course the learner will be able to

CO	Cognitive Abilities	Course Outcomes
CO1		To explain the concept of contract, performance of contract and breach of contract.
CO2		To understand the provisions of special contracts and The sale of goods Act.
CO3		To develop understanding of partnership business.

Unit No.	Unit Title	Contents	Purpose & Skills to be developed
1	**The Company: Meaning & Nature**	● Meaning and importance of company. ● Characteristics of company. ● Types of company ● Lifting up of corporate veil	● To understand the concept of law and contract and to know the procedure of formation of contract.
2	**Formation of company**	● Promotors: Meaning, Position and duties ● Formation of company ● Registration stage of company ● Incorporation of company	● To understand the procedure of establishment of a public limited company.
3	**Documents of Company**	● Memorandum of Association: Importance and contents ● Articles of Association: Importance and Contents ● Prospectus: Objectives and contents.	● To understand the preparation of documents for establishment of company.

4	**Management of companies**	● Directors- Meaning, legal position and powers of directors. ● Appointment of directors ● Basics of company meetings- AGM & EGM	● To understand the process of management of companies through directors.
5	**Winding up of companies**	● Dissolution and winding up of companies. ● Reasons of winding up ● Compulsory winding up ● Voluntary winding up	ToTo understand the procedure of winding up of companies by the court and by the members.

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Company Law	Dr. Avtar Singh	Eastern Book Company	New Delhi
2	Corporate Law	Shah S.M.	Central Law Publication	Agra
3	Company Law	Dr. N. V. Paranjpe	Central Law Agency	Agra
4	Company Law	N. S. Zad& Divya Bajpai	Taxmann's	New Delhi

BBXCBX3102	RESEARCH METHODOLOGY

OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Introduction to Research Methodology and Research Problem	8
2.	Research Design and Research Sampling	8
3.	Data Collection, Processing and Analysis	8
4.	Testing of Hypothesis	8
5.	Interpretation and Report Writing	8

COURSE OUTCOMES

CO	Cognitive Abilities	Course Outcomes
CO – 01	Understand	Understand the basic fundamentals of research.
CO – 02	Assess	Assess the appropriateness of different kinds of research designs and methodology.

CO – 03	Apply	Apply sampling techniques and data collection methods used in research.	
CO – 04	Demonstrate	Demonstrate and apply hypothesis testing procedures	
CO – 05	Interpret	Interpret research work and formulate research synopsis and report	

Detailed Syllabus

Unit	Contents
1.	**Introduction to Research Methodology and Research Problem**
	Introduction to Research: Concept of research and its applications in the various functions of management, Types of research,
	Challenges encountered by the researcher, Criteria of an ideal research, Meaning of Research Methodology.Concept of Research Problem, Selecting the Research Problem , Techniques involved in defining Research Problem & Research Process
2.	**Research Design and Research Sampling**
	Meaning of Research Design, Need for Research Design, Features of a Good Design, Types of Research Design, Concept of Research Sampling, Steps in Sampling Design, Types of Sampling, Determination of Sampling Size
3.	**Data Collection, Processing and Analysis**
	Types of data and various methods of collecting data; Primary Data: -Meaning, Advantages, Disadvantages and Methods, Secondary Data--Meaning, Advantages, Disadvantages. Data Processing: Editing, Coding, Classification and Tabulation. Data Analysis: Meaning, Need and Methods. Types of Measurement Scales: Nominal, Ordinal, Interval and Ratio.
4.	**Testing of Hypothesis**
	Hypothesis: Meaning, Characteristics, Types and Process of Hypothesis Testing. Tools for Hypothesis Testing : Chi Square, Analysis of Variance, Rank Correlation, z & t test.
5.	**Interpretation and Report Writing**
	Interpretation of Research: Meaning and Need, Research Report : Types, Process and Layout. Precautions in preparing the research report, Abbreviations used in research report.

Suggested references

Sr. No.	Title of the Book	Author/s	Publication
1	Business Research Methods	Donald Cooper & Pamela Schindler	TMGH
2	Business Research Methods	Alan Bryman & Emma Bell	Oxford University Press
3	Research Methodology: Methods and Techniques	K. C.Kothari	New Age International Publication
4	Business Research Methodology.–	J. K. Sachdeva	Himalaya Publication)
5	Research Methodology	Dr. Prasant Sarangi	Taxmann's

BBXCBX3103	MANAGEMENT ACCOUNTING

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Introduction Of Management Accounting	8
2.	Introduction Of Ratio Analysis	8
3.	Marginal Costing	8
4.	Budget & Budgetary Control	8
5.	Analysis Of Variances	8

Course Objectives:-
To Impart Basic knowledge of management accounting.
To understand the implications of various financial ratios decision making.
Application And use of various tools of management accounting in the business.

COURSEOUTCOME

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	To Analyze the concept and meaning of management accounting.
CO – 02	Evaluate	To evaluate different methods of analysis and classification of various ratios and its application.
CO – 03	Applying	To calculate contribution and breakeven point to Reach profitability level of any business.
CO – 04	Applying	To learn how to make various types of budgets As per need and requirement of business.
CO – 05	Creating	*To calculate material and labor variance for analyzing the concept of sales, profit and cost.*

Detailed Syllabus

Unit	Contents
1.	**Introduction of Management Accounting**
	Management Accounting- Definition, Objectives, Scope, Functions, Advantages, Limitations Distinction between Financial Accounting and Management Accounting. Distinction between Cost Accounting and Management Accounting
2.	**Activity Based Costing**
	Concept Characteristics Objectives. Elements of ABC stages in ABC Determinenation of cost each activity.
3.	**Marginal Costing**
	Marginal Costing- Meaning, definition of marginal cost and marginal costing, Advantages And limitations of marginal costing, Contribution, Profit volume ratio (P/V Ratio), Break Even Point(BEP), Margin of Safety, problems on contribution, P/Ratio, BEP and MOS
4.	**Budget & Budgetary control**
	Budget and budgetary Control-Cash budget and Flexible Budget Meaning, Definition, Nature of budget and budgetary control, Types of budget- as per time, functions and variability, Objectives of budget and budgetary control, Steps in budgetary control, advantages and disadvantages of budget.
5.	**ANALYSIS OF VARIANCES**
	Direct Material Variance: MCV,MPV,MUV,MMV,MYV Direct Labour variance ; LCV,LRP,LTV,IDLE TIME VARIANCE, LABOUR MIX.

Teaching Methodology

Unit	Tools	Expected Outcome
Unit 1	Power Point Presentation Video Group Discussion	To Analyze the concept and meaning of management accounting.
Unit 2	Power Point Presentation Video	To evaluate different methods of analysis and classification of various ratios and its application.

	Group Discussion	
Unit 3	Power Point Presentation Video Group Discussion	To calculate contribution and breakeven point to Reach profitability level of any business.
Unit 4	Power Point Presentation Video Group Discussion	To learn how to make various types of budgets As per need and requirement of business.
Unit 5	Power Point Presentation Video Group Discussion	*To create material and labor variance for analyzing the concept of sales, profit and cost.*

Suggested References:

S. No	Title of the Book	Authors	Publication
01	Management Accounting	L.M.Pandey	Vikas Publishing House
02	Management Accounting	S. K.R. Paul	New Book Central Agency

BBXCBX3104	Consumer Behaviour & Sales Management

OUTLINE OF THE COURSE:

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Introduction and Determinants of Consumer Behavior	8
2.	Consumer Decision Making Process	8
3.	Basics to Sales Management & its Organization	8
4.	Training, Managing & Motivating the Sales Force	8
5.	Training, Managing & Motivating the Sales Force	8

Course Objectives:
1. To develop significant understanding of Consumer behaviour in Marketing.
2. To understand the relationship between consumer behaviour& Sales Management.
3. To develop conceptual based approach towards decision making aspects & its implementation considering consumer behaviour in Sales Management.

COURSE OUTCOME

CO	Cognitive Abilities	Course Outcomes
CO – 01	Understanding	To Have Adequate Understanding of Consumer Behaviour, its scope, objectives, opportunities and its challenges.
CO – 02	Evaluate	To evaluate the likes and dislikes of the consumer, extensive consumer research studies are being conducted.
CO – 03	Understanding	To help students develop an understanding towards Strategy building &its effectiveness.
CO – 04	Applying	To find out alternatives for Dynamic organization to ensure their success in highly competitive sales environment.

| CO – 05 | Creating | To Create Design Thinking approach to explore opportunities while combating against challenges in highly competitive Sales environment. |

Detailed Syllabus

Unit	Contents
1.	**Introduction and Determinants of Consumer behaviour**
	Basics: Meaning of Customers & Consumers, Consumer Roles, Consumerism De-marketing. Culture & Sub- Culture: Meaning, Characteristics &Relevance to Marketing Decisions. Social Class: Meaning, Measurement, Effect on Lifestyles. Social Groups: Meaning & Group Properties &Reference Groups. Family: Family Life Cycle & Purchasing Decisions. Marketing Mix: Influence of marketing mix variables. Personality& Self Concept: Meaning of Personality, Influence on Purchase Decisions. Motivation & Involvement: Types of Buying Motives, Motive Hierarchy, Dimensions of Involvement. Learning & Memory: Meaning & Principal Elements of Learning, Characteristics of Memory Systems, Recalll.
2.	**Attitude and consumer behavior**
	Meaning of attitude, nature and characteristics of attitude, types of attitude, learning of attitude, sources of influence on attitude formation, Model of attitude- Tri component attitude model, multi attribute attitude model, Consumer decision making process: - Introduction, levels of consumer decision, consumer information processing model, Hierarchy of effects
3.	**Consumer Decision Making Process**
	Problem Recognition: Types of consumer decisions, types of Problem Recognition, Utilizing problem recognition information Search & Evaluation: Types of information, Sources of Information Search, Search, Experience and Credence Aspects - Marketing Implications Situational Influences on Purchase Decisions Purchasing Process: Why do people shop? Store & Non-store Purchasing Processes, Purchasing Patterns. Post-purchase Evaluation &Behaviour: Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer, Complaint Behavior, Post- Purchase Dissonance.
4.	**Basics to Sales Management & its Organization**
	Sales Management: Definition and meaning, Objectives, Sales Research, Sales Forecasting methods, Sales Planning and control: Goal setting, Performance measurement, diagnosis and corrective actions. Sales Organization: Need for Sales Organizations, their structure, Sales Managers Functions and responsibilities, Planning for major customers and sales Budget, Specific Characteristics of a successful salesman.
5.	**Training, Managing & Motivating the Sales Force**
	Recruiting, Selection and Training of Sales force: Procedures and criteria extensively used as selection recruiting and testing sales ability. Sales Force Job Analysis and Description Areas of sales Training: Company Specific Knowledge, product knowledge Industry and Market Knowledge. Customers and technology – Relationship Selling Process and Customer education. Value added Selling. Motivating the Sales Team: Motivation Programs – Sales Meetings, Sales Contests, Sales Compensating, (Monetary compensation, incentive programs as motivators, Non- Monetary compensation – fine tuning of compensation package. Supervising,

Teaching Methodology

Unit	Tools	Expected Outcome
Unit 1	Power Point Presentation Video Group Discussion	To Have Adequate Understanding of Consumer Behaviour, its scope, objectives, opportunities and its challenges.
Unit 2	Power Point Presentation	To evaluate the likes and dislikes of the consumer, extensive consumer research studies are being conducted.

Unit 3	Power Point Presentation Video Group Discussion	TohelpstudentsdevelopanunderstandingtowardsStrategybuilding&itseffectiveness.
Unit 4	Power Point Presentation Video Group Discussion	To find out alternatives for Dynamic organization to ensure their success in highly competitive sales environment.
Unit 5	Power Point Presentation Video Group Discussion	To Create Design Thinking approach to explore opportunities while combating against challenges in highly competitive Sales environment.

Suggested References

Sr. No.	Title of the Book		Author/s	Publication	Place
1	Consumer Behaviour &Sales Management		Still, Cundiff &Govani,	Pearson Education	New Delhi/Mumbai
2	Consumer Behaviour &Sales Management		Havaldar&Cavale	TMGH	Pune
3	Consumer behavior & Sales Mgmt		SL Gupta	Excel books	Pune
4	Consumer behavior & Sales Mgmt		David L.	Tata McGraw Hill	Mumbai
5	Consumer behavior & Sales Mgmt		Batra, Kazmi	Excel books	Mumbai
6	Sales Management,		Bill Donaldson	Palgrave Publications	UK
7	Consumer Behavior - An Indian perspective		Dr. S.L Gupta, Sumitra Pal	Sultan Chand and Sons	New Delhi

BUAEBX3213	Statistics for Management Lab

Course Outcomes:

CO1: DEVELOP the understanding of practical aspects of statistics.
CO2: EXPLAIN students about the pictorial representation of Data.
CO3: ANALYZE the data through descriptive statistics.
CO4: INFER students to measure the disparity among the data.
CO5: CORRELATE the relationship among the data and their relevance.

Unit	Contents
1.	**Tabulation of Data**
	Preparation of frequency table by using exclusive and inclusive method of classification for continuous/discrete variable. Tabulation of Data
2.	**Graphical and Diagrammatic Representation of Data**
	Graphical representation of data by: (i) Histogram (ii) Frequency polygon (iii) Curve (iv) Ogives. Diagrammatic representation of data by: (i) Simple Bar, Sub-divided Bar and Multiple Bar diagrams. (ii) Squares, Circles and Pie-diagrams.
3.	**Descriptive Statistics**
	Determination of Mean, Median, Mode, Quartiles. Computation of: (i) Range, Standard deviation, Mean deviation, Quartile deviation and Coefficient of variation. (ii) Combined mean and combined

	standard deviation.	
4.	**Skewness and Kurtosis**	
	Computation of first four moments, Measures of Skewness and kurtosis. Fitting of the following curves by the method of least squares: (i) Straight line (ii) Parabola	
5	**Correlation and rank correlation**	
	Computation of coefficients of correlation and rank correlation. 10) Fitting of regression lines. Testing of independence of attributes. Yule's coefficient of association for attributes.	

References

Fundamentals of Mathematical Statistics Gupta	S.C. & Kapoor	V.K.(2003)
Sultan Chand & Sons	New Delhi	1.
Fundamentals of Statistics Gupta	S.C. (2017) Himalaya Publishing House	Delhi
Modern elementary statistics Freund	J.E.(2004) Pearson Prentice Hall	New Jersey

BUACHU5218	Professional Skills – I

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Professional Attitude & Approach	**8**
2.	Professional Writing-I	**8**
3.	Presentation Skills: Structure Study	**8**
4.	Interview Skills & Group Discussion	**8**
5.	Negotiation Skills & Time Management	**8**

Course Outcomes:

On successful completion of the course the learners will be able to

CO	Cognitive Abilities	Course Outcomes	
CO-01	Analyse/ Create	1	The learner will be able to Compare the professional and personal approach towards any task and demonstrate their understanding by displaying professional attitude in the assigned tasks.
CO-02	Understand/Apply	2	The learner will be able to Choose appropriate formal elements of specific genres of organizational communication to be used in formal e-mails and resume building.
CO-03	Understand/Create	3	The learner will be able to Design a clear and fluent demonstrative, informative, and persuasive presentation and enlarge their vocabulary by keeping a vocabulary journal.
CO-04	Evaluate/Apply	4	The learner will be able to Demonstrate preparedness for any type of interview from classic one-on-one interview to panel interviews and Group Discussion.
CO-05	Understand/Apply	5	The learner will be able to Construct principled negotiations that result in wise agreements and achieve win-win outcomes.

LIST OF LABS	
. 1.	Professional & Ethical Approaches : Degree of adherence, Business world & meeting deadlines
. 2.	Job Hunting and Networking: LinkedIn & Components of an Ad
. 3.	Role Play on Professional Accomplishments (Business Cards)
. 4.	Professional Writing-I: Professional Email Writing
. 5.	Problem Solving

. 6.	Resume Building-I: Difference between C.V. & Resume, formats, points to cover, practice sessions
. 7.	Presentation Skills: format & structure of presentations, using tools & techniques
. 8.	Job Interviews I: Preparation and Presentation
. 9.	Advanced Group Discussion – I
0. 10.	Behavior at Workplace
1. 11.	Positive Mindset at Workplace
2. 12.	Professional Code of Ethics & Effective Time Management

RECOMMENDED BOOKS

S.No	Books /Website links
1	Personality development and soft skills Mitra, Barun K .
2	Communicative English For Engineers and Professionals Bhatnagar, Nitin
3	Professional Communication Koneru, Aruna
4	Professional Communication Tyagi, Kavita
5	Communication Techniques Padmasree,N
6	https://www.youtube.com/watch?v=URtdGiutVew&list=PLzf4HHlsQFwJDQsBYo7WG0bTNEiU6xCYf
7	https://www.youtube.com/watch?v=6Gp2x-Q6jc8&list=PLLy_2iUCG87DsAOykzkgjl0XqGgPmyY4P
8	https://www.youtube.com/watch?v=45uNWLmAZR8

POORNIMA UNIVERSITY, JAIPUR
Faculty of Commerce and Management

Name of Program: BBA - General	Duration: 3 Years	Total Credits: 134

Teaching Scheme for Batch 2023-27

Semester-IV								
Course Code	**Name of Course**	**Teaching Scheme**				**Marks Distribution**			**Credits**
		Lecture (L)	**Tutorial (T)**	**Practical (P)**	**SH**	**IE**	**ESE**	**Total**	
A.	**Major (Core Courses)**								
A.1	**Theory**								
BBXCBX 4101	Productions and Operations Management	3	0	0		40	60	100	3
BBXCBX 4102	Financial Management	3	0	0		40	60	100	3
BBXCBX 4103	Marketing Research	3	0	0		40	60	100	3
BBXCBX 4104	Advertising and Promotion Management	3	0	0		40	60	100	3
A.2	**Practical**								
	Desk Marketing Research	0	0	2		60	40	100	1
B.	**Minor Stream Courses / Department Electives**								
B.1	**Theory (Any One)**								
	NA								
B.2	**Practical**								
C	**Multidisciplinary Courses**								
BULEBX 4212	Entrepreneurship and Small Business Management	0	0	2*		60	40	100	4*
D	**Ability Enhancement Courses (AEC)**								
	NA	-	-	-	-	-	-	-	-
E	**Skill Enhancement Courses (SEC)**								
BXXESE 4212	Basics of Negotiation Skills	0	0	2	1*	60	40	100	1
BUACHU 4212	Communication Skills – II	0	0	2	1*	60	40	100	1
BXXESE 4614	Computer for Management Lab – II (Excel)	0	0	2		60	40	100	1
F	**Value Added Courses (VAC)**								
	NA								
G	**Summer Internship / Research Project / Dissertation**								
	NA								
H	**Social Outreach, Discipline & Extra Curricular Activities**								
H.1	Social Outreach, Discipline & Extra-Curricular Activities								
Total		12	0	10	2*				
Total Teaching Hours		20			22+2 =24				**20**

BULEBX4212	Entrepreneurship and Small Business Management

OUTLINE OF THECOURSE

Unit No.	Title of the unit	Time required for the unit (Hours
1.	Entrepreneurial Perspective	8
2.	Business Opportunity Identification	8
3.	Management of MSMEs and Sick Enterprises :	8
4.	Financial Assistance for Small Enterprise: Institutional	8
5.	Study of Women-founded Start-ups in India and Entrepreneurs' biography	8

Depth of the Course: Basic and functional knowledge of entrepreneurship and small business management

  Course Objectives:

o　　　　To understand the concept and process of Entrepreneurship.
o　　　　To Acquire Entrepreneurial spirit and resourcefulness.
o　　　　To get acquainted with the concept of Small Business Management.
o　　　　To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.

COURSEOUTCOMES

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyzing	It enables students to analyze the basics of Entrepreneurship
CO – 02	Evaluate	Evaluation of interest and positive approach towards entrepreneurship and new startups.
CO – 03	Applying	Ability to collect relevant data and its analysis and interpretation.
CO – 04	Analyzing	Analyzing key aspects of ENTREPRENEUORS.
CO – 05	Analyzing	*Analyze the success and failure of businesses*

Teaching Methodology

Unit	Innovative Methods to be Used		Expected Outcome
Unit 1	Ø Power Point Presentation Ø Video Ø Group Discussion	Applicable (Project)	It enables students to analyze the basics of Entrepreneurship
Unit 2	Ø Power Point Presentation Ø Video Ø Group Discussion	Ø Expert Lecture	Evaluation of interest and positive approach towards entrepreneurship and new startups.
Unit 3	Ø Power Point Presentation Ø Video Ø Group Discussion	ØApplicable (Project)	Ability to collect relevant data and its analysis and interpretation.

Unit 4	Ø Power Point Presentation Ø Video Ø Group Discussion	ØApplicable (Guest Lecture)	Analyzing key aspects of ENTREPRENEUORS.
Unit 5	Ø Power Point Presentation Ø Video Ø Group Discussion	ØApplicable (Guest Lecture)	*lyze the success and failure of businesses*

Suggested References:-

Sr. No	Title Of the Book	Author/s	Publication	Place
1	Entrepreneurship Development and Small Business Enterprises	Poornima M. Charantimath	Pearson, 2014.	Delhi
2	Management of Small Scale Industries	Desai Vasant	Himalaya Publishing House	Delhi
3	The Dynamics of Entrepreneurial Development and Management,	Desai Vasant	Himalaya Publishing House, 2015	Delhi

BBXCBX4101	PRODUCTION AND OPERATION MANAGEMENT

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Introduction	8
2.	Production Design, Planning , Control	8
3.	Productivity and Ergonomics	8
4.	Maintenance Management	8
5.	Network & Scheduling	8

Depth of Course: Reasonable Working knowledge.

Course Objectives:
• To understand the key concepts of Production and Operation Management.
• To understand the various manufacturing methods and role in managing business.
• To create awareness about the various safety measures and ergonomics in industries.

Unit No.	Unit Title	Contents
1	**Introduction**	**Introduction to Production and Operation Management –** Meaning, Nature, Scope, Objectives, Importance, Functions of Production and Operation Management, Variety of business, Methods of manufacturing, Plant layout, Service layout, Safety considerations and environmental aspects.
2	**Production Design, Planning , Control**	**Production Design:** Meaning, Objectives, product policy, Techniques of product development. Production **Planning -** Meaning, Definition, Objectives, Scheduling, Routing, Dispatch, follow up. Production Control –Meaning, Objectives, Factors affecting production control. **Caselets on design, planning and control.**

3	**Productivity and Ergonomics**	**Productivity and Quality Control-** Meaning, Definition, Importance, Measurement techniques, Quality control, Quality circles, TQM. Inventory Management Ergonomics: Definition, Importance, Bio-Mechanical factors, safety equipment and device.
4	**Maintenance Management**	Maintenance Management : Introduction , Meaning, Types, Planning, Techniques.Modern Scientific maintenance methods, Automation and computer integrated manufacturing. Simulation Technique
5	**Network & Scheduling**	Concept of PERT/CPM with Crashing, Resource allocation, Concept of Scheduling

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Production and Operation Management	L. C. Jhamb	Everest Publishing House	New Delhi
2	Production and Operation Management	Chase	Irwin Professional Publishing	U. S.
3	Production and Operation Management (With skill development- corselets and cases)	N.Suresh	Newage International publication	New Delhi
4	Operation Management	B.Mahadevan	Pearson Education India	New Delhi

BBXCBX4102	Financial Management

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Sources of Finance	8
2.	Capital Structure	8
3.	Capitalization	8
4.	Capital Budgeting	8
5.	Working Capital	8

Course Outcomes:

On successful completion of the course the learner will be able to

CO	Cognitive Abilities	Course Outcomes
CO1		To know various sources of finance of business
CO2		To study and understand the capital structure of the company and its cost of capital
CO3		To study optimum capital mix & concept of over capitalization & undercapitalization.

Unit No.	Unit Title	Contents
1	**Sources of Finance**	Long term Sources of Finance- Owned Funds & Borrowed Funds, Equity shares, Preference Shares, Debentures, Term Loan, Lease Financing, Hire Financing Short term Sources of Finance- Bank overdraft, Cash Credit, Bills Discounting, Ploughing back of Profit,

2	Capital Structure	Meaning, Concept, Importance, Factors affecting Capital Structure-Internal Factors, External Factors, Essentials of optimum capital structure Cost of Capital- Meaning and sources of capital. cost of equity shares, preference shares, loans and retained earnings
3	Capitalization	Meaning, Modern Concept of Capitalization, Need, Under capitalization-Meaning, Causes & Remedies Over Capitalization- Meaning, Causes & Remedies
4	Capital Budgeting	Meaning and importance Traditional methods of capital budgeting Discounted cash flow methods of capital budgeting Mutually Exclusive Proposals
5	Working Capital	Meaning and importance Factors affecting level of working capital Estimation of working capital by operating cycle method and net current assets method.

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Financial Management	I.M.Pandey	Vikas	New Delhi
2	Financial Management	Ravi.M.Kishore	Taxman	New Delhi
3	Financial accounting &Analysis	P.Prem Chand & Madan Mohan	Himalayan Publication House	New Delhi
4	Financial Management	Prasanna Chandra	Tata McGraw Hill	New Delhi
5	Financial Management	Khan & Jain	Tata McGraw Hill	New Delhi

BBXCBX4201	Desk Marketing Research

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	DEFINING MARKETING DECISION PROBLEM	8
2.	RESEARCH DESIGN FORMUATION	8
3.	CONDUCTING FIELD RESEARCH	8
4.	ANALYSIS AND INTERPRETATION OF DATA	8
5.	REPORT WRITING AND PRESENTATION	8

Course Outcomes:-
On successful completion of the course the learner will be able to

CO	Cognitive Abilities	Course Outcomes
CO-01		Explain the crucial steps in defining a marketing decision problem
CO-02		Appreciate the role of marketing theories in problem identification
CO-03		Identify appropriate marketing decision models to address common marketing problems
CO-04		Design and undertake a basic marketing research project
CO-05		Acquire and analyse data to make marketing decisions
CO-06		Produce an evidence based marketing report

Syllabus:-

UNIT-1 DEFINING MARKETING DECISION PROBLEM
Introduction- Defining Marketing Research Problem, Research Design Formulation, Field Research – Secondary & Primary, Data Preparation & Analysis, Report Writing
Theoretical Framework/ Objectives- Research Objectives, Theoretical Framework, Analytical Model (5 Hrs)
UNIT-2 RESEARCH DESIGN FORMUATION
Types of Research- Research Design Classification – Exploratory, Descriptive, Causal
Exploratory Research- Exploratory Research Design, Secondary Data Sources, Survey Method of Research
Questionnaire & Form Design- Scales of Measurement, Questionnaire Design & Rating Scales (5 Hrs)
UNIT-3 CONDUCTING FIELD RESEARCH
Sample Design- Sampling Technique Choice, Choice of Sample Frame & Sample Size Determination.
Data Collection (5 Hrs)
UNIT-4 ANALYSIS AND INTERPRETATION OF DATA
Data Cleaning & Descriptive Statistics- Data Cleaning, Descriptive Statistics
Data Interpretation & Results- Data Analysis & Results, Discussion (5 Hrs)
UNIT-5 REPORT WRITING AND PRESENTATION
Report Writing- Report Structure, Plagiarism Check, Referencing
Presentation & Stakeholder Management- Preparing Executive Summary, Preparing Presentation for Client Presentation, Do's & Don'ts while Presenting (5 Hrs)

Suggested Text Books:
Marketing Research - An Applied Orientation, Naresh K. Malhotra & Satyabhushan Dash (7th Revised Ed., Pearson).
Suggested Reference Books:
Multivariate Data Analysis, Hair Jr., Babin, Black, & Anderson (8th Ed., CENGAGE).

BBXCBX4104	Advertising and Promotion Management

OUTLINE OF THECOURSE

Unit No.	Title of the unit	Time required for the unit (Hours
1.	Introduction and Advertising Effectiveness.	8
2.	Copy and medias decisions	8
3.	Promotion Management	8
4.	Online advertising	8
5.	Basic Concept of Promotion & Communication	8

Depth of Course: Reasonable Working knowledge.
   Course Objectives:
To develop knowledge and understanding of importance of advertising.
To understand different sales promotion techniques.
To know about promotion management.
To understand the process of online advertising.

COURSEOUTCOMES

CO	Cognitive Abilities	Course Outcomes
CO – 01	Understanding	To develop knowledge and understanding of importance of advertising
CO – 02	Evaluate	To understand and evaluate different sales promotion techniques
CO – 03	Applying	To understand and apply tools of promotion management.
CO – 04	Analyzing	To assess the effectiveness of online advertising.
CO – 05	Evaluate	To evaluate the impact of communication mix on organizational performance.

Detailed Syllabus

Unit	Contents
1	Introduction and Advertising Effectiveness.
	Meanings, Definition, Functions, Criticism, Ethics, Social issues. Strategic advertising decisions-advertising budget, advertising frame work planning and organization. Advertising agency-Definition, functions, types structure. Advertising effectiveness–objectives of measuring advertising Effectiveness, difficulties and evaluation of advertising effectiveness.
	Copy and medias decisions
	Advertising copy- objectives, elements, types of copy, advertising layouts, components, layout format. Copy creations, pre-testing methods and measurements. Media decisions – advertising media, media planning , media research, media selection . Five M's of Advertising Media
	Promotion Management
	Promotion – Meaning, Definition, Objectives, factors affecting promotion, growth, techniques, Media technology used for promotions. Strategic Promotion – strategic and promotion, cross promotions gate promotion.
2	Online advertising
	Online advertising – pre-requisites of online advertising, Internet Advertising Today, purpose, types, advantages, social media advertising.
	Basic Concept of Promotion &Communication
3	- Component of Promotion - Advertising :A tool Of Communication - Communication plan, - Communication mix: Advertising and personal selling, Advertising and sales promotion, advertising & publicity, public relation. - Marketing & Communication Process - AIDA Communication Model - DAGMAR Model
	Introduction and Advertising Effectiveness.
	Meanings, Definition, Functions, Criticism, Ethics, Social issues. Strategic advertising decisions-advertising budget, advertising frame work planning and organization. Advertising agency-Definition, functions, types structure. Advertising effectiveness–objectives of measuring advertising Effectiveness, difficulties and evaluation of advertising effectiveness.
4	Copy and medias decisions
	Advertising copy- objectives, elements, types of copy, advertising layouts, components, layout format. Copy creations, pre-testing methods and measurements. Media decisions – advertising media, media planning , media research, media selection . Promotion Management
5	Promotion – Meaning, Definition, Objectives, factors affecting promotion, growth, techniques, Media technology used for promotions. Strategic Promotion – strategic and promotion, cross promotions gate promotion.
	Online advertising
	Online advertising – pre-requisites of online advertising, Internet Advertising Today, purpose, types, advantages, social media advertising.
	Basic Concept of Promotion &Communication

- Component of Promotion
- Advertising :A tool Of Communication
- Communication plan,
- Communication mix: Advertising and personal selling, Advertising and sales promotion, advertising & publicity, public relation.
- Marketing & Communication Process
- AIDA Communication Model

Introduction and Advertising Effectiveness.

- Meanings, Definition, Functions, Criticism, Ethics, Social issues.
- Strategic advertising decisions-advertising budget, advertising frame work planning and organization.
- Advertising agency-Definition, functions, types structure.
- Advertising effectiveness–objectives of measuring advertising

Effectiveness, difficulties and evaluation of advertising effectiveness.

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing management	Philip kotler , kellerjha-	Pearson education	New Delhi
2	Advertising and Promotion	Belch and Belch	Tata MC Graw Hill	New Delhi
3	Advertising Management	*Rajeev batra and davidaaker*	Pearson education	New Delhi
4	Sales Promotion	M.N.Mishra	Himalaya publishing house	New Delhi
5	Advertising and IMC (principles and practices)	William.D. Wells and sandra, pearson	Pearson education	New Delhi

BXXESE4212	Basics of Negotiation Skills

Unit No.	Title of the unit	Time required for the unit (Hours
1.	Introduction to Sales: Building a Sales Relationship	8
2.	Efficiency & Measurement in Sales	8
3.	Introduction to Negotiation	8
4.	Trust, Human behaviour and Psychology for Negotiation	8
5.	Efficiency & Measurement in Sales	8

Course Outcomes:

On successful completion of the course the learners will be able to

- Develop sales mindset and attitudes that drive commitment to sales target.
- Understand the psychology of the selling/buying process and their role in facilitating it.
- Understand negotiation and Identify steps for proper negotiation preparation & learn bargaining techniques and strategies of inventing options for mutual gain and move negotiations from bargaining to closing.
- Identify the actions taken on different stages of negotiations; appreciate and explain the importance of pre-negotiation and post-negotiation phases.
- Understand negotiation dynamics and how to prepare for uncertainty & learn to craft agile strategy and be quick on your feet in changing circumstances.

DETAILED SYLLABUS

Unit	Unit Details	
●	**Introduction to Sales: Building a Sales Relationship**	
	● Introduction of the Course & the topic ● Self -Impression & Body Language. ● The types of People & the Delight Factor ● Practice Sessions ● What is Sales? ● Types of Sales ● Importance of Sales ● Personal Selling & Process ● Conclusion & Summary of the Unit	Theory/Practical Practical Practical Practical Theory/Practical
●	**Efficiency & Measurement in Sales**	
	Introduction of the Course & the topic Principles of Sales Efficiency The Science of Sales Measurement Practice Sessions Conclusion & Summary of the Unit	Theory/Practical Practical Practical Practical Theory/Practical
●	**Ethics & Secrets of Powerful Negotiation**	
	Introduction of the Course & the topic Practice Session on Reciprocity. Practice Session on Publicity Practice Session on Trust & Universality. Conclusion & Summary of the Unit.	Theory/Practical Practical Practical Practical Theory/Practical
●	**Introduction to Negotiation**	**Method**
	Introduction of the Course & the topic Defining Negotiation Identify the qualities of successful and unsuccessful negotiators. Identify different negotiation situations to practice during class Conclusion & Summary of the Unit.	Theory/Practical Theory/Practical Practical Practical Theory/Practical
●	**Trust, Human behaviour and Psychology for Negotiation**	
	Introduction of the Course & the topic Choosing a negotiation strategy based on relationshipand results. Positional bargaining & Identifying the differences between "Soft" and "Hard" negotiating. Practice Sessions Conclusion & Summary of the Unit.	Theory/Practical Theory/Practical Theory/Practical Practical Theory/Practical

BUACHU4212	COMMUNICATION SKILLS – II

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Advanced Listening & Speaking Skills	8
2.	Advanced Reading & Writing Skills	8
3.	Art of Negotiation Skills	8
4.	Email Etiquettes	8
5.	Group Discussion	8

Course Outcomes:

On successful completion of the course the learners will be able to

CO	Cognitive Abilities	Course Outcomes
CO-01	**Analyze/Apply**	● The learner will develop the ability to identify difficult sounds, words and phrases to strengthen listening and applying these improved skills in creating content for spoken communication.
CO-02	**Evaluate/Create**	● The learner will cultivate a knack for reading and writing by analysing the nuances of sentence structure and presentation style.
CO-03	**Understand/Apply**	● The learner will apply techniques of negotiation skills for proper bargaining and mutual gain.
CO-04	**Understand/Apply**	● The learner will determine the potential of digital communication and apply their knowledge in creating documents considering the needs of the netizens.
CO-05	**Apply/Create**	● The learner will propose their outlook through exposure to new and different ideas and enrich their understanding of the issues under group discussions.

MODULE/UNIT OUTCOMES:

Module/Unit 1: Intrapersonal/Interpersonal Skills Students will be able to	
● Interpret their personality and learn how to adapt their behavior and communicate effectively with others for each scenario.	Apply
● Demonstrate the qualities of interpersonal skills and intrapersonal skills for personal and team effectiveness.	Apply
Module/Unit 2: Reading Skills Students will be able to	
● Illustrate and appreciate language enrichment by examining an author's choice of words, the use and effect of simple figurative language, vocabulary and language patterns, and images, as appropriate to the text	Understand
● Compare the ways in which different literary, digital and visual genres and sub-genres shape texts and shape the reader's experience of them	Understand
Module/Unit 3: Writing Skills Students will be able to	
● Show the ability to use the conventions of grammar when creating paragraphs.	Apply
● Examine different audiences and purposes for writing to develop situational based content.	Apply
Module/Unit 4: Listening Skills Students will be able to	
● Apply their listening skills actively to comprehend and communicate the responses.	Apply
● Understand barriers to listening and implement more effective active listening patterns.	Understand

Module/Unit 5: Speaking Skills	
Students will be able to	
● Discover strategies for choosing a topic and identify a purpose and thesis of the speech.	Apply
● Identify the particular challenges of engaging an audience and develop confidence in speaking.	Appy

LIST OF LABS	
1.	Listening Skills II: Analysis of videos/audios by famous personalities
2.	Speaking Skills II: Extempore, Debate etc.
3.	Public Speaking: Key Concepts, Overcoming Stage Fear
4.	Story-Telling Skills: Techniques of Story Telling, Prompts for story creation
5.	Situational Conversational Skills
6.	PowerPoint Presentation Skills-II
7.	Reading Skills II: Technical Writings, Research Papers & Articles
8.	Writing Skills II: Blog Writing & Review/Blog Writing
9.	Picture Perception & Discussion
10.	Email Etiquettes
11.	Group Discussion: Dos &Don'ts, Informal GD
12.	Art of Negotiation: Identify the qualities of successful and unsuccessful negotiators. Identify different negotiation situations to practice during class.

RECOMMENDED BOOKS

S.No	Books /Website links
1	Communicative English Sawhney, Ruchi
2	Oxford Guide to Effective Writing & Speaking Seely,John
3	Spoken English Balan,Jayashree
4	Oxford Guide to Effective Writing & Speaking Seely,John
5	Spoken English Balan,Jayashree
6	https://www.youtube.com/watch?v=0AM35Nu5McY&list=PLwytTXNlljX6cEAsR1TsbKpEwGSJieaQ9
7	https://www.youtube.com/watch?v=Y4TbGPhQ7Ik&list=PLp02GGDX5DIoMkblgrYhq91rF7_JZsf4-
8	https://www.youtube.com/watch?v=iyDtf_WBROU&list=PLLy_2iUCG87Dz7sxcJrCV2xbjw-x46g7w

BXXESE4614	COMPUTER FOR MANAGEMENT LAB II (EXCEL)

COURSE OUTCOMES

CO	Course Outcomes
CO-01	Explain the crucial steps in defining a marketing decision problem
CO-02	Appreciate the role of marketing theories in problem identification
CO-03	Identify appropriate marketing decision models to address common marketing problems
CO-04	Design and undertake a basic marketing research project
CO-05	Acquire and analyses data to make marketing decisions
CO-06	Produce an evidence based marketing report

Syllabus:-

UNIT-1 What If Analysis, Logical functions & Data Validation
• Goal Seek • Scenario Analysis • Data Tables (PMT Function) • Solver Tool
If Function • How to Fix Errors – if error • Nested If • Complex if and or functions
• Number, Date & Time Validation • Text and List Validation • Custom validations based on formula for a cell • Dynamic Dropdown List Creation using Data Validation – Dependency List
UNIT-2 Lookup Functions & Pivot Tables
Vlookup / HLookup • Index and Match • Creating Smooth User Interface Using Lookup • Nested VLookup • Reverse Lookup using Choose Function
Creating Simple Pivot Tables • Basic and Advanced Value Field Setting • Classic Pivot table • Choosing Field • Filtering PivotTables • Modifying PivotTable Data • Grouping based on numbers and Dates • Calculated Field & Calculated Items
UNIT-3 Introduction to VBA (VBA Macro)
• What Is VBA? • What Can You Do with VBA? • Recording a Macro • Procedure and functions in VBA Data Collection
What is Variables? • Using Non-Declared Variables • Variable Data Types • Using Const variables
UNIT-4 If and select statements and Looping in VBA
Simple If Statements • The Else if Statements • Defining select case statements • Introduction to Loops and its Types • The Basic Do and For Loop • Exiting from a Loop • Advanced Loop Examples
UNIT-5 Mail Functions – VBA
• Using Outlook Namespace
• Send automated mail
• Outlook Configurations, MAPI
• Worksheet / Workbook Operations
• Merge Worksheets using Macro
• Merge multiple excel files into one sheet
• Split worksheets using VBA filters

BBXCBX4103	Marketing Research

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Introduction to Marketing Research	8
2.	Marketing Research Proposal	8
3.	Marketing Research for Sales & New Product Development	8
4.	Marketing Research for STP Process & Pricing	8
5.	Marketing Research Applications – Branding & Advertising	8

Course Outcomes:-
On successful completion of the course the learner will be able to

CO	Cognitive Abilities	Course Outcomes
CO 1	Remembering	IDENTIFY and DESCRIBE the key steps involved in the marketing research process.
CO 2	Understanding	COMPARE and CONTRAST various research designs, data sources, data

		collection instruments, sampling methods and analytical tools and SUMMARIZE their strengths & weaknesses.
CO 3	Applying	DEMONSTRATE an understanding of the ethical framework that market research needs to operate within.
CO 4	Analysing	ANALYSE quantitative data and draw appropriate Inferences to address a real life marketing issue.
CO 5	Evaluating	DESIGN a market research proposal for a real life marketing research problem and EVALUATE a market research proposal.
CO 1	Remembering	IDENTIFY and DESCRIBE the key steps involved in the marketing research process.

Syllabus:-

Unit No.	Unit Details
01.	**Introduction to Marketing Research:**
	Definitions - Marketing Research, Market Research, Scope and Limitations of Marketing Research, Role of Information in Marketing Decisions, Value and Cost of Information, Marketing Information System and Marketing Research, Marketing Decision Support System, Threats to Marketing Research, Relationship between Marketing Research & Marketing, Organizing Marketing Research function, Evaluating utility of Marketing Research, Online Marketing Research, Recent Trends in Marketing Research, Marketing Research Industry in India.
02.	**Marketing Research Proposal:**
	The Marketing decision problem and marketing research problem, Defining the marketing research problem, developing the research approach, The decision maker & the environment, alternative courses of action, objectives of decision maker, consequences of alternative courses of action, The marketing research proposal – Background – basic problem/opportunity , Objectives , Research Design – Qualitative & Quantitative approaches, Cost Estimates, Time line, Ethical Issues in Marketing Research – participant issues, sponsor issues, corporate espionage, code of ethics.
03.	**Marketing Research for Sales & New Product Development:**
	Sales Analysis and Forecasting: Mining internal customer and sales data, In-store shopper marketing research and Retail shop audits, margin trend data, Consumer panels, Customer satisfaction research, Concept of Market demand and Market potential **New Product Development and Test Marketing:** Marketing information for new markets, new product categories, new product concepts, new product design and market validation research, test marketing – uses, types, methods, limitations.
04.	**Marketing Research for STP Process & Pricing Decisions:**
	Market Segmentation and Positioning: Assessing existing product strength and line extension potential, Creative positioning strategy, repositioning strategy research, defining go-to-market strategy, current and potential markets. **Pricing research:** Pricing strategy decisions, optimum price-product-feature configurations and market positioning opportunities.
05.	**Marketing Research for Branding & Advertising:**
	Brand Research: Brand concepts, Brand names, Brand power research, Brand equity survey measurements, Brand tracking studies. **Advertising Research:** Concept testing research – Ad recall surveys, Media research like readership surveys, Audience tracking studies, TRP, Limitations of advertising research.

Suggested Text Books:

Marketing Research	G C Beri	TMGH		
Marketing Research - An Applied Orientation	Malhotra and Dash	Pearson Education.		
Marketing Research	Churchill	Jr	G.A. and D. Iacobucci	South Western: Thomson.
Marketing Research	Zikmund	Babin	Cengage Learning	
Marketing Research	Boyd	H.P.	R. Westfall and S. F. Stasch	Delhi: A.I.T.B.S.
Marketing Research	Burns	G.A. and D. Bush	South Western: Thomson.	

Suggested Reference Books:

Marketing Research	Green	P.E.	Tull	D.S. and G. Albaum	New Delhi: Prentice Hall of India.
Marketing Research	Suja Nair				
Marketing Research	Luck	D.J. and R.S. Rubin	New Delhi: Prentice Hall of India.		
Marketing Research	Tull	D.S. and D.I. Hawkins	New Delhi: Prentice Hall of India.		

POORNIMA UNIVERSITY, JAIPUR
Faculty of Commerce and Management

Name of Program: BBA -General	Duration: 3 Years	Total Credits: 134

Teaching Scheme for Batch 2023-27

Semester-V									

Course Code	Name of Course	Teaching Scheme				Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	SH	IE	ESE	Total	
A.	**Major (Core Courses)**								
A.1	**Theory**								
BBXCBX 5101	Product and Brand Management	3	0	0		40	60	100	3
BBXCBX 5102	Fundamentals of Services Management	3	0	0		40	60	100	3
A.2	**Practical**								
	NA								
B.	**Minor Stream Courses / Department Electives**								
B.1	**Theory (Any One)**								
	NA								
B.2	**Practical**								
C	**Multidisciplinary Courses**								
BULEBX 5103	Business Ethics	3	0	0		40	60	100	3
D	**Ability Enhancement Courses (AEC)**								
BUVCHU 1102	Environmental Studies	2	0	0		40	60	100	2
BUVCHU 4101	Public Policy and Administration in India	2	0	0		40	60	100	2
E	**Skill Enhancement Courses (SEC)**								
BUACHU 6223	Professional Skills – II	0	0	2	1*	60	40	100	1
F	**Value Added Courses (VAC)**								
BXXEVD 5215	Social Media Management	0	0	2	1*	60	40	100	1
BUVCEP 1102	Yoga : Philosophy & Practice	0	0	2		60	40	100	1
G	**Summer Internship / Research Project / Dissertation**								
BBXCBX 5321	Project Studies	0	0	3	1*	60	40	100	4*
H	**Social Outreach, Discipline & Extra Curricular Activities**								
H.1	Social Outreach, Discipline & Extra-Curricular Activities								
Total		13	0	9	2*				**20**
Total Teaching Hours		22			22+2= 24				

BULEBX5103	BUSINESS ETHICS	

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Introduction to Business Ethics	8
2.	Corporation and Stakeholder Ethics	8
3.	Corporate Social Responsibility and Marketing Ethics	8
4.	Environmental and Consumer Ethical Issues	8
5.		8

Course Outcomes:

On successful completion of the course the learner will be able to

CO	Cognitive Abilities	Course Outcomes
CO1	Understanding	To provide a comprehensive understanding of the concepts of Business Ethics
CO2	Apply	To develop theoretical tools to understand current ethical issues and their impacts on business.
CO3	Analyze	To analyze the role of Ethics in business, Government and Society.
CO4	Analyze	To analyze the Ethical scenario concerning to Environment and consumer protection.

Unit No	Unit Title	Contents
1	**Introduction to Business Ethics**	● Meaning, Nature and Scope of Business Ethics ● Ethics in Contemporary Business ● Organizational Ethical Climate – Ethical Decision Making and Importance of Framing Ethical Policies ● Why Ethical Problems occur in Business ● Difference between workplace Ethics and Laws ● Ethical Code of Conduct in Global Business ● Government protection policies against illegal business practices. ● Influence of Interest Groups on the Government
2	**Corporation and Stakeholder Ethics**	● Impact of Business Decisions on Stakeholders ● Leadership Ethics at the organizational level – Training Ethics, imbibing organizational values and cultures, Awareness of rule and
		regulations of an organization, Upskilling and Ethical knowledge of employees. ● Organization of Modern corporation and Interaction with stakeholders ● Whistleblower Act and Employee Rights: Privacy and Safety ● Collective Bargaining and Role of Management in implementing Ethics. ● Ethics in Compliance Management – Fraud, Corruption, Sanction Violations, Conflict of Interests, Human Rights Violation. ● Health and Safety Issues in Organizations – Workplace Safety, Measures to avoid accidents, Maintenance of Psychological well-being of employees.
3	Corporate Social Responsibility and Marketing Ethics	● Role and Responsibility of Organizations towards government and society. ● CSR Performance – Meaning and Responsibility. ● CSR – Strategy in building community relationships. ● Corporate Citizenship and – Concept and Stages ● Ethical behaviour in Advertising Practices and Advertising ethics. ● Ethical and Unethical Target Marketing in Business ● Advertising abuses and Regulation ● Media Industry – Role, Impact and Ethical Practices

| 4 | Environmental and Consumer Ethical Issues | ● Environmental Ethics and Human values – Meaning and Impact on Environmental problems
● Environmental legislation – Laws and Regulation with Indian Context and Stages of becoming an ecologically sustainable organization.
● Sustainable Development – Definition, Obstacles and Impact, Business operations – A threat to earth's ecosystem.
● Difference between Customer and Consumerism
● Government regulation agencies for Consumer protection and Protecting consumer privacy online. |

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Ethics	Shailendra Kumar and Alok Kumar Rai	Cengage Learning India Pvt Ltd	India
2	Business Ethics: An Indian Perspective	A C Fernando, K P Muralidheeran, E.K Satheesh	Pearson Education	India
3	Business Ethics and Values	Dr. NeeruVasishth, Dr, Namita Rajput	Taxmann	India
4	Business Ethics: Foundation for CSR	P.Kamatchi	Dreamtech Press	India
5	Business Ethics: Principles and Practices	Daniel-Albuquerque	Oxford University Press	India
6	Business Ethics	Gautam Pherwani	Everest Publishing House	India
7	Business Ethics	C. S.V. Murthy,	Himalaya Publishing House	India
8	Understanding Business Ethics	Peter Stanwick, Sarah Stanwick,	Pearson Publishing	India
9	Business Ethics	Manuel G Velasquez,	Prentice-Hall India Learning Private Limited; 6 edition (2006)	India
10	Business Ethics	O.C. Ferrell, John Paul Fraedrich, Linda Ferrell,	Cengage Learning, 2013	India

BBXCBX5101	Product & Brand Management

OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Basics of Product Management	8
2.	Product Market Analysis & New Product Development	8
3.	Concept of Brand & Its Relevance	8
4.	Brand Positioning & Strategic Brand Process	8
5.	Managing Brand Equity & Communication	8

COURSE OVERVIEW: Product and Brand management is very important for a management student who wishes to pursue a career in the Corporate world. It enables the student to first understand the difference of a brand

from a product, their importance, the basic characteristics of a brand, the reasons for the success or failure of a brand, and then use brand development, architecture and portfolios, in sequential order to ensure the success of the organisation. This course is aimed at those who have plans to make a career in marketing and/or professionals who are looking to use brand and product management to enhance the products in their own business or in the company that they work for.

COURSE OBJECTIVES:

A. To familiarize the students with the concepts of Product and Brand

B. To discuss the role of product, current situation of a product in Indian context, trying to seamlessly transcend the difference between product and brand

C. To develop branding as marketing strategy; brand equity, its importance and measurement

D. How to create and retain brand equity; operational aspects of brand management

COURSE OUTCOMES

CO-1: Understand and differentiate the basic concepts between a product and a brand

CO-2: Explore the process of creation of a brand

CO-3: Explain the various qualitative and quantitative measures that help track a brand

CO-4: Understand Impact of various brand building tools

CO-5: Develop strategies to be adopted for the product, pricing and distribution aspects of the brand

DETAILED SYLLABUS

Unit No.	Title of the unit
1.	**Basics of Product Management**
	Introduction, Product Planning and Development, PLC Theory- Product vs Brand, Product Portfolio Analysis- Mapping- Understanding Company Product/Brands and Competitive Brand Market Position
2.	**Product Market Analysis & New Product Development**
	Product Market Orientation with respect to few products- Toothpaste, Motorcycle, Paints-Challenges faced by Companies during the branding phases. Meaning and Importance of new product development-– Types of new product. Stages of new product Reasons for failure of a new product .
3.	**Concept of Brand & Its Relevance**
	Brand:-Meaning, functions and significance-types of brands–concept of branding. Branding strategies: Concept and types of branding strategies. Steps in brand development strategies. Brand - switching. Identification of opportunity for branding and Brand Management Process
4.	**Brand Positioning & Strategic Brand Process**
	Sustaining a brand long-term, Branding at different stages of market evolution– The scope for branding, the role of branding and branding strategies needed at different stages in the evolution of the market, Brand Architecture Handling a Large Portfolio, Multi-Brand Portfolio. Brand Hierarchy, Revitalizing brands: Re-launch, Rejuvenation, when brand is dying or stagnating, or when the market is dying or stagnating
5.	**Managing Brand Equity & Communication**
	Concept of Brand Equity; Choosing brand elements to build brand equity Customer Based Brand Equity (CBBE)– Understanding and measuring brand equity using different methodologies, Monitoring brands, Sources of brand equity (Brand Awareness, Brand personality, Brand loyalty, perceived quality, Brand Associations) Need and advantage of brand communication. Brand loyalty and equity-factors affecting brand loyalty. Benefits of brand loyalty-Types of brand loyalty. Building brand loyalty

RECOMMENDED STUDY MATERIAL:

1.	Philip Kotler: Principles of Marketing, Armstrong, Pearson Education.
2.	S. L. Gupta: Advertising and Sales Promotion Management, Sultan Chand &Sons
3.	Marc Annacchino: New Product Development: From Initial Idea to Product Management, Elsevier Publishers
4.	S Ramesh Kumar: Marketing and branding, Pearson publishers
5.	Y L R Moorthi: Brand Management: The Indian Context, Pearson

BBXCBX5102	FUNDAMENTALS OF SERVICES MANAGEMENT

OUTLINE OF THE COURSE:

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Introduction of Services management	**8**
2.	Growth in service sector	**8**
3.	Service Mix Elements	**8**
4.	Service Environment	**8**
5.	Research in service Industry	**8**

COURSE OUTCOMES

BBXCBX05102 Fundamentals of Services Management	CO-1	Understand services as a Business Function.
	CO-2	Apply the concept of service management at market place.
	CO-3	EXPLAIN the concept of Service mix and DEVELOP the applications for real world market offerings.
	CO-4	APPLY the concept and theories of Segmentation, service environment.
	CO-5	To give the students an exposure towards globalization on service sector

Detailed Syllabus

Unit	Contents
1.	**Introduction of Services management**
	Introduction to services: Concept, Scope of service management in India & abroad Classification & characteristics of services, Service as key differentiator for manufacturing industries, functions of Service Management. Goods versus Services Marketing
2.	**Growth in service sector**
	Changing dynamics & challenges of service sector. **Growth in service sector**: Importance, Growth & Development of service sector in India. Required service skill set for service management.
3.	**Service Mix Elements**

		Product: The service products, Service Product Life-Cycle and its Strategies, **Place**: Managing Distribution Channels in Service Industry, Factors affecting choice of channel, Strategies for distribution, **Price:** Factors affecting Service Pricing & Pricing Methods **Promotion:** Objectives, Selection Criteria, Developing the promotion mix, Sales promotion tools, **Physical Evidence:** Introduction, Elements, Role of physical evidence, Managing physical evidence as a strategy. **Process :** inputs, throughputs, and outputs and **People** : Firm's personnel, the customer and other customers in service environment
4.	**Service Environment**	
		Micro & Macro Service Environment: PESTEL Analysis of Service Sector, Six Market Model, **Market Analysis & Segmentation:** Planning process, Rethinking the customer service function, Focusing & positioning target customers, **Service Design**: Introduction, Building a service blueprint and its benefits.
5.	**Research in service industry**	
		Environmental changes leading to service boom, Impact of globalization on service Sector: An Overview New Economic policy & its impact on service sector, Preparation of small report based on service market analysis. Research in the service industry in India. Upcoming trends in service industry.

Recommended Study Material

S. No	Title of the Book	Authors	Publication
01	Service Marketing Operations & Management	Vinnie J. Juhari, Kirti Dutta	Oxford University Press
02	Service Marketing Management: An IndianPerspective	Dr. B. Balaji	S. Chand & Co
03	Service Management: Strategy & Leadership inService business	Richard Normann	Wiley & Sons,Ltd
04	Service Management: The New Paradigm in Retailing	Jay Kandmpully	Springer

Suggested References: -

Sr. No.	Title Of the Book	Author/s	Publication	Place
1.	Service Marketing Operations & Management	Vinnie J. Juhari, Kirti Dutta	Oxford University Press	Delhi
2.	Service Marketing Management: An Indian Perspective	Dr. B. Balaji	S. Chand & Co.	Delhi
3.	Service Management: Strategy & Leadership in Service business	Richard Normann	Wiley & Sons,Ltd	NewYork
4.	Service Management: The New Paradigm in Retailing	Jay Kandmpully	Springer	New York

BUVCSA1102	ENVIRONMENT STUDIES

Learning Outcomes:

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

- Describe the interaction of organisms with their environment.
- Describe concepts and methods from ecological and environmental sciences and their application in understanding the environmental issues.
- Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
- Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

Note : The paper will contain Eight questions in all. Candidates are required to attempt any five.

Unit	Contents
1.	Introduction to Environmental Science and Ecosystem: Definition, scope and importance Concept of Ecosystem, Structure of Ecosystem (Biotic and Abiotic factors).
	Dynamics of Ecosystem: Food Chain, Food web and Ecological Pyramids. Brief idea of energy flow. Salient features of forest, grassland, Desert and Aquatic ecosystem.
2.	Natural Resources and their conservation: Renewable and non- renewable resources. Uses and over utilization/exploitation of Natural resources: Forest, Water, Mineral, Food, Energy and Land.
	Water conservation and management: Rain water harvesting. Elementary idea of solid waste management.
3.	Biodiversity and its conservation: Definition, Types and Importance of Biodiversity. Endangered and Endemic Species of India. Bio geographical classification. Hot spots and India as a Mega diversity nation. Threats to Biodiversity: Habitat loss, poaching of wild life.
	Conservation of Biodiversity: Brief idea of in-situ and *ex-situ* conservation of Biodiversity.
4.	Environmental Pollution: Definition, Causes, Effects of air, water, soil, noise, thermal and nuclear pollution. Control and preventive measures of air, water, soil, noise, thermal and nuclear pollution.
	Global problems: Climate change, global warming, Ozone layer depletion, Acid Rain and Photochemical Smog. Elementary knowledge of Natural Disaster Management.
5.	Human Population, Social Issues and Environment: Population growth, Variation, Explosion and Sex ratio. Environment and Public Health (HIV/AIDS). Environmental Ethics (Issues and Possible Solution).
	Environmental legislation and Environmental Protection Acts: Air, Water, Wildlife Forest acts. Role of information technology in Environment and Human Health.

Recommended Books:

- Basu, M. & Xavier Savarimuthu, S. J. (2017). *Fundamentals of Environmental Studies*.(1st ed.). Delhi, India: Cambridge University Press.
- Bharucha, E. (2005). *Textbook of Environmental Studies for Undergraduate Courses* Hyderabad, India: Universities Press
- Rajagopalan, R. (2015), *Environmental Studies from Crisis to Cure*, (3rd ed.). Delhi, India: Oxford University Press.
- Rana, S.V.S. (2004). *Environmental Studies*. Meerut, India: Rastogi.
- Sharma, J.P. (2017). *Environmental Studies* (4th Ed.). Delhi, India: University Science Press.

BUACHU6223	PROFESSIONAL SKILLS-II

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Personal Branding	**8**
2.	Professional Writing-II	**8**
3.	Presentation Skills: Professional Setting	**8**
4.	Job Interview & Group Discussion : Preparation by Mock Practice	**8**
5.	Negotiation Skills, Team Management & Professional Awareness	**8**

Course Outcomes:

On successful completion of the course the learners will be able to

CO	Cognitive Abilities	Course Outcomes
CO-01	Analyses/Create	▪ The learner will Formulate appropriate updates as a means to promote business activities on social media with the help of experience, education, and skills.
CO-02	Analyses/Apply	▪ The learner will Demonstrate the use of grammar and formatting in formal documents to complete the writing process (prewriting/writing/rewriting).
CO-03	Evaluate/Create	▪ The learner will Evaluate presentation's weak spots and areas for improvement & learn, practice and acquire the skills necessary to deliver effective presentation with clarity and impact.
CO-04	Understand/Apply	▪ The learner will Evaluate basic factors such as personal skills & abilities, career fields, willingness to learn and improve their employability skills.
CO-05	Understand/Apply	▪ The learner will Develop team skills dynamics and critical thinking to acquire solution driven attitude by analysing different case studies.

LIST OF LABS	
1.	Personal Branding : Its best practices
2.	Expanding Professional Vocabulary
3.	Professional Writing II: Statement of purpose and other formal documents
4.	Presentation Skills in Professional Setting
5.	Resume Building-II: Revising & Updating
6.	Job Interviews II: Preparation and Presentation for Mock Interviews
7.	Stress or Behavioural Interview
8.	Advanced Group Discussion-II: Analysis of professional GD Videos and Practices on Topics/Video/Article based topics
9.	Organizational Case Studies: Analysing the Mindset
10.	Convincing & Negotiation Skills: Sell your product
11.	Group Discussion: Mock Rounds
12.	Personal Interview: Mock Rounds

RECOMMENDED BOOKS

S.No	Books /Website links
1	Communication Techniques Tandon, Nupur
2	Current English for Language Skills Tickoo, M. L.
3	Communicative English Sawhney, Ruchi
4	Effective Technical Communication Rizvi, M. Ashraf
5	Technical Communication: Principles & Practice Raman, Meenakshi
6	https://www.youtube.com/watch?v=UudSwjqFdNM&list=PL9RcWoqXmzaKWxaNoDhW4O1kA0hK9AYys
7	https://www.youtube.com/watch?v=EqI84tYxOQs&list=PL2YNNMqXo7dvo4u-eQP2QEQVsnS2p2NjA
8	https://www.youtube.com/watch?v=o--2J3N2kKU

BXXEVD5215	SOCIAL MEDIA MANAGEMENT

OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the unit(Hours)
1.	Introduction to Social Media	8
2.	The shift of marketing and PR tactics	8
3.	Utilization of social media platforms	8
4.	Facebook, Blogging, Twitter &LinkedIn best Practices	8
5.	Google+, Instagram, Pinterest, YouTube & Snapchat best Practices	8

COURSE OUTCOMES

CO	Cognitive Abilities	Course Outcomes
CO – 01	Analyze	To develop an analytical framework to recognize, understand, and manage new social practices online, together with a familiarity with the literature regarding social media and identity, community, collective action, public sphere, social capital, and social networks.
CO – 02	Learning	Learn to use new social media, assess a new social medium's potential cognitive, social, and political impact, and to tune or relinquish use of the medium for their own purposes.
CO – 03	Understand	Understand the importance of monitoring and responding to the community that forms around your message or lack of message.
CO – 04	Understand	Understand the difference between traditional marketing and social media marketing & learn the functionality of LinkedIn, Facebook, Instagram etc.
CO – 05	Learning	Learn how to update and manage the experience, education, and skills & expertise sections & formulate appropriate updates as a means to promote business activities.

Detailed Syllabus

Unit	Contents
1.	**Introduction to Social Media**
	Introduction of the Course & the topic Know your why - why you want to be on social media. Attraction towards social online portals Practice Sessions. Conclusion & Summary of the Unit.
2.	**The shift of marketing and PR tactics**
	Introduction of the Course & the topic. What value your SM profiles will add on your resume. Practice Sessions. Conclusion & Summary of the Unit.
3.	**Utilization of Social Media Platforms**
	Introduction of the Course & the topic Practice Sessions. Conclusion & Summary of the Unit
4.	**Facebook, Blogging, Twitter, LinkedIn best Practices**
	Introduction of the Course & the topic Practice Sessions. Conclusion & Summary of the Unit.
5.	**Google+, Instagram, Pinterest, YouTube & Snapchat best Practices**
	Introduction of the Course & the topic Practice Sessions. Conclusion & Summary of the Unit.

COURSE OVERVIEW AND OBJECTIVES:

The objective of this course is to provide a hands-on experience of research work to the students.

In a group of 4/5 students, each student shall take up a topic of current importance, identify a research problem in that topic and prepare a complete research plan for the same. Execution of the plan shall happen during the semester and a complete report shall be presented once the study is complete. Evaluation shall be done on the basis of the relevance of the research problem and the execution along with the depth and relevance of the conclusions and recommendations.

Course outcomes:

	CO – 01	Demonstrate the meaning of business research methods
	CO – 02	Analyze the research Process
BBX04307 Research Project	CO – 03	Evaluate the Measurement methods in business research
	CO - 04	Demonstrate the various methods of Hypothesis Testing
	CO – 05	Evaluate the methods of Report Preparation

DETAILED SYLLABUS

Guidelines: At the end of fourth semester examination, every student of BBA will undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be for 8 weeks duration. The guidelines of training will be provided before the end of the fourth semester classes.
During the course of training, the organization (where the student is undergoing training) will assign a problem/project to the student. The student, after the completion of training will submit a report to the College/Institute, which will form part of fifth semester examination. However, the report must be submitted by the end of September during fifth semester.
The report (based on training and the problem/project studied) prepared by the student will be termed as Summer Training Project Report. The report should ordinarily be based on primary data. It should reflect in depth study of micro problem, ordinarily assigned by the organization where student undergoes training. Relevant tables and bibliography should support it. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problems faced. This chapter will form part I of the Report. Part II of the Report will contain the study of micro research problem. The average size of report ordinarily will be 100 to 150 typed pages in standard font size (12) and 1.5 spacing. Three neatly typed and soft bound (paperback) copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper.
The report will have two certificates. One by the College and the other by the Reporting Officer of the organization where the student has undergone training. These two certificates should be attached in the beginning of the report.
The report will be evaluated by internal and external examiner
The marks will be awarded by the external examiner to be appointed by the examination division.
The format of the report is given below:
o Objective of the Research Undertaken
o Literature Review
o Research Methodology
o Results and Analysis
o Conclusions
o References
o Appendices – to include questionnaire

BUVCEP1102	Yoga: Philosophy & Practice

Learning outcomes: After completion of the course, the learners will be able to:

1. Demonstrate Asanas, Pranayama, Kriya with proficiency.
2. Demonstrate postures of Hatha Yoga, Raja Yoga, and Laya Yoga.
3. Analyse the relevance of Yog Sutras in real life situations.
4. Interpret the significance of Meditation in Business Context;.
5. Summarise the importance of Ayurveda in modern lifestyle.
6. Enhance their Happiness & Spiritual Quotient.

Course Contents:

Unit 1: Introduction
Yoga: Concept, Meaning, and Origin; Relation between mind and body; Importance of healthy body and mind; Body Management Techniques: Asana, Pranayama, Kriya. Principles of yogic practice, Meaning of Asana, its types and principles, Meaning of pranayama, its types and
principles. Impact of yoga limbs like asana, pranayama, meditation, etc. on achieving excellence in performance.

Unit 2: Classical and Emerging Schools of Yoga
Classical Schools of thoughts in Yoga: Hatha Yoga, Raja Yoga, Laya Yoga, Bhakti Yoga, Gyana Yoga, Karma Yoga; Asthang Yoga. Patanjali Yoga Sutra. Emerging schools of thoughts in Yoga.

Unit 3: Meditation: A Way of Life
Relation between body, breath, and mind; Meaning of meditation and its types and principles. Ancient Scriptures and relevance of Meditation; Meaning and importance of prayer. Psychology of mantras. Essence of Mudras. Relevance of Meditation for different age groups and body requirements. Healing and Meditation. Seven layers of existence. Meditation for adding hours to your day, excellence at workplace, harmony in relationships, better decision making, heightened awareness and concentration.

Unit 4: Yoga & Meditation in Modern Setting
Yogic therapies and modern concept of Yoga; Naturopathy, Hydrotherapy, Electrotherapy, Mesotherapy, Acupressure, acupuncture. Anatomy and Physiology and their importance in Yogic Practices. Food and Lifestyle: Basics of Ayurveda, Yogic Diet; Importance of having Sattvic Ayurvedic Food, Workplace productivity which is directly linked to Healthy Sattvic food. Modulation of ailments through food and balanced nutrition and dieting practices, integrating traditional food items with modern food habits, mental health and food types.

Unit 5: Developing Happiness & Spiritual Quotient
Happiness: Meaning and sources. Four hormones of happiness: Dopamine, Oxytocin, Serotonin, Endorphins. Happiness: independent variable vs. dependent variable, life view, models of happiness, Distinction between Religion and Spirituality.
Myths about Happiness, Principles of being happy. Concept of Self; Positive thinking; Self Introspection; Religion and Spirituality; Life Stories of Spiritual Masters. Concept of Prana. Techniques of studying spiritual quotient. Applied Kinesiology: Introduction to the concept of Applied Kinesiology; Muscle Testing, Nutrient Testing.

Practical Exercises:
Learners are required to:

participate in the practical sessions in Yoga Lab. on Asanas, Pranayama, Kriya: SudarshanKriya of Art of Living, Isha Kriya, etc.
participate in the practical sessions in Yoga Lab. on Hatha Yoga, Raja Yoga, Laya Yoga.
interpret the Yog Sutras by Patanjali as per their applicability in real life situations andsubmit a report of the same.
submit and present report on their key learnings from the following:
Sudarshan Kriya yoga: Breathing for health–NCBI
How Meditation Benefits CEOs–A case study at Harvard Business School
A Little Meditating Helps You Make Better Business Decisions–A case study atHarvard Business School.
participate in simulation exercises in class where all learners are divided into two teams wherein, they have to debate for and against imbibing Ayurveda & health in modern lifestyle.
participate in simulation exercises in class using applied kinesiology techniques.

write a summary of their personal experience of learning various yoga, breathing, and meditation techniques in the course and how do you think it will help you in the future.

Suggested Readings:

- Shankar, S. S. R. (2018). Patanjali Yog Sutra. Bangalore: Sri Sri Publications Trust.
- Shankar, S. S. R. (2010). 25 Ways To Improve Your Life. Bangalore: Sri Sri PublicationsTrust.
- Shankar, S. S. R. (2010). Ayurveda & Breath. Bangalore: Sri Sri Publications Trust.
- Taimni, I. K. (2005). The Science of Yoga. Adyar, Chennai: Theosophical PublishingHouse.
- Verma, K. (2008). Sri Sri Yoga. Bangalore: Sri Sri Publications Trust.
- Vivekananda, S. (2019). The Complete Book of Yoga: Karma Yoga, Bhakti Yoga, Raja Yoga, Jnana Yoga. Delhi: Fingerprint! Publishing.
- Zope, S. A., & Zope, R. A. (2013). Sudarshan Kriya Yoga: Breathing for Health.International Journal of Yoga, 6(1), 4-10.

Note: Learners are advised to use the latest edition of readings.

BUVCHU4101	Public Policy and Administration in India

OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the unit(Hours)
1.	Introduction	5
2.	Development Process and Industry	4
3.	Government and Administration	6
4.	Policy Making and Business Environment	6
5.	Transparency in Governance	4

Course Outcomes:

On successful completion of the course the learner will be able to
1. Understand the foundations of public governance and analyze the important provisions of the Constitution of India
2. Evaluate the scenario of development process and their link with industry.
3. Discuss the structure and functions of the Union Government, State Governments, and Local Governments in India.
4. Analyze the state vs. market debate and the impact of policy laws on businesses.
5. Discuss the role various measures and instruments in ensuring transparency in governance

UNIT	UNIT DETAILS
1	**Introduction**
	✧ Public Governance- Foundations and OECD principles

	✧ Good governance	
	✧ New Public Administration, Public Choice Approach, New Public Management	
	✧ Important provisions of constituion- FRs, DPSPs, FDs.	
2	**Development Process and Industry**	
	✧ Idea of a Welfare State	
	✧ Principles of Justice, Liberty and Equality	
	✧ Growth vs Development	
	✧ Developmental Constraints	
	✧ Role of Civil Society Organisations (CSOs)	
3	**Government and Administration**	
	✧ Union Government- Executive, Legislature, Judiciary	
	✧ State Government- Executive, Legislature, Judiciary	
	✧ Local Governemnt- Rural and Urban	
4	**Policy Making and Business Environment**	
	✧ State vs Market Debate	
	✧ Rights based approach	
	✧ Policy Laws and their impact on businesses	
	✧ Analysis of main schemes- Make in India, Start up India, Stand up India, Production Linked Incentive (PLI), Skill India, Digital India, CGSS etc.	
5	**Transparency in Governance**	
	✧ Transparency, Accountability, Responsibility	
	✧ RTI	
	✧ Citizens' Charter (Sevottam Model)	
	✧ Social Audit	
	✧ Lokpal and Lokayukta	
	✧ Whistleblower Protection	

Study Material

S.No.	Book	Author	Edition	Publication
1	Governance in India	M. Laxmikant	Latest	McGraw Hill
2	Governance: Politics, Administration and Policy	B.Guy Peters	Latest	Springer
3	Public Policy and Politics in India: How Institutions matter	Kuldeep Mathur	Latest	Oxford India

OORNIMA UNIVERSITY, JAIPUR
Faculty of Commerce and Management

Name of Program: BBA-General	Duration: 3 Years	Total Credits: 134

Teaching Scheme for Batch 2023-26

		Semester-VI							
Course Code	**Name of Course**	**Teaching Scheme**				**Marks Distribution**			**Credits**
		Lecture (L)	**Tutorial (T)**	**Practical (P)**	**SH**	**IE**	**ESE**	**Total**	
A.	**Major (Core Courses)**								
A.1	**Theory**								
BBXCBX6101	Group Behavior	3	0	0		40	60	100	3
BBXCBX6102	Management of Innovations & Sustainability	3	0	0		40	60	100	3
BBXCBX6103	Essentials of E Commerce	3	0	0		40	60	100	3
BBXCBX6104	International Business	3	0	0		40	60	100	3
BBXCBX6105	Human Resource Management – Functions & Practices	3	0	0		40	60	100	3
BBXCBX6106	Retail Management	3	0	0		40	60	100	3
A.2	**Practical**								
B.	**Minor Stream Courses / Department Electives**								
B.1	Theory								
	NA								
C	**Multidisciplinary Courses**								
	-	-	-	-					
D	**Ability Enhancement Courses (AEC)**								
	-	-	-	-					
E	**Skill Enhancement Courses (SEC)**								
BUACHU5217	Leadership & Management Skills	0	0	2	1	60	40	100	1
F	**Value Added Courses (VAC)**								
BXXESE6212	Reasoning and Aptitude Skills	0	0	2	1	60	40	100	1
G	**Summer Internship / Research Project / Dissertation**								
H	**Social Outreach, Discipline & Extra Curricular Activities**								
H.1	Social Outreach, Discipline & Extra-Curricular Activities								
Total		18	0	4	2*				**20**
Total Teaching Hours		22			22+2 =24				

BBXCBX6101	GROUP BEHAVIOUR

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Groups	8
2.	Teams	8
3.	Organizational culture	8
4.	Conflict	8
5.	Stress	8

Course Objectives:

1. To familiarize the students with the fundamentals of group and group dynamics.
2. To develop the understanding of students on how people as a group can be managed in teams for organizational effectiveness.
3. To help students to develop the competencies they will need to become successful employees, managers, and leaders.
4. To expose students to various group management activities for better understanding of team dynamics.
Note: The paper will contain ten questions having at least two questions form each unit. Candidates are required to attempt five questions in all taking at least one question from each unit.

Course Content:

Unit I Groups	Classification of groups, reasons for group formation, stages of group development, punctuated equilibrium model, group norms, status, cohesiveness and size, external conditions imposed on groups.	
Unit II Teams	Meaning, difference between team and group, types of teams, creating effective teams, turning individuals into team players.	
Unit III Organizational culture	Meaning, functions and dysfunctions of culture, creating and sustaining culture. Change process, individuals' response to change, overcoming resistance to change.	
Unit IV Conflict	Concept, transition in conflict thought, process, functional and dysfunctional conflict, reasons for conflict, conflict management.	
Unit V Stress	Meaning, sources, consequences, managing stress. Power and authority bases of power, difference between power and authority	.

Learning Outcomes: Upon completion of the course the student will be able to:

1.	Understand group dynamics and basics of teamwork.
2.	Understand organizational culture and change management within the organizations.
3.	Understand stress and reasons behind stress within organization.

Suggested Readings:

Robbins, S.P. & Sanghi, S. (2009). *Organizational Behavior*. (13 ed.)*,* Delhi, Pearson Education.
Luthans, F. (2011). Organizational Behavior. (11 ed.), Delhi, Irwin: McGraw Hill Publication
Pareek, U. & Khanna, S. (2012). Understanding Organizational Behavior. (3 ed.), Delhi, Oxford University Press.
Prasad, L.M.(2011). Organizational Behavior. (5ed.). New Delhi: Sultan Chand and sons.

Suggested E-Learning Material:

MSG. (2014). Organization Culture-Introduction. Retrieved from Managment Study Guide:
https://www.managementstudyguide.com/ organization-culture-articles.htm

Mean That. (2015). Defining and Classifying Groups. Retrieved from:
https://www.youtube.com/watch?v=6IXqnie_y0w

Vidya Mitra (2016). Concept of Power and Authority . Retrieved from :
https://www.youtube.com/watch?v=h0sq7XgDDBI

UNICOM (2016, Nov). Conflict Management. Retrieved from
https://www.youtube.com/watch?v=xEHQcxaLr2s

BBXCBX6102	MANAGEMENT OF INNOVATIONS & SUSTAINABILITY

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Management of Innovation Sustainability: An Introduction	8
2.	Managing Innovation with Firms& Strategies and Concepts for Innovation	8
3.	Service Innovation and Sustainability Innovation in Business	8
4.	Management of sustainable development I	8
5.	Management of sustainable development-II	8

Course Outcomes:

On successful completion of the course the learner will be able to

CO	Cognitive Abilities	Course Outcomes
CO1		To understand the concepts of Innovation and Sustainability in a practical sense.
CO2		To better know the significance of organizational sustainable development and the economic implications of sustainable development.
CO3		To learn about the most common errors made when handling sustainable growth.
CO4		To understand the concept of Sustainability Innovation. Understand socio-political aspects of sustainable development – social responsibility aspect.
CO5		

Unit No.	Unit Title	Contents

1.	Management of Innovation Sustainability: An Introduction	- Introduction - Defining innovation - Approaches to innovation - Differences between invention and innovation - Product innovation and process - Technological innovation, commercial or organizational Innovation - Indicators Characteristics of innovation in different sectors - Sustainable innovation - Defining Sustainability Innovation - Sustainability as Key Driver of Innovation - Innovation for Sustainable Development
2.	Managing Innovation with Firms& Strategies and Concepts for Innovation	- Organization and Innovation - The dilemma of Innovation Management - Organizational characteristics that facilitate the innovation process - Organization structure and Innovation - The role of Individual in the Innovation Process - IT System and Their Impact on Innovations - The innovation imperative: Why innovate
3.	Service Innovation and Sustainability Innovation in Business	- The Growth in Service - Different Types of Services - Characteristics of service and how they differ from product - Classification of Service innovation - Service innovation and the consumer
4.	Management of sustainable development I	Energy and Materials: New Challenges in the First Decade of the Twenty-first Century 1. Defining Sustainability Innovation 2. Economic aspects of sustainable development
5.	Management of sustainable development-II	3. Socio-political aspects of sustainable development 4. Ecologic aspects of sustainable development 5. Green organizations

Suggested References: -

Title of the Book	Author/s	Publication	Place
Innovation Management & New Product Development	Paul Trott	Pearson	Netherland
Sustainable Economic Development and Environment	Raj Kumar Sen, Kartik C. Roy	Atlantic Publishers and Distributors Pvt. Ltd.	India
Sustainability Management	Deb Prasanna Choudhury	Zorba Books	India
Sustainable Development and Environment	Snigdha Tripathi	Ankit Publication	India
Concepts and Approaches for Sustainability Management	Khai Ern Lee	Springer International Publishing	Switzerland AG

BBXCBX6104	INTERNATIONAL BUSINESS

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	International Business Environment	**8**
2.	Multi - National Enterprises & Environment Analysis	**8**
3.	Foreign Exchange Market	**8**
4.	International Financial Management	**8**
5.	Regional Economic Grouping	**8**

Depth of the Course: Functional Working Knowledge

Course Objectives:

1.	To acquaint the students with emerging trends and issues in International Business.
2.	To study the impact of International Business Environment on foreign market operations.
3.	To analyze International trade models.
4.	To analyze the International Investment and its risks associated.
5.	To understand financial aspects in world economies, their need and functionality

Unit	Details
1	**International Business Environment**
	Concept and nature of International Business. International Trade theories – Classical Country-based theories (Mercantilism, Absolute advantage, Comparative Advantage, Heckscher-Ohlin) and Modern Firm-based Theories (Product life cycle, Porter's National competitive advantage)
2	**Multi - National Enterprises & Environment Analysis**
	Meaning of International Corporations. Role and importance of MNCs in international business; International Business Environment – PESTEL Analysis
3	**Foreign Exchange Market**
	Meaning, types and determinants of foreign exchange rate, Exchange rate determination (Purchasing power parity theory, Interest rate parity theory), Exchange - rate mechanism – Fixed, flexible and managed.
4	**International Financial Management**
	Concept of IFM, Balance of Trade and Balance of Payments, International Monetary Fund (IMF) – Objectives and functions. World Bank – Objectives and Functions.
5	**Regional Economic Grouping**
	Evolution, structure and functions of : North Atlantic Free Trade Agreement (NAFTA), South Asian Association for Regional Cooperation(SAARC), European Union (E.U.), World Trade Organization (WTO)

Suggested References:

Sr. No.	Title of the Book	Author/s	Publication	Place
1	International Economics –,	Francis Cherunilam	Tata McGrawHill.1999	**New Delhi**
2	International Economics –	Salvatore D.L.	Prentice Hall. 7th Edn.2001	**U. S.**

3	International Economics –	Sodersten Bo,	Macmillan Press Ltd.1981	**New Delhi**
4	International Economics	Dr. D. M. Mithani2000	Macmillan Press Ltd.1981	**New Delhi**
5	International Economics	M. L. Jhingan	Vrinda Publications, Delhi 2006	**New Delhi**
6	International Business	K Aswathappa	Tata McGrawHill.1999	**New Delhi**

BBXCBX6106	RETAIL MANAGEMENT

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Introductionto Retailing	**8**
2.	RetailingStrategy	**8**
3.	Managingthe RetailBusiness	**8**
4.	Future of Retailing	**8**
5.	Ethical and legal issues in Retailing:	**8**

Course Objectives

To provide basic understanding of forces that shape retail industry

To provide understanding of retail operations and strategy

To provide understanding of opportunities and challenges in retail industry

Syllabus:

Unit	Unit Details
1.	**Introductionto Retailing**
	Structure of retail industry, types of retailers, market segmentsand channels, market trends, retail life cycle
2.	**RetailingStrategy**
	Identifying and Understanding Customers, Customer segmentation, Selecting Target Market, Identifying Market Segments, selecting site locations, Strategic positioning and execution. Establishing and Maintaining Retail Image, CreatingIn-store Dynamics (Layouts & Plans)
3.	**Managingthe RetailBusiness**
	Implementing Retail Marketing Plan, Brief Human ResourceRequirements, Developing Product and Branding Strategies,Developing Merchandise Plans, Merchandising Strategy
4.	**Future of Retailing**
	Introduction to recent trends and Technological Advancements in retailing, Omni Channel Retailing, shopping with AR (Augmented reality), Pop up shops, social shopping, private label brands
5.	**Ethical and legal issues in Retailing:**
	Dealing with ethical issues, social responsibility, environmental orientation, waste reduction at retail stores.

Suggested references

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Retail Management	Chetan Bajaj, Rajnish Tuli	Oxford University Press	New Delhi, India
2	22 immutable laws of Marketing	Al Ries, Jack Trout	Profile Books Ltd.	UK
3	Retail Management	Gibson	Pearson Publication	UK

4	Fundamentals of Retailing	KVS Madaan	Mc Graw Hill	USA
5	Retail Marketing	Swapna Pradhan	TMGH	India
6	Retailing Management	Michael Levy & Barton Weitz	TMGH	India
7	Retail Marketing Management	David Gilbert	Pearson Publication	UK
8	Managing Retailing	Piyush Kumar Sinha & Dwarika Prasad Uniyal	Oxford University Press	New Delhi, India

BUACHU5217	LEADERSHIP AND MANAGEMENT SKILLS

COURSE OUTCOMES (COs)

CO	Cognitive Abilities	Course Outcomes
CO-01	Understand/ Apply	The learner will be able to solve question based on decision making skills that will have them to demonstrate knowledge of the working environment impacting business organizations and exhibit an understanding of ethical implications of decisions.
CO-02	Apply/ Evaluate	The learner will be able to evaluate self and apply management skills to balance self-management, stress management and conflict management.
CO-03	Understand/ Create	The learner will be able to generate a creative thinking, something beyond the obvious answers and solution to a specific problem.
CO-04	Evaluate / Apply	The learner will be able to assess the given problems with the help of analytical skills and write their observations.
CO-05	Apply/ Create	The learner will be able to design ideas with the help of team skills, brainstorming and by learning work etiquettes.

OUTLINE OF THE COURSE

UNIT NO.	UNIT NAME	HOURS
1	Leadership Skills	**4**
2	Self –Management, Stress Management & Conflict Management	**6**
3	Entrepreneurial Skills	**4**
4	Creative Thinking & Analytical Thinking	**6**
5	Event Management: Team Building & Confidence Building	**5**

LIST OF LABS	
1.	Introduction to Leadership Skills: Stages of development (Decision Making)
2.	Knowing the journey of Leaders: Attributes/ qualities of great leaders and activities to enhance such

	qualities	
3.	Self-Management: Challenges & Solutions (SWOT)	
4.	Stress Management : Causes of stress and regulation (TED TALK)	
5.	Conflict Management	
6.	Entrepreneurial Skills: Creating Business Plans: Problem Identification and Idea Generation	
8.	Creative Thinking & Analytical Thinking: Presentation	
9.	Creative Thinking & Analytical Thinking : Projects	
10	Confidence Building : Improving engagement & communicating effectively	
11	Event Management: Planning & Proposal	
12	Team building: Developing teams and team work	

RECOMMENDED BOOKS

S.No	Books /Website links
1	Seven Habits of Highly Effective People by Stephen Covey
2	How to win friends and influence people by Dale Carnegie
3	Good to Great by James Collins
4	Primal Leadership: Unleashing the Power of Emotional Intelligence by Daniel Goleman
5	Thinking Fast and Slow by Daniel Kahneman
6	https://www.youtube.com/watch?v=7DB7hgAxD9k&list=PLbRMhDVUMngfcBI-0OQlnMFtLceaX1wme
7	https://www.youtube.com/watch?v=BjZXRs6fAkA
8	https://www.youtube.com/watch?v=GE1w8OORirA

BBXCBX6103	Essentials of E-Commerce

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Overview of Electronic Commerce(EC)	8
2.	Types of e- Commerce Business	8
3.	Infrastructure	8
4.	E- Payment	8
5.	Electronic Data Inter exchange	8

Course Objectives

Objectives of the course

1. To acquaint the learner with knowledge on the basics of E-commerce.
2. To develop knowledge on various types of E-commerce business.
3. To develop practical knowledge on effective design of Website and Domain Registration.
4. To Develop knowledge on various modes of online transaction for crating convenience in day to day financial transactions and promoting cashless economy.
5. To introduce the learner to the concept of Electronic Data Inter exchange and its significance.

Depth of the program – Fundamental Knowledge

Syllabus:

Unit No.	Unit Title	Contents
1	Overview of Electronic Commerce(EC)	Concept, Features and Functions of e-commerce practices v/s traditional practices ,scope and limitations of e-commerce , Recent trends in e-commerce , Risks in e- commerce and preventive measures
2	Types of e- Commerce Business	Definition and types of e-commerce business : B2B, B2C, C2B, C2C,B2G, C2G, B2A, C2A and P2P, B2B service provider.
3	Infrastructure	Internet and its role in e-commerce, Mobile and its role in e-commerce , procedure of registering an Internet domain , establishing connectivity to Internet ,tools and services of Internet , Requisites of selecting an appropriate domain name ,Website – Essential factors in designing and importance of an effective website
4	E- Payment	E- Payment : Transactions through Internet , requirements of e-payments systems, functioning of Debit and credit cards, pre and post payment services
5	Electronic Data Inter exchange	Overview on Online Payment Portals and apps in India, CC Avenue, Paytm, BHIM, UPI, Phone Pe etc. Concept of Payment Gateway and Payment Processor Electronic Data Inter exchange: Evolution, uses, benefits, Working of EDI, EDI standards (includes variable length EDI standards), Cost Benefit Analysis of EDI, Electronic Trading Networks, EDI Components, File types, EDI Services , EDI Software.

References:
<u>List of Books Recommended:-</u>

1.	The Complete E-Commerce Book - By Janice Reynolds
2.	E-Commerce Website optimization – By Dan Corxen- John and Johaan van Tonder
3.	E- Commerce – An Indian Perspective – By P.T.Joseph S.J.
4.	E- Commerce – Business, Technology, Society – By Kenneth c. Laudomn and Carol Guercio Traver
5.	Essentials of E-Commerce Technology – By. V.Rajaraman
6.	E Business R(Evolution)- By Daniel Amor
7.	E-Commerce Management - By Krishnamurthy
8.	E-Commerce: Strategy, Technologies and Applications By David Whiteley

BBXCBX6105 Human Resource Management Functions & Practices

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Introduction to HRM Functions, Performance Appraisal	8
2.	Training and Executive Development	8
3.	Employee Compensation and Other Functions of HRM	8
4.	Introduction to HRM Practices and Workers Participation in Management	8
5.	Organizational Development	8

CO	Cognitive Abilities	Course Outcomes
CO-01	Remembering	DESCRIBE the role of Human Resource Function in an Organization.
CO-02	Remembering	ENUMERATE the emerging trends and practices in HRM.
CO-03	Understanding	ILLUSTRATE the different methods of employee compensation
CO-04	Applying	DEMONSTRATE the use of different HR practices and workers participation in management
CO-05	Analysing	OUTLINE the strategies of organization development

Syllabus

Introduction to HRM Functions, Performance Appraisal:
Introduction to HRM Functions, Performance Appraisal: Meaning, Definition, Purpose, Approaches, Process, Methods- Traditional and Modern Methods. Errors. Job Evaluation V/S Performance Appraisal. Promotion, Demotion, Transfer and Separation. (5+1 Hrs.)
Training and Executive Development:
Training- Meaning, Definition, Purpose, Areas, Importance, Process, Methods; E-Training. Executive Development - Meaning, Definition, Objectives, Process and methods, E-Development, Difference between Training and Executive Development. (5+1 Hrs.)
Employee Compensation and Other Functions of HRM:
Employee Compensation: Meaning, Definition, Objectives, Employee Compensation Administration, Determinants of Employee Compensation, Methods, Fringe Benefits. Other Functions of HRM: Personnel Research, Human Resource Accounting (HRA), Strategic Human Resource Management (8+1 Hrs.)
Introduction to HRM Practices and Workers Participation in Management:
Introduction to HRM Practices, Workers Participation in Management: Definitions, objectives, Importance, Forms, Workers participation in Management practices in India. (8+1 Hrs.)
Organizational Development:
Organizational Development: Concept and objectives of OD - Organizational development programme, organizational Development process power politics and ethics in OD – Organizational learning organizational Development Interventions (8+1 Hrs.)

Suggested Text Books:

Human Resource Management, L. M. Prasad, Sultan Chand & Company Ltd., New Delhi

1.	Human Resource Management, K. Ashwathappa, Tata McGraw Hill, New Delhi
2.	Personnel Management, C. B. Mamoria, Himalaya Publishing House, Mumbai
3.	Personnel & Human Resource Management, A.M. Sharma, Himalaya Publishing House, Mumbai

Suggested Reference Books:

1.	Human Resource Management in Organizations, Izabela Robinson, Jaico Publishing House.
2.	Armstrong's Essential Human Resource Management Practice - A guide to people management, Michael Armstrong, Koganpage.
3.	Applied Psychology in Human Resource Management, Cascio & Aguins, PHI.

BBXESE6212	Reasoning and Aptitude Skills

Course Outcomes:

On successful completion of the course the learner will be able to
1. Understand the basic concepts of quantitative ability
2. Understand the basic concepts of logical reasoning Skills
3. Acquire satisfactory competency in use of reasoning
4. Solve campus placements aptitude papers covering Quantitative Ability, Logical Reasoning Ability
5. Compete in various competitive exams like CAT, CMAT, GATE, GRE, GATE, UPSC, GPSC etc.

Unit No.	Title of the unit	Time required for the unit (Hours)
1	Aptitude: Percentage, Profit and Loss, Interest	
2	Aptitude: Ratio and Proportion, Time and Work	
3	Aptitude: Speed Time and Distance, Progression	
4	Reasoning: Blood Relations, Directions and Syllogisms	
5	Reasoning: Seating Arrangement and Analytical Puzzles	

Unit I: Aptitude: Percentage, Profit and Loss, Interest
Concept of Percentage, basic representation, percentage change, successive percentage change, application to different questions, Application of percentage in Profit and Loss, Simple Interest and Compound Interest.
Unit II: Aptitude: Ratio and Proportion, Time and Work
Concept and representation of Ratio and Proportion, Calculation method, merging of the ratio, Concept of proportionality, directly Proportional and Inversely Proportional, Application of Ratio in Time and work, Application of Time and Work to different questions.
Unit III: Aptitude: Speed Time and Distance, Progression
Concept of Speed, Time and Distance, Application of speed, time and distance to different cases, concept of average speed, Application of speed, time and distance in trains, boats and streams, races, Concept of Arithmetic Progression, Geometric Progression and Harmonic Progression.
Unit IV: Reasoning: Blood Relations, Directions and Syllogisms
Concept and application of Blood Relations, Types of Blood Relation questions, Cardinal Directions and its applications, Concept of Syllogisms, Application of Syllogisms to reasoning statements of All, No, Some and Some not.
Unit V: Reasoning: Seating Arrangement and Analytical Puzzles
Linear Seating Arrangement, Circular Seating Arrangement, Venn diagram – two and three variables, Table structures

Text Book:

1.	Arun Sharma: Teach yourself Quantitative Aptitude
2.	Ramniwas Mathuriya: Mathuriya's Mathematics