Bachelor of Business Administration (Banking & Insurance) BBA-B&I

Scheme & Syllabus

(NEP Based)

REVISED

w.e.f. Academic Session 2024-2025

3 Year Degree/ 4 Year Hons./ 4 Year Hons. with Research

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

SECTOR-16C, DWARKA, NEW DELHI-110078

Background Note:

BBA(B&I) Students are expected to exhibit the following abilities of learning after the completion of the Graduate Program in Business Administration -

1. Effective communication and professional presentation skills
2. Comprehensive knowledge on concepts of Business Management
3. Proficiency in technological skills necessary for business decision making
4. Critical thinking and analytical skills for business problem solving
5. Innovation and creativity for striving towards an entrepreneurial mindset
6. Leadership abilities to build efficient, effective, productive and proactive teams
7. Responsible citizenship towards social ecosystem
8. Expertise in initiatives towards the achievement of SDGs
9. Inclusivity and respect towards diversity in culture and societies
10. Attitude towards continuous learning and improvement

Need for Syllabus Revision:

As per the feedback of students, alumni, teachers and Employers, a need was felt to update the curriculum of the BBA(B&I) program to make it industry ready. In addition, with New Education Policy 2020, the curriculum of BBA(B&I) was required to incorporate the features such as: CBCS, Multi-entries and Multi-exits, Academic Bank of Credits, etc. The current syllabus and scheme has been worked out for 3 and 4 years with flexible entry and exit.

INDUCTION PROGRAM

The Essence and Details of the Induction program can also be understood from the 'Detailed Guide on Student Induction program', as available on the AICTE Portal.

Induction program (mandatory)	**Three-week duration (to be conducted simultaneously with teaching classes)**
Induction program for students to be offered right at the start of the first year.	Physical activity • Creative Arts • Universal Human Values • Literary • Proficiency Modules • Lectures by Eminent People • Visits to local Areas • Familiarization to Department/Branch & Innovations

SCHEME OF EXAMINATIONS

Criteria for Internal Assessment

- All theory courses have internal assessment of 40 marks and 60 marks for external examination.
- For the courses related to labs, summer training and projects, internal assessment is 40 marks and external examination is 60 marks.

The internal assessment of the students (out of 40 marks) shall be as per the criteria given below:

1. Class Test **15 marks**
Written Test Compulsory (to be conducted as per Academic Calendar of the University)

2. Individual Assignments /Presentation/Viva-Voce/Group Discussion / Class Participation\ Lab Assignments (At least two) **25 marks**

Note: Record should be maintained by faculty and made available to the University, if required. Every institute to maintain the records of direct and indirect assessments and develop their own rubrics for evaluation as per the COs and POs

CREDIT REQUIREMENT OF THE PROGRAM

Degree/ Certificate	Duration (in years)	Specialization	Total Credits	Minimum Credits required
BBA(B&I) Degree in Major Specialization	3	Single Major with single Minor	140	132
BBA(B&I) Degree in Double Major Specialization	3	Double Major	148	140
BBA(B&I) (Hons.)	4	Honours	BBA(B&I) Degree Credits + 40	172 (single Major) 180(Double Major)
BBA(B&I) (Hons. with Research)	4	Honours with Research		

Note: The student has the flexibility to drop 8 credits overall to get 3 years or 4 years degree wherein summer training/apprenticeship/dissertation/are mandatory credits to be earned. The codes BBA(B&I)-116 (online/ Inhouse Industrial Skill based Training/ Apprenticeship) and BBA(B&I)-329 (Summer Training/ Field based Training/ Apprenticeship) cannot be dropped to attain the degree.

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BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I) w.e.f. 2024-25

Distribution of Credits for 3year/4year BBA(B & I) Programme with Multiple Entry-Exits

Semester	Discipline Specific Course (DSC)/ Major	Inter-Disciplinary Course (IDC)/ Minor	Multi Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Inhouse Industrial/ Work Based Training	Dissertation /Seminar/ Research Project	Semester wise Total
I	12	4		4	2	2			**24**
II	12			3	2	2	4		**23**
III	12	8	3		2				**25**
IV	16	4	3			2			**25**
V	12	4/8*	3	2			4		**25/29**
VI	12	4/8*	0		2				**18/22**
VII	12	8							**20**
VIII	12	8							**20**
VIII (Research)	4	4						12	**20**

* The student who will opt for double major degree needs to complete six elective courses from each major specialization.

Summary of Credits Year Wise (Major and Minor Specialization)

Year/ Programme	Discipline Specific Course (DSC)/ Major	Inter- Disciplinary Course (IDC)/ Minor	Multi Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Inhouse Industrial/ Work Based Training	Dissertation /Seminar/ Research Project	Semester wise Total
1 year Certificate	24	4	0	7	4	4	4	0	**47**
2 Year Diploma	52	16	6	7	6	6	4	0	**97**
3 Year Degree (Single Major)	76	24	9	9	8	6	8	0	**140**
4 Year Hons.	100	40	9	9	8	6	8	0	**180**
4 Year Hons with Research	92	36	9	9	8	6	8	12	**180**

Summary of Credits Year Wise(Double Major Specialization)

Year/ Programme	Discipline Specific Course (DSC)/ Major	Inter-Disciplinary Course (IDC)/ Minor	Multi Disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Inhouse Industrial/ Work Based Training	Dissertation/ Seminar/ Research Project	Semester wise Total
1 year Certificate	24	4	0	7	4	4	4	0	**47**
2 Year Diploma	52	16	6	7	6	6	4	0	**97**
3 Year Degree (Double Major)	76	32	9	9	8	6	8	0	**148**
4 Year Hons.	100	48	9	9	8	6	8	0	**188**
4 Year Hons with Research	92	44	9	9	8	6	8	12	**188**

FIRST SEMESTER EXAMINATION PROGRAMME: BBA(B&I)						
S.No	Paper Code	Subject Title	Course Category	L (Hours)	T/P (Hours)	Credit
1.	BBA(B&I)-101	Management Process & Organizational Behaviour	Discipline Specific Courses/ Major	4	-	4
2.	BBA(B&I)-103	Principles of Banking	Discipline Specific Courses/ Major	4		4
3.	BBA(B&I)-105	Financial Accounting & Analysis	Discipline Specific Courses/ Major	4		4
4.	BBA(B&I)-107	Business Economics	Inter- disciplinary Course /Minor	4	-	4
5.	BBA(B&I)-109	Entrepreneurial Mindset (NUES)	Ability Enhancement Courses	2	-	2
6.	BBA(B&I)-111	Life Skills & Personality Development (NUES)	Value- Added Courses	2		2
7.	BBA(B&I)-113	IT Applications in Business	Skill Enhancement Course	3	-	3
8.	BBA(B&I)-115	IT Applications in Business Lab	Skill Enhancement Course		2	1
		Total Credits		**23**	**1**	**24**

SECOND SEMESTER EXAMINATION PROGRAMME: BBA(B&I)						
S.No	Paper Code	Subject Title	NEP Category	L (Hours)	T/P (Hours)	Credit
1.	BBA(B&I)-102	Business Mathematics	Discipline Specific Courses/ Major	4		4
2.	BBA(B&I)-104	Cost Accounting	Discipline Specific Courses/ Major	4		4
3.	BBA(B&I)-106	Principles of Insurance	Discipline Specific Courses/ Major	4		4
4.	BBA(B&I)-108	Business Communication	Ability Enhancement Courses	2		2
5.	BBA(B&I)-110*	MOOC	Value- Added Courses	2		2
6.	BBA(B&I)-112	E-Commerce	Skill Enhancement Course	2		2
7.	BBA(B&I)-114	E-Commerce-Lab	Skill Enhancement Course		2	1
8.	BBA(B&I) 116	Online/ Inhouse Industrial Skill-Based Training/ Apprenticeship	Internship	-	-	4
9.	BBA(B&I) 118*	Indian Knowledge Systems	Value-Added Courses	2		2

		Total Credits		**18**	**1**	**23**

*The student is required to choose one MOOC course of 2 credits as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level and after completing the course, the student has to produce successful course completion certificate for claiming the credit. The course chosen by the student should be intimated to the MOOC Coordinator of the respective institution during the first semester.

Note: The students shall have an option to study the paper of BBA(B&I)-118 Indian Knowledge Systems instead of BBA(B&I)-110 MOOC as a value-added course.

UNDER GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION

Exit Criteria after First Year of BBA(B&I) Programme:

1. The students shall have an option to exit after 1st year of Bachelor Business Administration Program and will be awarded with a UG Certificate in Business Administration.
2. The exiting students will submit the Report during the end of the second semester and the same will be evaluated for the assessment.
3. Eligibility Criteria to get Certificate in Business Administration: Total 47 Credits to be earned from 1st Year BBA(B&I) curriculum

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

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

THIRD SEMESTER EXAMINATION PROGRAMME: BBA(B&I)						
S.No	Paper Code	Subject Title	Course Category	L (Hours)	T/P (Hours)	Credit
1.	BBA(B&I)-201	Management Accounting	Discipline Specific Courses/ Major	4	-	4
2.	BBA(B&I)-203	Decision Techniques for Business	Discipline Specific Courses/ Major	4		4
3.	BBA(B&I)-205	Business Research Methodology	Inter- disciplinary Course /Minor	4		4
4.	BBA(B&I)-207	Management of Commercial Banks	Discipline Specific Courses/ Major	4		4
5.	BBA(B&I)-***	Minor Elective-1	Inter- disciplinary Course /Minor	4	-	4
6.	BBA(B&I)-219	NSS/NCC/Club Activities (NUES)	Ability Enhancement Courses	-	-	2
7.	***	Course Basket	Multi-Disciplinary Course	3		3
		Total Credits		**23**		**25**

Note for BBA(B&I)-219

1. For NSS/NCC, institute shall follow the guidelines as prescribed by these bodies
2. All club activities undertaken by students should be recorded w.e.f first semester with total hours of engagement of minimum 60 hours

FOURTH SEMESTER EXAMINATION PROGRAMME: BBA(B&I)						
S.No	Paper Code	Subject Title	NEP Category	L(Hours)	T/P(Hours)	Credit
1.	BBA(B&I)-202	Business Environment & Law	Discipline Specific Courses/ Major	4		4
2.	BBA(B&I)-204	Corporate Accounting	Discipline Specific Courses/ Major	4	-	4
3.	BBA(B&I)-206	Business Analytics	Discipline Specific Courses/ Major	4		4
4.	BBA(B&I)-208*	MOOC	Value- Added Courses	2		2
5.	BBA(B&I)-210	Practice of Life and General Insurance	Discipline Specific Courses/ Major	4		4
6.	BBA(B&I)-***	Minor Elective 2	Inter- disciplinary Course /Minor	4		4
7.	BBA(B&I)-222*	Sustainability Practices	Value- Added Courses	2		2
8.	***	Course Basket	Multi-Disciplinary Course	3		3

		Total Credits		**25**		**25**

Note:

1. *** will be replaced with the respective paper code from the Discipline Specific/ Major Course and Inter- disciplinary / Minor Course.
2. * Every student has to select one value-added course out of either (BBA(B&I)-208) MOOC or (BBA (B&I)-222) Sustainability Practices in the Fourth Semester.

UNDER GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION (B & I)

The students shall have an option to exit after 2nd year of Business Administration Program-Banking & Insurance and will be awarded with **UG Diploma in Business Administration (B&I)**.

Eligibility Criteria to get UG Diploma in Business Administration (B&I):

Total **97** Credits to be earned till 2nd Year BBA(B&I) curriculum

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

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

Summer Internship Project Report and Viva Voice:

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

The students who are re-entering (after exit) in the fifth semester / third year, students will submit the Internship Report within one month of joining the Fifth Semester for evaluation.

Rules Regarding Selection of Elective Course (DSC/IDC):

Following Five areas of Specializations/Disciplines are offered by Department of Management for selection of combination of electives for BBA(B&I) students:

1. Finance
2. Human Resource Management
3. Marketing
4. International Business
5. Entrepreneurship Development

BBA(B&I) Degree is offered with Major-Minor scheme and BBA(B&I) Degree with Double Major. For this, a student has to choose electives as per the following combination.

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

1. Major area BBA-B&I means a total of six papers from the major area of specialization (One elective each in 3rd and 4th semester, two elective papers each in 5th and 6th semesters i.e., a total of 6 papers of 4 credits each in three years making a total of 24 credits of major

specialization). Minor area means the total of four papers in the minor area of specialization (One elective paper each in3rd and 4th semester with 4 credits each and one elective paper each in 5th and 6th semester with 4 credits each i.e. total 4 papers of 4 credits each making a total of 16 credits of minor specialization).

2. Major Electives for B&I have already been identified as **Discipline Specific Course**
3. Four electives from any one specialization leads to **"Minor Specialization".**
4. If a minimum of six electives are completed from Minor Specialization, it will be termed as the second Major Specialization, and the degree will be **"BBA-B & I with Double Major Specialization".**

MULTI-DISCIPLINARY COURSE (MDC) FOR THIRD, FOURTH AND FIFTH SEMESTER

The courses offered are from multiple programmes run under GGSIPU. Every student has to select one MDC of 3 credits in each semester wherever mentioned from the (***) Course Basket offered by various programmes/ departments based on their area of interest irrespective of the specialization opted offered by the University.

DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)

FOR THIRD SEMESTER

Select any one paper
(1 paper for Minor Specialization)

Specialization	Paper ID	Paper Title
HR	BBA(B&I) 209	Training and Development
Marketing	BBA(B&I) 211	Marketing Management
Finance	BBA(B&I) 213	Financial Management
International Business	BBA(B&I) 215	Management of International Business
Entrepreneurship Development	BBA(B&I) 217	Foundation of Entrepreneurship and Startups

DISCIPLINE SPECIFIC COURSE (DSC)/ INTER DISCIPLINE COURSE (IDC)

FOR FOURTH SEMESTER

(1 paper for Minor Specialization)

Specialization	Paper ID	Paper Title
HR	BBA(B&I) 212	Talent Management
Marketing	BBA(B&I) 214	Sales and Channel Management
Finance	BBA(B&I) 216	Financial Reporting
International Business	BBA(B&I) 218	International Business Environment and Strategy
Entrepreneurship Development	BBA(B&I) 220	Opportunity & Feasibility Analysis

Note: Elective courses and specializations will only be offered subject to the discretion of college/university

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MULTI-DISCIPLINARY COURSE (MDC) BASKET

FOR THIRD SEMESTER

Select any one papers from the course basket offered

Paper ID	Paper Title
BALA 213	Popular Culture
BALA 215	Human Rights
BALA 214	Society and Humor
BAENG211	Popular Fiction
BAECO 213	Stock Market and Investment Planning (NUES)
BSCES 207	Introduction to Corporate Social Responsibility
BSID 201	Machine Learning

MULTI-DISCIPLINARY COURSE (MDC) BASKET

FOR FOURTH SEMESTER

Paper ID	Paper Title
BA(JMC) 208	Corporate Communication

Rules Regarding Selection of Multi Disciplinary Course (MDC)

The courses offered are from multiple programmes run under GGSIPU. Every student has to select one MDC of 3 credits from the list of courses offered by various programmes based on their area of interest irrespective of the specialization opted.

FIFTH SEMESTER EXAMINATION PROGRAMME: BBA(B&I)						
S.No	Paper Code	Subject Title	Course Category	L (Hours)	T/P (Hours)	Credit
1.	BBA(B&I)-301	Goods and Services Tax	Discipline Specific Courses/ Major	4	-	4
2.	BBA(B&I)-303	Income Tax Law and Practices	Discipline Specific Courses/ Major	4		4
3.	BBA(B&I)-305	Banking Laws and Practice	Discipline Specific Courses/ Major	4		4
4.	BBA(B&I)-***	Minor Elective-3	Inter- disciplinary Course /Minor	4	-	4
5.	BBA(B&I)-***	Minor Elective-4	Inter- disciplinary Course /Minor	4	-	4
6.	BBA(B&I)-327	Information Systems Management Lab	Skill Enhancement Course	-	4	2
7.	BBA(B&I)-329	Summer Training/Field-Based Training/ Apprenticeship	Internship	-	-	4
8.	***	Course Basket	Multi-Disciplinary Course	3		3
		Total Credits		**23**	**2**	**29**

SIXTH SEMESTER EXAMINATION PROGRAMME: BBA(B&I)						
S.No	Paper Code	Subject Title	NEP Category	L (Hours)	T/P (Hours)	Credit
1.	BBA(B&I)-302	Business Policy and Strategy	Discipline Specific Courses/ Major	4	-	4
2.	BBA(B&I)-304	Project Management	Discipline Specific Courses/ Major	4		4
3.	BBA(B&I)-306	Fundamental of Actuarial Sciences	Discipline Specific Courses/ Major	4		4
4.	BBA(B&I)-308	Digital & Social Media Marketing	Inter- disciplinary /Minor Course	2	-	2
5.	BBA(B&I)-***	Minor Elective-5	Inter- disciplinary Course /Minor	4		4
6.	BBA(B&I)-***	Minor Elective-6	Inter- disciplinary Course /Minor	4		4
		Total Credits		**22**		**22**

INTER DISCIPLINE COURSE (IDC)
FOR FIFTH SEMESTER

For Major-Minor Specialisation Scheme Choose: 1 paper for Minor Specialization

Or

For the Double Major Specialisation Scheme, Choose: 2 papers for second Major Specialization

Specialization	Paper ID	Paper Title
Specialization: HR	BBA(B&I) 307	Negotiation skills
	BBA(B&I) 309	Leadership, Power and Politics
Specialization: Marketing	BBA(B&I) 311	Services Marketing
	BBA(B&I) 313	Rural Marketing
Specialization: Finance	BBA(B&I) 315	Merchant Banking & Financial Services
	BBA(B&I) 317	FinTech
Specialization: International Business	BBA(B&I) 319	Export, Import Policies, Procedures and Documentation
	BBA(B&I) 321	International Business Negotiation
Entrepreneurship Development	BBA(B&I) 323	Legal & Regulatory Framework of Startup
	BBA(B&I) 325	Global Entrepreneurship

INTER DISCIPLINE COURSE (IDC)
FOR SIXTH SEMESTER

For Major-Minor Specialisation Scheme Choose: 1 paper for Minor Specialization

Or

For the Double Major Specialisation Scheme, Choose: 2 papers for second Major Specialization

Specialization	Paper ID	Paper Title
Specialization: HR	BBA(B&I) 310	Organization effectiveness and change
	BBA(B&I) 312	Strategic HRM
Specialization: Marketing	BBA(B&I) 314	Advertising & Brand Management
	BBA(B&I) 316	Principles of Event Management
Specialization: Finance	BBA(B&I) 318	Financial Market & Institutions
	BBA(B&I) 320	Financial Risk Management
Specialization: International Business	BBA(B&I) 322	Global Competitiveness
	BBA(B&I) 324	WTO and Intellectual Property Rights
Entrepreneurship Development	BBA(B&I) 326	Sustainable Entrepreneurship
	BBA(B&I) 328	Entrepreneurial Finance

Note: Elective courses and specializations will only be offered subject to the discretion of college/university

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MULTI-DISCIPLINARY COURSE (MDC) BASKET

FOR FIFTH SEMESTER

Paper ID	Paper Title
BA(JMC) 305	Integrated Marketing Communication

Rules Regarding Selection of Multi Disciplinary Course (MDC)

The courses offered are from multiple programmes run under GGSIPU. Every student has to select one MDC of 3 credits from the list of courses offered by various programmes based on their area of interest irrespective of the specialization opted.

SEVENTH SEMESTER EXAMINATIONPROGRAMME: BBA(B&I) (Honours)						
S.No	Paper Code	Subject Title	Course Category	L (Hours)	T/P (Hours)	Credit
1	BBA(B&I)-401	Prevention of Fraudulent Practices through Case Studies	Discipline Specific Courses/ Major	4	-	4
2	BBA(B&I)-403	Reinsurance	Discipline Specific Courses/ Major	4		4
3	BBA(B&I)-405	International Banking and Forex Management	Discipline Specific Courses/ Major	4		4
4	BBA(B&I)-407	Data Science	Inter- disciplinary Course /Minor	4	-	4
5	BBA(B&I)-409	Digitalization and E-Governance	Inter- disciplinary Course /Minor	4	-	4
		Total Credits		**20**		**20**

EIGHTH SEMESTER EXAMINATION PROGRAMME: BBA(B&I) (Honours)						
S.No	Paper Code	Subject Title	NEP Category	L (Hours)	T/P (Hours)	Credit
1	BBA(B&I)-402	Research Ethics and Writing	Inter- disciplinary Course /Minor	4	-	4
2	BBA(B&I)-404	Risk Management in Banks	Discipline Specific Courses/ Major	4		4
3	BBA(B&I)-406	FinTech and AI in Banking & Finance	Discipline Specific Courses/ Major	4		4
4	BBA(B&I)-408	Accounting of Banking & Insurance Companies	Discipline Specific Courses/ Major	4		4
5	BBA(B&I)-410	AI and ML in Business	Inter- disciplinary Course /Minor	4		4
		Total Credits		**20**		**20**

EIGHTH SEMESTER EXAMINATION PROGRAMME: BBA(B&I) (Honours with Research)						
S.No	Paper Code	Subject Title	NEP Category	L (Hours)	T/P (Hours)	Credit
1	BBA(B&I)-402	Research Ethics and Writing	Inter- disciplinary Course /Minor	4	-	4
2	BBA(B&I)-410	AI and ML in Business	Inter- disciplinary Course /Minor	4		4
3	BBA(B&I) 412	Research Project/ Dissertation	Research Project/ Dissertation			12
	Total Credits			**8**		**20**

The Dissertation work will start from the beginning of fourth year/(seventh semester) of BBA(B&I) (Hons. with Research) Program. The research project / dissertation report shall be assessed by Viva –Voce examination as per the University guidelines. The student should produce

one research article from his/her dissertation which shall be communicated to a journal of repute before the Viva-voce examination

Eligibility for BBA (B & I) (Hons. with Research): A student aspiring for BBA (Hons. with Research) Degree will have to secure at least **75% aggregate marks till 6th semester.**

The student has to pursue three Discipline Specific Elective Courses from Major/minor specialization (already undertaken during second and third year).

Mapping of BBA (Banking & Insurance) Programme

Program Outcomes (At the end of First Year): *Under Graduate Certificate in Business Administration-B&I*

PO1. Conceptualize and appreciate theoretical knowledge of Banking, Insurance & management domain.
PO2. Appreciate the importance of effective communication skills for building connect and engagement
PO3. Nurture an ability to articulate a business environment and express opinions, ideas etc. w.r.t Banking, Insurance & Management
PO4. Identify a problem with the help of data and logical thinking

Program Outcomes (At the end of Second Year): *Under Graduate Diploma in Business Administration -B&I*

PO1. Describe the theoretical domain knowledge along with the managerial skills
PO2. Develop effective presentation, communication skills and logical thinking.
PO3. Learn and demonstrate professional and ethical conduct·
PO4. Appreciate the importance of Collaborative atmosphere.
PO5. Develop an ability to innovate and creative thinking.

Program Outcomes (Till the end of 3 years): *Under Graduate Diploma in Business Administration -B&I*

PO1. Develop conceptual knowledge and understanding of Banking & Insurance mechanism.
PO2. Apply critical thinking and analytical skills for risk and investment management.
PO3. Develop communication and leadership abilities to steer through the dynamic and global financial markets.
PO4. Foster research & innovation through the adoption of cutting-edge IT tools in the field of banking & insurance.
PO5. Imbibe responsible citizenship, promoting sustainability, and embrace diverse cultures with universal values.

Program Outcomes (At the fourth Year): *Bachelor in Business Administration (B & I) with Honours: BBA (B & I) (Honours) and Bachelor in Business Administration(B & I) Honours with Research: BBA(B & I) (Honours with Research)*

PO1. Exhibit factual and theoretical knowledge of management in Banking and Insurance.
PO2. Critically evaluate, analyse and articulate Indian and global business environments of Banking and Insurance industry with ability to apply learning in different contexts and facilitate informed decision making with an acumen to influence and motivate teams.
PO3. Exhibits the ability to take ownership of roles and responsibilities at various levels with commitment, as part of diverse, multicultural teams in the banking and insurance sectors, while effectively managing cross-cultural dynamics.
PO4. Promotes research skills to design and implement innovative solutions in Indian and Global Business Environment of Banking and Insurance.
PO5. Imbibes responsible citizenship, promoting sustainability, and embrace diverse cultures with universal values

Program Specific Outcomes (At the end of 4 years)

After the program the students will be able to:

PSOs	PSO Description
PSO 1.	Graduate shall have the ability to demonstrate and reflect discipline/ interdisciplinary knowledge, coherent understanding in the Banking and Insurance and allied areas for impact-oriented decision making.
PSO 2.	Graduate shall exhibit professional skills instilling critical and analytical thinking to enthuse problem solving abilities in different domains of Banking and Insurance.
PSO 3.	Graduate shall be able to demonstrate proficiency (Apply/ analyze/evaluate) in varied research areas using latest technological tools for innovative solutions in diverse situations of Banking and Insurance sector
PSO 4.	Graduate shall become a responsible citizen inculcating interpersonal skills, social skills, lifelong learning (learn, unlearn & relearn), entrepreneurial acumen, leadership abilities and adaptability to dynamic business landscapes.

Mapping of PO's and PSO's (At the end of first year)

Program Specific Outcomes	PO1	PO2	PO3	PO4	AVG
PSO1	3	3	3	3	3
PSO2	2	3	3	3	2.75
PSO3	2	3	3	3	2.75
PSO4	1	3	3	2	2.25
AVG	2	3	3	2.75	2.7
Average PO expected attainment	2.7				

Mapping of PO's and PSO's (At the end of second year)

Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5	Average
PSO1	3	3	3	2	2	2.6
PSO2	2	3	3	3	2	2.6
PSO3	2	3	3	3	3	2.8
PSO4	2	2	3	3	3	2.6
AVG	2.25	2.75	3	2.75	2.5	2.7
Average PO expected attainment	2.7					

Mapping of PO's and PSO's (At the end of third year)

Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5	AVG
PSO1	3	3	3	3	2	2.8
PSO2	2	3	3	3	2	2.6
PSO3	2	3	3	3	2	2.6
PSO4	2	3	3	2	3	2.6
AVG	2.25	3	3	2.75	2.25	2.7

Average PO expected attainment	2.7	

Mapping of PO's and PSO's (At the end of 4 years)

Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5	AVG
PSO1	3	3	2	3	2	2.6
PSO2	3	3	3	3	3	3
PSO3	2	3	3	3	3	2.8
PSO4	2	3	3	3	3	2.8
AVG	2.5	3	2.75	3	2.75	2.8
Average PO expected attainment	2.8					

BBA(B&I) 101: Management Process and Organizational Behavior

L-4, T-0 , Credits -4

Course Objective: The course aims to provide students with foundational knowledge of management principles and organizational behavior, enabling them to understand, analyze, and apply managerial functions and behavioral concepts to enhance individual and organizational effectiveness.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Describe key management functions and the evolution of management theories

CO2. Demonstrate the ability to plan, organize, and make informed decisions in a business context.

CO3. Analyze the impact of personality, perception, learning, values, and attitudes on organizational behavior.

CO4. Evaluate leadership styles, motivational theories, and organizational culture in managing workplace behavior.

Course Contents

Unit I

Introduction to Management: Concept and Need, Managerial Functions An overview; Evolution of Management Thought, Classical Approach - Taylor, Fayol, Neo-Classical and Human Relations Approaches, Behavioural Approach, Systems Approach, Contingency Approach, MBO, Business Process Re-engineering. **(15 Hours)**

Unit II

Planning and Organizing: Types of Plans: Strategic planning; Environmental Analysis and diagnosis (Internal and external environment) Decision-making: Process and Techniques; Perfect rationality and bounded rationality. Concept and process of organizing - An overview, Span of management, Different types of authority (line, staff and functional), Decentralization, Delegation of authority; Formal and Informal Structure; Principles of Organizing; Types of Organization Structures, Emerging Organization Structures. **(15 Hours)**

Unit III

Introduction to Organizational Behavior: Personality Type A and B, Factors influencing personality. Learning- Concept, Learning theories. Perception- Concept, Perceptual process, Importance, Factors influencing perception, Values and Attitudes- Concept and types of values: Components of attitude, job related attitudes. **(15 Hours)**

Unit IV

Motivation and Leadership: Motivation & Leadership: Concept, Importance, extrinsic and intrinsic motivation; Leadership: Concept and Importance. Conflict and Culture: Power and conflict, Power tactics, Organizational Culture and climate- Concept and determinants of organizational culture. **(15 Hours)**

Suggested Readings: (All latest editions)

1. Robbins, S.P. Fundamentals of Management: Essentials Concepts and Applications, Pearson Education.
2. Robbins, S.P. and Sanghi, S, Organizational Behaviour; Pearson Education.

3. Koontz, H, Essentials of Management, McGraw Hill Education.
4. Ghillyer, A, W., Management- A Real World Approach, McGraw Hill Education.
5. Stoner, Freeman and Gilbert Jr. Management, Pearson Education.
6. Luthans, Fred, Organizational Behavior, McGraw Hill Education.

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes			
		PO1	PO2	PO3	PO4
CO1	Describe key management functions and the evolution of management theories	3	1	2	1
CO2	Demonstrate the ability to plan, organize, and make informed decisions in a business context	3	2	3	2
CO3	Analyze the impact of personality, perception, learning, values, and attitudes on organizational behavior	2	1	3	3
CO4	Evaluate leadership styles, motivational theories, and organizational culture in managing workplace behavior	2	2	3	3
	Average	**2.5**	**1.5**	**2.75**	**2.25**

BBA (B&I) 103: Principles of Banking

L-4, T-0 Credits:4

Course Objective: The course aims to provide students with a comprehensive understanding of the evolution, structure, and functioning of the banking system, including the role of the Reserve Bank of India, commercial banking operations, and emerging trends in the banking sector.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Describe the origin, nature, and types of money and banking systems.
CO2. Explain the structure and functions of the Reserve Bank of India.
CO3. Discuss the functions of commercial banks and principles of lending.
CO4. Identify key emerging trends and technologies in banking.

Course Contents

Unit-1

Meaning and Banking-Nature, Origin and Functions of Money, Evolution of Banking — Types of Banks, Systems of Banking — Mixed, Branch, Unit, Group chain. **(15 Hours)**

Unit-II

Reserve Bank of India — Establishment, Organization, Functions, Methods of Creditcontrol, Clean note policy of RBI, RBI policy on detection and impounding of counterfeit notes. **(15 Hours)**

Unit-Ill

Commercial Banking- Meaning & Functions, Deposits- Banker- Customer relationship, KYC guidelines, Credit-Principles of Lending, Different methods of charging. **(15 Hours)**

Unit-IV

Emerging trends in banking: Universal Banking, Venture Capital; project Finance; Merchant Banking, Anti money laundering, Electronic Fund Transfer System (ECS, NEFT, RTGS, SIPS), MICR. **(15 Hours)**

Suggested Readings: (All latest editions to be referred)

1. Popli, G.S. and Jain Anuradha, Principles and Systems of Banking, PHI Learning
2. IIBF (Indian Institute of Banking and Finance) Principles and Practices of Banking, Macmillan.
3. Gopinath, M.N), Banking Principles and Operations, Snow White Publication.
4. Choudhry,M., The Principles of Banking, Wiley.
5. Westerfield, R.B. , The Principles of Banking, Nabu Press.
6. Natrajan.S and Parmeshwaran.R Indian Banking .S.Chand

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes			
		PO1	PO2	PO3	PO4
CO1	Describe the origin, nature, and types of money and banking systems	3	1	2	1
CO2	Explain the structure and functions of the Reserve Bank of India	3	1	2	2
CO3	Discuss the functions of commercial banks and principles of lending	3	2	2	3
CO4	Identify key emerging trends and technologies in banking.	3	2	3	3
	Average	**3.0**	**1.5**	**2.25**	**2.25**

BBA(B&I)105: Financial Accounting and Analysis

L-4 T-0,Credits-4

Course Objective: This course aims to provide students with foundational knowledge and practical skills in financial accounting principles, transaction recording, financial reporting, and contemporary accounting practices for effective business analysis and decision-making.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Explain the fundamental concepts, principles, and standards of accounting, including GAAP and IFRS

CO2. Record and post financial transactions and prepare final accounts as per regulatory norms

CO3. Evaluate depreciation methods, and interpret contemporary accounting practices like human resource and environmental accounting

CO4. Apply accounting procedures related to shares and debentures, including issue, forfeiture, and redemption.

Course Contents

Unit I

Meaning and Scope of Accounting: Objectives and nature of Accounting, Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting. Accounting Principles and Standards: Accounting Principles, Accounting Concepts and Conventions, Meaning and relevance of GAAP, Introduction to Accounting Standards Issued by ICAI, Accounting Standards (Overview of IAS, IFRS, AS and Ind AS). **(15 Hours)**

Unit II

Journalizing Transactions: Journal Entries, Compound Journal Entries, Opening Entry. Ledger Posting and Trial Balance: Preparation of Ledger, Posting, Cash book, Sales and Purchase book and Trial Balance. **Company Final Accounts**: Preparation of Final Accounts with adjustments, Trading Account, Profit & Loss Account. Balance Sheet as per schedule- III of the new Companies Act 2013. **(15 Hours)**

Unit III

Depreciation, Provisions and Reserves: Concept of Deprecation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, Relevant Provisions of AS-10 Property Plant & Equipment, AS-6 (Revised) Provisions and Reserves, Change of method of Depreciation (by both current and retrospective effect). Contemporary Issues & Challenges in Accounting: Human Resource Accounting, Green Accounting, Inflation Accounting, Price level Accounting, Social Responsibility Accounting**.** **(15 Hours)**

Unit IV

Shares and Share Capital: Introduction to Joint Stock Company, Shares, Share Capital, Accounting Entries. Under Subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Shares at Premium, Issue of Shares at Discount, Forfeiture of Shares, Surrender of Shares, Rights Shares, Bonus Shares. Issue of Debentures, Methods of Redemption of different types of debentures. **(15 Hours)**

Suggested Readings: (All latest editions)

1. Tulsian, P.C., Financial Accountancy, Pearson Education
2. Maheshwari, S.N. and Maheshwari, S.K., Financial Accounting, Vikas Publishing House
3. Bhattacharyya, Asish K., Essentials of Financial Accounting, Prentice Hall of India
4. Rajasekran,V., Financial Accounting, Pearson Education.
5. Bhattacharya, S.K. and Dearden, J., Accounting for Manager -Text and Cases ,Vikas Publishing House.
6. Glautier, M.W.E. and Underdown, B., Accounting Theory and Practice, Pearson Education.

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes			
		PO1	PO2	PO3	PO4
CO1	Explain the fundamental concepts, principles, and standards of accounting, including GAAP and IFRS	3	1	2	2
CO2	Record and post financial transactions and prepare final accounts as per regulatory norms	3	1	2	3
CO3	Evaluate depreciation methods, and interpret contemporary accounting practices like human resource and environmental accounting	3	1	2	3
CO4	Apply accounting procedures related to shares and debentures, including issue, forfeiture, and redemption	3	1	2	3
	Average	**3.0**	**1.0**	**2.0**	**2.75**

BBA(B&I)107: Business Economics

L-4, T-0, Credits-4

Course Objective: The objective of this course is to give understanding of the basic concepts and issues in business economics and their application in business decisions.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Ability to solve the problems of economics
CO2. Analyze market and demand fluctuations to support managerial decision-making
CO3. Evaluate strategies for effective capacity utilization in production and operations
CO4. Make informed pricing decisions across different market structure

Course Contents

Unit I

Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics. Opportunity Costs, Marginalism, Incrementalism, Market Forces and Equilibrium. Concept of Behavioural Economics. Consumer Behavior: Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium. **(15 Hours)**

Unit II

Demand Analysis: Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods in brief. Theory of Production: Meaning and Concept of Production, Factors of Production and Production function. Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS. Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale. **(15 Hours)**

Unit III

Price Output Decisions: Pricing under Perfect Competition (features, short run, long run equilibrium of firm/industry), Pricing Under Monopoly (features, short run and long run equilibrium), Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition (features, short run and long run equilibrium, demand and cost, excess capacity), Pricing Under Oligopoly (Cournot Model, kinked demand curve model). **(15 Hours)**

Unit IV

Concepts of Macro Economics: Definitions, Importance, Macro-economic variables, circular flow model, inflation, unemployment, GDP. **National Income:** Concepts, Definition, Methods of Measurement, National Income in India, Problems in Measurement of National Income & Precautions in Estimation of National Income. **(15 Hours)**

Suggested Readings: (All latest editions)

1. Samuelson, P &Nordhaus, W., Economics, McGraw Hill Education
2. Dwivedi, D.N., Managerial Economics, Vikas Publishing House.
3. Thomas C.R. Managerial Economics, McGraw Hill Education.

4. Mankiw, NG, Principles of Economics, Cengage Learning.
5. Peterson, L. and Jain. Managerial Economics, Pearson Education.
6. Kreps, D., Microeconomics for Managers, Viva Books Pvt. Ltd.

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes			
		PO1	PO2	PO3	PO4
CO1	Ability to solve the problems of economics	3	2	1	1
CO2	Analyze market and demand fluctuations to support managerial decision-making	2	3	2	2
CO3	Evaluate strategies for effective capacity utilization in production and operations	1	1	3	2
CO4	Make informed pricing decisions across different market structure	2	2	1	3
	Average	**2.0**	**2.0**	**1.75**	**2.0**

BBA(B&I)109: Entrepreneurial Mindset(NUES)

L-02 ,T-0,Credits - 02

Course Objectives: This course aims to provide a foundation for basic entrepreneurial skills and to acquaint them with the world of entrepreneurship and inspire them to set up and manage their businesses. To expose students to various aspects of entrepreneurship and business. To expose students to case studies on successful entrepreneurs.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand the fundamental concepts of entrepreneurship and the entrepreneur's role in the economy.
CO2. Efficient usage of entrepreneurial skills in decision making.
CO3. Analyze techniques for opportunity identification and environmental scanning in business
CO4. Develop comprehensive business plans, including identification of financing sources and compliance with legal requirements for starting a business

Course Contents

Unit I

Introduction: The Entrepreneur; Theories of Entrepreneurship; Characteristics of successful entrepreneurs, myths of entrepreneurship; entrepreneurial mindset- creativity (steps to generate creative ideas, developing creativity) and innovation (types of innovation). **(7 Hours)**

Unit II

Promotion of a Venture and Writing a business plan: Opportunity Analysis; External Environment Analysis Economic, Social and Technological Analysis. Business plan- What is business plan, parts of a business plan. Writing a Business Plan. **(7 Hours)**

Unit III

Entrepreneurship Support: Entrepreneurial Development Programmes (EDP): EDP, Role of Government in Organizing EDPs. Institutions supporting small business enterprises: central level, state level, other agencies, industry associations. **(7 Hours)**

Unit-IV

Practicals:

- Presenting a business plan
- Project on Startup India or any other government policy on entrepreneurship
- Discussion on why Startup fails, role of MSME etc.
- Discussion on role of entrepreneur in economic growth
- Discussion on technology park
- Case study discussion on successful Indian entrepreneurs. **(9 Hours)**

Suggested Readings: (All Latest editions)

1. Charantimath - Entrepreneurship Development and Small Business Enterprise, Pearson Education.
2. Bamford C.E - Entrepreneurship: A Small Business Approach, McGraw Hill Education.
3. Hisrich et al. - Entrepreneurship, McGraw Hill Education
4. Balaraju, Theduri- Entrepreneurship Development: An Analytical Study, Akansha Publishing House.
5. Kaulgud, Aruna- Entrepreneurship Management, Vikas Publishing
6. Mathur, A.CA,Entrepreneurship & New Venture Planning, Taxmann

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes			
		PO1	PO2	PO3	PO4
CO1	Understand the fundamental concepts of entrepreneurship and the entrepreneur's role in the economy	3	1	1	1
CO2	Apply entrepreneurial skills effectively in business decision-making processes	2	3	2	2
CO3	Analyze techniques for opportunity identification and environmental scanning in business	2	2	3	2
CO4	Develop comprehensive business plans, including identification of financing sources and compliance with legal requirements for starting a business	1	2	2	3
	Average	**2.0**	**2.0**	**2.0**	**2.0**

BBA(B&I) 111: Life Skills and Personality Development (NUES)

L-2, T-0 ,Credits -2

Course Objective: The Objectives of the Course are to develop Communication Skills, Social Etiquettes &Self-Management, to build Confidence & develop Team Spirit and all round personality of students.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Explain the fundamentals of communication and overcome communication barriers
CO2. Demonstrate teamwork, collaboration, and active participation in group discussions
CO3. Develop confidence and logical thinking through debates and video resumes
CO4. Enhance personality traits and verbal/non-verbal expression through interviews and presentations

Course Contents

Unit I: Introduction

Communication Basics: Communication definition, process of communication, types of communication, verbal &nonverbal communication, barriers to effective communication, Effective listening & speaking. **(06 Hours)**

Unit II: Team Spirit : Exercises

Team Task: To inculcate a habit of research and serious study, students are to present in teams a comprehensive talk on pre-determined topic. Team tasks also include management games.

GD Concepts: The purpose of Group discussion is to prepare students to present their views in a limited time in effective manner and learn to portray their personality in accommodating manner and accept others' views. It will be an interactive lecture. Mock GDs: It prepares the student not only for the entry in the organization but also enhances the ability to handle situations where employees are not given enough time for the preparation of a formal meeting. It is a simulation of actual GD. **(08 Hours)**

Unit III : Confidence and Personality : Exercises

Short video resume: Students will prepare video resume and highlight a skill or experience to showcase themselves as perfect fit for an entry level position

Debate: To generate logical thought process and present views cogently the students are required to debate on a topical issue. The class is divided into teams with six students each. The team is to prepare for or against the topic. One member of the team is to present the views during the debate by their selection or he/she may be selected randomly by the faculty. **(08 Hours)**

Unit IV: Personality Development

Presentations: Quickly organizing thoughts and presenting them is a need in many situations. The students would be asked to give presentations on current affairs. It is intended to develop general awareness on the current issues and talk about them. Also, they will learn how to express themselves verbally and nonverbally.

One to One interview: Students be subjected to interviews before an internal technical panel to develop confidence and interview handling skills. **(08 hours)**

Suggested Readings:

1. Boove, C.L., Thill, J.V. , Raina.R.L, Business Communication Today, Pearson
2. Chaturvedi M., Art and Science of Business Communication, Pearson.

3. Desarda.S, Master The Group Discussion & Personal Interview, Notion Publisher
4. Pradeep V, Anand A, Wiley's Examxpert: Acing WAT, Gds& Interviews For IIMs, Wiley
5. Klaus P., The Hard Truth About Soft Skills : Harper Business
6. Port M.,Steal The Show From Speeches To Job Interviews To Deal Closing Pitches:, Harper Business
7. Kapoor S, Personality Development and Soft Skill: Preparing for Tomorrow, I K International Publishing House

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4
CO1	Explain the fundamentals of communication and overcome communication barriers	2	3	2	1
CO2	Demonstrate teamwork, collaboration, and active participation in group discussions	1	3	3	2
CO3	Develop confidence and logical thinking through debates and video resumes	1	3	2	3
CO4	Enhance personality traits and verbal/non-verbal expression through interviews and presentations	1	3	3	2
AVG		**1.25**	**3.0**	**2.5**	**2.0**

BBA(B&I)113: IT Applications in Business

L-3, T-0, Credits-3

Course Objective: This course aims to provide students with foundational knowledge of information technology systems and their applications in business processes, enhancing their practical skills in productivity tools, data analysis, and modern IT infrastructure.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Describe the basic components of computer systems
CO2. Analyze the usage of IT product and services
CO3. Use internet web services and resource for learning and discovery
CO4. Explore the usage of tools of MS Word and Advanced Excel to solve business problems

Course Contents

Unit 1

Basics of Information Technology: Components of IT systems, Characteristics of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware), Classification of Computers. **Computer Memory**: Types of Memory, Storage devices, Mass Storage Systems. Concept of Cloud Computing. **(8 Hours)**

Unit II

Computer Software: Types of Software. Application Software and their uses. Database concepts. Introduction to Operating System, Need, Functions and Types of Operating systems. Introduction to GUI. Compiler. Interpreter and Assembler, Types of Computer Languages. **(12 Hours)**

Unit III

Desktop Components: Introduction to Word Processor, Presentation Software. Advanced Excel: Introduction, features, applications and advanced functions of Excel, creating Tables. Graphs and charts, Table formatting, Worksheets Management, Sort and Filters tools, Subtotal, Mathematical functions, Statistical functions, date and time functions, Text functions, financial functions. Analyze data with Pivot tables, create and manage scenarios and summaries. **(13 Hours)**

Unit IV

Computer Networks and IT applications: Data communication concepts, types of communication media, Concepts of Computer Networks, Internet, Intranet. Extranet, Network topologies, Networking devices, OSI model. Internet Services.

Information Technology and Society: Application of information Technology in Railways, Airlines, Banking, Online Banking System, Insurance, Inventory Control, Financial systems, Hotel management, Education, entertainment and health, Security issues in information technology.

(12 Hours)

Suggested Readings: (All latest editions)

1. Leon,C., Introduction to Information Technology, Vikas Publishing House
2. Behl R., Information Technology for Management, McGraw Hill Education
3. Dhingra S and Tondon A, Introduction to Information Technology, Galgotia Publishing House.
4. Joseph A.Brady and Ellen F Monk, Problem Solving Cases in Microsoft and Excel, Thomson Learning
5. Tanenbaum, A. S, Computer Networks, Pearson Education.
6. Goyal, Anita, Computer Fundamentals, Pearson Education.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO 1	PO 2	PO 3	PO 4
CO 1	Describe the basic components of computer systems	1	1	1	2
CO 2	Distinguish between various types of software, operating systems, and programming tools	1	1	1	2
CO 3	Apply advanced Excel tools to manage, analyze, and visualize business data	2	2	3	3
CO 4	Interpret the role of computer networks and IT applications across different business functions	2	2	2	3
AVG		**2.75**	**1.5**	**1.75**	**2.5**

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BBA(B&I)115: IT Applications in Business- Lab

L-0, P-02,Credit-1

Course Objective: This course aims to develop proficiency in using essential office productivity tools including MS Word, MS Excel, and MS PowerPoint, enabling students to create professional documents, perform data analysis, and design effective presentations.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Operate Windows environment and manage files using essential system commands
CO2. Create and format documents using MS Word for professional and academic use
CO3. Utilize MS Excel functions for data entry, analysis, and visualization
CO4. Design engaging presentations using MS PowerPoint with appropriate animations and formatting

This Lab would be based on the course BBA-109: IT Applications in Business

1. **Knowledge of all commands of using Windows to be taught.**
2. **Introduction to MS-Word**:

   Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc.

3. Introduction to MS-Excel:

Introduction to Electronic Spreadsheets, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data Creating Tables, Graphs and charts, Creating Database, Sorting Data, Filtering etc. Mathematical functions, Statistical functions, date and time functions, Text functions, financial functions, Analyze data with Pivot tables, create and manage scenarios and summaries.

4. Introduction to MS PowerPoint:

PowerPoint, Features of MS PowerPoint Clipping, Slide Animation, Slide Shows,Formatting etc.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO 1	PO 2	PO 3	PO 4
CO 1	Operate Windows environment and manage files using essential system commands	3	2	2	3
CO 2	Create and format documents using MS Word for professional and academic use	2	3	3	2
CO 3	Utilize MS Excel functions for data entry, analysis, and visualization	3	2	2	3
CO 4	Design engaging presentations using MS PowerPoint with appropriate animations and formatting	2	3	3	2
AVG		**2.5**	**2.5**	**2.5**	**2.5**

SEMESTER II

BBA(B&I)-102 Business Mathematics

L-4, T-0 ,Credits -4

Course Objective: This course aims to develop a strong foundation in mathematical tools and techniques such as algebra, calculus, and probability, enabling students to analyze and solve business and economic problems effectively.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Apply principles of counting, progression, and functions to business scenarios
CO2. Solve systems of linear equations and apply matrix algebra techniques to business decision-making
CO3. Analyze business problems using differential calculus and optimization techniques
CO4. Interpret business and economic data using integral calculus and probability theory.

Course Contents

Unit I

Principle of Counting: Concept of Factorial, Principle of Counting, Mathematical Induction: Principle. Arithmetic Progression & Geometric Progression, Concepts of function.

(15 Hours)

Unit II

Matrix Algebra: Definition of a matrix, Types of Matrices, Equality of Matrices, Matrix Operations. Transpose of a matrix, Determinants, System of Linear equations, Cramer's rule, Inverse of a Matrix. Properties of the Inverse Solution to a System of Equations by:

(i) The Ad-joint Matrix Methods.

(ii) The Gaussian Elimination method, Rank of a Matrix, Rank of a System of Equations, the Echelon Matrix: Application of Matrices to Business Problems Input Output Analysis, Preparation of Depreciation Lapse Schedule, Leontief I/O Model. Permutation & Combination.

(15 Hours)

Unit III

Differential Calculus: Derivative of a Parametric Function, Logarithmic Differentiation Derivative of an Inverse Function, Optimization Using Calculus, Point of Inflexion Absolute and Local- Maxima and Minima, Optimization in case of Multi Variate Function. Lagrangian multipliers, Derivative as a Rate Measure. Applications in Business. Introduction to Mathematics of finance such as annuities.

(15 Hours)

Unit IV

Integral Calculus: Indefinite Integrals, Techniques of Integration, Definite Integrals, Business application, Consumer's or Producer's surplus, Learning Curve, Probability and Probability, Distribution. **(15 Hours)**

Suggested Readings: **(All latest editions)**

1. Trivedi, Business Mathematics, Pearson Education,
2. Bhardwaj. R.S.. Mathematics and Statistics for Business, Excel Books
3. Khan, Shadab.A Text Book of Business Mathematics, Anmol Publications,
4. Tuttle. Michael, D., Practical Business Math: An Applications Approach, Prentice Hall
5. Hazarika.P..A text book of Business Mathematics, S. Chand Publication
6. Budnick, Applied Mathematics for Business, McGraw Hill Education

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes			
		PO1	PO2	PO3	PO4
CO1	Apply principles of counting, progression, and functions to business scenarios	3	1	2	2
CO2	Solve systems of linear equations and apply matrix algebra techniques to business decision-making	3	1	2	3
CO3	Analyze business problems using differential calculus and optimization techniques	3	1	2	3
CO4	Interpret business and economic data using integral calculus and probability theory	2	1	2	3
	Average	**2.75**	**1.0**	**2.0**	**2.75**

BBA (B&I) 104: Cost Accounting

L-3, T/P-1, Credits: 04

Objective: This course aims to equip students with the conceptual knowledge and practical skills of cost accounting methods for effective cost control, decision-making, and performance evaluation in business operations.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Explain the scope, concepts, and classifications in cost accounting, including material control and inventory valuation techniques.

CO2. Apply methods of labour cost calculation and classify overheads with appropriate allocation techniques.

CO3. Prepare cost sheets and perform process costing for different production scenarios.

CO4. Prepare contract and operating costing accounts, and analyze cost elements in job, batch, and contract costing.

Course Contents

Unit I

Meaning and Scope of Cost Accounting: Basic Cost Objectives and scope of cost accounting, Cost centres and cost units, Difference between financial, cost and management accounting. Basic Cost concepts - Cost classification and elements of cost.

Materials Control: Meaning, Steps Involved, Materials and Inventory, Techniques of Material/Inventory Control (EOQ, FSND, ABC, Stock Levels, JIT, and VED), Valuation of Inventory (FIFO, LIFO, Weighted average); Practical examples of EOQ, stock levels, FIFO, LIFO.

(15 Hours)

Unit II

Labour Cost: Attendance and payroll procedures, overtime, idle time and incentives, direct and indirect labour, remuneration systems and incentive schemes (Halsey, Rowan, Taylor, Merrick, Bedaux, Emerson plans practical examples).

Overheads: Functional analysis - factory, administration, selling, distribution, research and development, fixed, variable, semi variable and step cost; Factory overheads, Administration overheads and Selling and distribution overheads in brief.(Overhead rate, Machine rate, under & over absorption practical examples to be taught).

(15 Hours)

Unit III

Cost Sheet - Preparation of Cost Sheet (simple problems)Process Costing - Meaning and computation of normal profits, abnormal effectives and abnormal loss.

(15 Hours)

Unit IV

Contract Costing: Contract meaning, types, Job and Batch costing, preparation of contract accounts, escalation clause, calculation of work in progress, and accounting for material: accounting for plant used in a contract; contract profit and loss account, balance sheet. Operating costing (basic problem examples to be taught).

(15 Hours)

Suggested Readings: (All latest editions to be referred)

1. Maheshwari, S. N. and Mittal, S. N., Cost Accounting—Theory and Problems, Shri Mahavir Book Depot.
2. Arora, M.N., Cost Accounting, Vikas Publishing House.
3. Jawahar L, and Srivastava, S., Cost Accounting, McGraw Hill Education.
4. Pandey, I.M., Management Accounting, Vikas Publishing House, Delhi.
5. Khan M.Y., Management Accounting, McGraw Hill Education.
6. Tulsian P.C., Introduction to Cost Accounting, S.Chand, Delhi.

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes			
		PO1	PO2	PO3	PO4
CO1	Explain the scope, concepts, and classifications in cost accounting, including material control and inventory valuation techniques.	3	1	2	2
CO2	Apply methods of labour cost calculation and classify overheads with appropriate allocation technique	3	2	2	3
CO3	Prepare cost sheets and perform process costing for different production scenarios	3	1	2	3
CO4	Prepare contract and operating costing accounts, and analyze cost elements in job, batch, and contract costing	3	2	3	3
	Average	**3.0**	**1.5**	**2.25**	**2.75**

BBA (B&I): 106 Principles of Insurance

L-4 T/P-0,Credits:4

Course Objectives: This course aims to introduce students to the fundamentals of insurance, including risk, insurance contracts, market operations, and regulatory aspects.

Course Outcomes: Upon completion of this course, students will be able to:
CO1. Define risk, types of insurance, and their role in development.
CO2. Identify insurance market players and customer behavior.
CO3. Explain key principles and terms of insurance contracts.
CO4. Describe operations of insurance companies and regulatory bodies.

Course Contents

Unit I

Concept of Risk: Types of Risk, Risk Management, Transfer and Pooling of Risks, Concept of Insurable Risk. ; **Concept of Insurance:** Relevance of Insurance to the Emerging Socio-Economic Needs of all the Sections of Society including Industrial Sector, Types of Insurance Organizations Different Classes of Insurance, Importance of Insurance-Individual, Society, Business& Government, Insurance terminology-Fixing of Premiums- Rider Premiums, Surrender value , Paid up value; Reinsurance; Double Insurance; Role of Insurance in Economic Development and Society; life insurance for the underprivileged

(15 Hours)

Unit II

Insurance Market: Constituents of insurance market, Mechanism, Intermediaries in Insurance, operations of intermediaries, Specialist insurance companies; **Insurance Customers:** Needs of customers and their mindset, customer satisfaction, customer behavior, significance of ethical behavior in insurance.

(15 Hours)

Unit III

Formation of Insurance Contract: Life, Fire, Marine and Motor Insurance Contracts, Terms of an insurance contract. Principles of Insurance: Principle of indemnity, principle of subrogation, principle of contribution, principle of Utmost Good Faith, Principle of Proximate Cause, Principle of Contribution, Principle of Loss Minimisation Insurable Interest. **(15 Hours**)

Unit IV

Insurance Companies: Types of Insurance companies, Operation of Insurance companies ,Insurance Life Cycle (Underwriting, Policy Servicing, Claims, etc.); **Classification of Insurance:** Life, Non-Life (general), Health, Pension, Social Security and Retirement Benefits. **Insurance Market Regulators:** Role of regulators and other bodies; **Insight into Annuity in insurance** - Concept of Annuity - Types of Annuities– Fixed Annuity, Fixed Index Annuity, Variable Annuity

(15 Hours)

Suggested Readings: (All latest editions to be referred)

1. Murthy. A. Principles and Practices of Insurance, Margham Publications.
2. William, F. Gephart , Principles of Insurance, Macmillan Publication.
3. Gulati, Neelam C. Banking and Insurance: Principles and Practices, Excel Books.

4. Rastogi, S. , Insurance Law And Principles, Lexis Nexis India.
5. Murthy, K S N and Sara, K V S. , Modern Law of Insurance, Lexis Nexis India.
6. Mathew, M.J., Insurance Principles & Practices, Neha Publishers & Distributors.

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes			
		PO1	PO2	PO3	PO4
CO1	Define risk, types of insurance, and their role in development	3	1	2	2
CO2	Identify insurance market players and customer behavior	3	2	2	2
CO3	Explain key principles and terms of insurance contracts	3	1	3	2
CO4	Describe operations of insurance companies and regulatory bodies	3	2	3	3
	Average	**3.0**	**1.5**	**2.5**	**2.25**

BBA(B&I)108: Business Communication

L-2, T-0,Credits: 02

Course Objective: This course aims to enhance students' oral and written communication skills essential for business success, with a focus on clarity, conciseness, cross-cultural understanding, and effective use of communication tools

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand the fundamentals and principles of effective business communication.
CO2. Demonstrate awareness of cross-cultural communication and ethical considerations in a globalized business environment
CO3. Develop proficiency in business letter writing for various organizational contexts
CO4. Apply effective communication techniques in departmental correspondence, report writing, and presentations

Course Contents

Unit I

Fundamental of Communication: Meaning and significance of communication, Process of Communication, Principles of Effective Business Communication, 7Cs; How to Improve Command over Spoken and Written English, Effective Listening. **(6 Hours)**

Unit II

Communicating in a Multicultural World: Idea of a global world, Impact of globalization on organizational and multicultural communication, understanding culture for global communication; Etic and Emic approaches to culture, The Cross Cultural Dimensions of Business Communication, Technology and Communication, Ethical & Legal Issues in Business Communication, overcoming cross cultural communication barriers. **(8 Hours)**

Unit III

Business letter writing and Presentation Tools: Business letters- Need, Functions and Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters and Complaints; Employment related letters Interview Letters, Promotion. Letters, Resignation Letters, **(8 Hours)**

Unit IV

Departmental Communication: Barriers of Communication, Meaning, Need and Types, News Letters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Minutes of the meeting. Project and Report writing, how to make a Presentation, Presentation Tools, Guidelines for Effective Presentation. **(8 Hours)**

Suggested Readings: (All latest editions)

1. Lesikar. Business Communication: Making Connections in a Digital World. McGraw Hill Education.
2. Boove, C.L., Thill, J.V. &Chaturvedi, M. Business Communication Today, Pearson.
3. Krizan et al. Effective Business Communication, Cengage Learning.
4. Scot, 0. Contemporary Business Communication, Biztantra, New Delhi.
5. Chaney & Martin. Intercultural Business Communication, Pearson Education
6. Penrose et al. Business Communication for Managers, Cengage Learning.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO 1	PO 2	PO 3	PO 4
CO 1	Understand the fundamentals and principles of effective business communication.	3	3	2	2
CO 2	Demonstrate awareness of cross-cultural communication and ethical considerations in a globalized business environment	2	3	3	2
CO 3	Develop proficiency in business letter writing for various organizational contexts	2	3	3	2
CO 4	Apply effective communication techniques in departmental correspondence, report writing, and presentations	2	3	3	2
AVG		**2.25**	**3.0**	**2.75**	**2.0**

BBA(B&I)110: MOOC

L-2, T-0, Credits-2

To remove rigid boundaries and facilitate new possibilities for learners in education system, study webs of active learning for young aspiring minds is India's Nation Massive Open Online Course (MOOC) platform. Massive Open Online Courses (MOOCs) are free online courses which are designed to achieve the three cardinal principles of India's education policy: Access, Equity and Quality. MOOCs provide an affordable and flexible way to learn new skills, career development, changing careers, supplemental learning, lifelong learning, corporate eLearning & and deliver quality educational experiences at scale and more.

A student will have the option to earn 2 credits by completing quality –assured MOOC programme of at least 8 weeks offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time. Completion certificate followed by assignment and exams of opted MOOC should be submitted to respective institute for earning the course credit, i.e. 2.

For August session, tentative list of programmes will be available on the platform from May-August and for January session, tentative list of programmes will be available on the platform from October to January.

BBA(B&I)112: E-Commerce

L-2, T-0,Credits: 02

Course Objective: The course aims to impart an understanding of the concepts and various application issues of e- commerce like Internet infrastructure, security over internet, payment systems and various online strategies for e-commerce.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand the concepts, models, and evolution of E-Commerce and its impact on businesses.

CO2. Explain various electronic payment systems and identify their risks and infrastructure requirements

CO3. Analyze the security environment of E-Commerce and understand basic encryption and protection mechanisms

CO4. Evaluate real-world applications, emerging trends, and regulatory and ethical issues in E-Commerce

Course Contents

Unit 1

Introduction to E-Commerce: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, Electronic Commerce, Types of Electronic Commerce, Electronic Commerce Models, Challenges and Barriers in E-Commerce environment; E-Commerce in India: Transition to E-commerce in India, Indian readiness for E-commerce, E-Transition challenges for Indian corporate. **(8 Hours)**

Unit II

Electronic Payment System: Digital Payment Requirements, Electronic Payment System, Types of Electronic Payment Systems, Concept of e-Money, Infrastructure Issues and Risks in EPS, Electronic Fund Transfer. **(8 Hours)**

Unit III

Security Issues in E-Commerce: Need and concepts, Electronic Commerce security environment, security threats in E-Commerce environment, Basics of Encryption and Decryption.

(8 Hours)

Unit IV

E-commerce Applications: E-commerce applications in various industries, Emerging Trends in E- Commerce, Mobile Commerce; Economic, Technological and Social Considerations, Regulatory and Ethical considerations in E-Commerce. **(6 Hours)**

Suggested Readings: (All latest editions)

1. Elias M. Awad, Electronic Commerce - From Vision to Fulfillment, PHI Learning.
2. Joseph, P.T. and Si., E-Commerce An Indian Perspective, PHI Learning.
3. Efraim Turban, David King, Dennis Viehland, Jae Lee: Electronic Commerce A Managerial Perspective, 4th Edition, Pearson Education.
4. Bharat Bhaskar, Electronic Commerce- Framework, Technologies and Applications, Tata McGraw Hill.
5. Dave Chaffey, E-Business and E-Commerce Management- Strategy, Implementation and Practice, Pearson Education.
6. Schneider Gary, Electronic Commerce, Cengage Learning.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO 1	PO 2	PO 3	PO 4
CO 1	Understand the concepts, models, and evolution of E-Commerce and its impact on businesses.	3	1	2	1
CO 2	Explain various electronic payment systems and identify their risks and infrastructure requirements	2	1	2	3
CO 3	Analyze the security environment of E-Commerce and understand basic encryption and protection mechanisms	2	1	2	3
CO 4	Evaluate real-world applications, emerging trends, and regulatory and ethical issues in E-Commerce	2	2	3	2
AVG		**2.25**	**1.25**	**2.25**	**2.25**

BBA(B&I)114: E-Commerce Lab

L-0, P-2,Credit: 01

Course Objective: The course equips students with the skills to design and develop static webpages using HTML, create engaging digital content for social media and professional communication, and effectively use digital tools like Canva and generative AI for content creation, all while enhancing their proficiency in online branding, communication, and digital marketing strategies.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Proficient Web Design and Development
CO2. Effective Use of Social Media Platforms
CO3. Digital Content Creation and Design
CO4. Professional Writing and Digital Communication

Lab would be based on the following:

1. **Static Webpage Designing:** Creating Web pages using HTML Tags, Elements, Basic and advanced text formatting, multimedia components in HTML documents, Designing of webpage: Document Layout, List, Tables, Hyperlink, Working with Frames, Forms and Controls and other relevant things.
2. **Social Media & Writing Skills**-Blogs, Social Networking Sites, Digital Databases, Online Official Correspondence, Creating Digital Posters and Online Presentations using Canva, Generative AI Tools, etc.

Mapping the Course Outcomes with the given Programme Outcomes

Program level Outcomes		PO 1	PO 2	PO 3	PO 4
CO 1	Proficient Web Design and Development	1	3	2	3
CO 2	Effective Use of Social Media Platforms	3	3	3	3
CO 3	Digital Content Creation and Design	2	3	3	3
CO 4	Professional Writing and Digital Communication	2	3	3	2
AVG		**2**	**3**	**2.75**	**2.75**

BBA(B&I)-116: Online/ Inhouse Industrial Skill-Based Training/ Apprenticeship

Credits-4

The Assessment Online/ Inhouse Industrial Skill-Based Training/ Apprenticeship shall be as follows.

Internal Assessment	-	40 Marks
External Assessment (Viva Voce)	-	60 Marks

Guidelines for Internal Assessment

1. The student has to submit the certificate of training/ Apprenticeship
2. Every student has to submit a spiral bind report to showcase the work done and learning during the internship/apprenticeship and must appear for End Term Viva.
3. The guidelines for the report to be designed by every institution.
4. All the records to be maintained by every institute and should be able to produce whenever required by the university.
5. The duration of the training/apprenticeship will be winter semester
6. The course may be offered by having an industry expert within campus/college and guide students on projects within the premises or students doing live projects in industry either offline or online.
7. The institute must appoint an internal faculty coordinator for students in order to monitor the training/apprenticeship and award internal marks

Note:

i. Each student is required to complete a minimum of 60 hours of training, which can be undertaken in segments (on weekends) during second semester, or completed in one continuous session
ii. The university will conduct external viva of 60 marks at the end of the semester

BBA(B&I)118: Indian Knowledge Systems

L-2, T-0, Credits-2

Course Objective: This course aims to create awareness amongst the youths about the rich culture of the country by understanding the scientific value of the traditional knowledge of India; promote spiritual knowledge and wisdom in students, thereby shaping their personality and inculcating leadership skills. This course shall enable students to get a holistic insight into the understanding the working of nature and life.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Explain the philosophical and cultural foundations of the Indian Knowledge System
CO2. Interpret ancient Indian economic and commercial concepts such as Arthashastra and TKDL
CO3. Understand Indian spiritual thought and its relevance to ethics, leadership, and workplace conduct
CO4. Identify key contributions of Indian civilization in science, engineering, and architecture

Course Contents

Unit I:

Overview of Indian Knowledge: Philosophy: The Vedic Tradition, Upanishad and Classical Indian Darshanas, Indian Culture & Civilization –Different stages in the evolution of Indian Culture, Distinctive features of Indian culture, Components of Culture and Indian Music and Dance. **(08 Hours)**

Unit II:

Integrating Indian Knowledge System into Commerce: Introduction to Arthashastra by Kautilya, Traditional Knowledge Digital Library (TKDL), Geographical Indications of Goods. **(8 Hours)**

Unit III :

Spirituality: Spirituality vis-à-vis religion, Concept of Maya(Illusion) – Advaita Vedanta, Meaning, scope and implications at work, Concept of Dharma: varna ashram dharma, svadharma, Concept of karma – meaning and importance to managers, corporate karma. Concept of Vasudhaiva Kutumbakam. **(8 Hours)**

Unit IV:

Spirituality, Science, Engineering and Technology in IKS: Mathematics, Astronomy, Engineering and Technology: Metals and Metalworking, Town Planning, Architectural Engineering: Vastu Shastra and Shilpa Shastra. **(6 Hours)**

Suggestive Readings:

1. B Mahadevan, Introduction To Indian Knowledge System : Concepts And Applications, PHI
2. Kapur K and Singh A.K Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla, D.K. Printworld (P) Ltd
3. The Cultural Heritage of India. Vol. I. Kolkata: Ramakrishna Mission Publication,
4. Nair, Shantha N. Echoes of Ancient Indian Wisdom, Hindology Books.
5. Majumdar R. C., Raychaudhuri H. C. and Datta, K An Advanced History of India Macmillan & Co., Limited, London.

6. Rao, N. The Four Values in Indian Philosophy and Culture. Mysore: University of Mysore.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO 1	PO 2	PO 3	PO 4
CO 1	Explain the philosophical and cultural foundations of the Indian Knowledge System	3	2	2	1
CO 2	Interpret ancient Indian economic and commercial concepts such as Arthashastra and TKDL	3	1	3	2
CO 3	Understand Indian spiritual thought and its relevance to ethics, leadership, and workplace conduct	2	2	3	2
CO 4	Identify key contributions of Indian civilization in science, engineering, and architecture	2	1	2	3
AVG		**2.5**	**1.5**	**2.5**	**2.0**

SEMESTER -III

BBA(B&I) 201: Management Accounting

L-4, T-0 Credits -4

Course Objective:
The objective of the course is to familiarize the learners with the basic management accounting concepts and their applications in managerial decision making.

Course Outcomes:
CO1. Gains knowledge and understands the components of management accounting
CO2. Analyze and interpret the financial statements and develops the ability to create and manage various types of budgets
CO3. Apply costing methods such as variable, absorption, and marginal costing, and conduct cost-volume-profit analysis to support profit planning
CO4. Evaluates and analyses management accounting techniques and its application in managerial decision making

Course Contents
Unit I
Introduction: Meaning, Objectives, and Scope of management accounting; Difference between financial accounting, cost accounting and management accounting; Comparative financial statements, common size financial statements, trend analysis, Ratio analysis, cash flow statement.
(15 Hours)

Unit II
Budgetary Control and Variances: Concept and types of budgeting and budgetary control; meaning, objectives, merits, and limitations of budgetary control; budget administration; Functional budgets including cash budget; Fixed and flexible budgets: meaning and preparation; Zero-based budgeting; Performance budgeting, difference between performance & traditional budgeting. Meaning of Variance and Variance Analysis – Material, Labor, Overheads and Sales Variances, Disposition of Variances, Control Ratios.
(17 Hours)

Unit III
Costing and Profit Planning: Meaning of Variable Costing, Absorption Costing and Marginal Costing; uses of Marginal costing; Cost-Volume-Profit Analysis, Profit/Volume ratio, Break-Even Analysis - Algebraic And Graphic Methods, Angle of Incidence and Margin of Safety.
(15 Hours)

Unit IV
Managerial Decision Making: Decision making based on Marginal Cost Analysis - profitable product mix, Make or Buy, Addition or Elimination of a product line, sell or process further, operate or shut down. Managerial Decision-making using spreadsheets. **(13 Hours)**

Suggested Readings: (Latest Editions)
1. Maheshwari, S.N.,Principles of Management Accounting, Sultan Chand & Sons.
2. Khan M.Y., Management Accounting, McGraw Hill Education.
3. Arora, M.N., Cost Accounting, Vikas Publishing House.
4. Jawahar L, and Srivastava, Seema, Cost Accounting, McGraw Hill Education.

5. Bhattacharya, Management Accounting, Pearson Education.
6. Hilton R. W., Managerial Accounting, McGraw Hill Education.

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

i. Prepare monthly cash budget, expense budget, activity budget, for a small retail shop, club, student association, college and purchase/production/sales budget for a small factory.
ii. Compute Break Even Sales for small shops like Grocery (kirana) store, pharmacy, etc. by finding out monthly sales volume, variable expenses, and fixed expenses.

Mapping of Course Outcomes with Program level outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains knowledge and understands the components of management accounting	3	1	2	3	1
CO2	Analyze and interpret the financial statements and develops the ability to create and manage various types of budgets	2	3	3	3	3
CO3	Apply costing methods such as variable, absorption, and marginal costing, and conduct cost-volume-profit analysis to support profit planning	1	2	3	3	2
CO4	Evaluates and analyses management accounting techniques and its application in managerial decision making	2	3	3	3	2
Average		**2**	**2.25**	**2.75**	**3**	**2**

BBA(B&I) 203: Decision Techniques for Business

L-4, T-0 Credits -4

Course Objective: This course aims to equip students with analytical and statistical tools to support business decision-making through data interpretation, optimization models, and problem-solving techniques such as correlation, regression, linear programming, and transportation models.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Apply basic statistical techniques like measures of central tendency and dispersion to summarize business data
CO2. Use correlation and regression analysis to interpret relationships between business variables
CO3. Formulate and solve linear programming problems for optimizing business decisions
CO4. Analyze and solve transportation and assignment problems using appropriate techniques

Course Contents

Unit 1

Statistics: Definition. Importance & Limitation, Collection of data and formation of frequency distribution, Graphic presentation of Frequency distribution - Graphics, Bars, Histogram.
Measures of Central Tendency - Mean Median and Mode, Partition values - quartiles, deciles and percentiles; Measures of variation - Range, IQR, quartile, deciles and percentiles, mean deviation and standard deviation. Normal distribution curves. **(15 Hours)**

Unit II

Correlation Analysis: Correlation Coefficient; Assumptions of Correlation Analysis; Coefficients of Determination and Correlation; Measurement of Correlation- Karl Person's Methods: Spearman's Rank correlation; Regression: meaning, assumptions of regression, regression lines, ordinary least square method of regression; Pitfalls and Limitations Associated with Regression and Correlation Analysis.
(15 Hours)

Unit III

Linear Programming: Concept and Assumptions, Usage in Business Decision Making, Linear Programming Problem: Formulation, Methods of Solving: Graphical and Simplex, problems with mixed constraints: Duality. **(15Hours)**

Unit IV

Transportation and Assignment problems: General Structure of Transportation Problem, Methods for Finding Initial Solution and Testing for Optimality. Assignment Problem: Hungarian Assignment Method, unbalanced assignment problems, restrictions in assignment, Travelling Salesman Model. **(15 Hours)**

Suggested Readings: (All latest editions)

1. Vohra, N.D., Quantitative Techniques in Management, McGraw Hill Education.
2. Gupta, SP and Gupta, P.K.. Quantitative Techniques and Operation Research, Sultan Chand.
3. Rajagopalan, S. &Sattanathan, R., Business Statistics & Operations Research, McGraw Hill Education.
4. Sharma, J.K., Operations Research: Problems & Solutions, Macmillan India Ltd.

5. Render, Barry, Stair, R.M., Hanna, M.E., Quantitative Analysis for Management, Pearson Education.
6. Bajpai, Naval, Business Statistics, Pearson Education.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO 1	PO 2	PO 3	PO 4
CO 1	Apply basic statistical techniques like measures of central tendency and dispersion to summarize business data	3	1	2	3
CO 2	Use correlation and regression analysis to interpret relationships between business variables	3	1	2	3
CO 3	Formulate and solve linear programming problems for optimizing business decisions	3	1	2	3
CO 4	Analyze and solve transportation and assignment problems using appropriate techniques	3	1	2	3
AVG		**3.0**	**1.0**	**2.0**	**3.0**

BBA(B&I) 205: Business Research Methodology

L-4, T-0, Credits -4

Course Objective:
The course aims to develop research aptitude skills among the learners and to enable them to prepare project report.

Course Outcomes:

CO1. Define and explain the basic concepts and scope of business research.
CO2. Apply research methodologies to real-world business problems and analyze their effectiveness.
CO3. Design a comprehensive research process to address specific business challenges and evaluate its potential outcomes.
CO4. Assess measurement techniques, sampling methods, and hypothesis testing, and prepare a well-structured research report based on findings.

Course Contents

Unit I
Introduction: Meaning of Research; Scope of Business Research; Purpose of Research, Types of Research, Criteria of Good Research, Steps in the Research Process, Unit of Analysis - Individual, Organization, Groups, and Data Series; Concept, Construct, Attributes, Variables, and Hypotheses. **(15 Hours)**

Unit II
Data Collection: Primary and Secondary sources of Data; Qualitative Vs Quantitative data; Methods of data collection. Research Methods- Field Study, Laboratory Study, Survey Method, Observational Method, Existing Database Search, Longitudinal Studies, Panel Studies, Univariate & Bivariate Analysis. **(15 Hours)**

Unit III
Measurement: Definition; Designing and writing items; Uni-dimensional and Multidimensional scales; Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking Scale, Thurston, Likert and Semantic Differential scaling, Paired Comparison, Questionnaire Design, Development and Testing, Reliability and Validity. Sampling -Steps, Types, Sample Size Decision; Hypothesis Formulation and Testing: Tests concerning means and proportions; T Test, Z Test, ANOVA, Chi-square test, Regression **(15 Hours)**

Unit IV
Research Report: Meaning, types and layout of research report; Steps in report writing ; Literature review and its significance, Referencing Styles, Essentials of good research report, presentation of a report, Ethics in Research, Plagiarism Check. **(15 Hours)**

Suggested Readings: (All latest editions to be referred)

1. Deepak, C. and Neena, S. Vikas Publishing House.
2. Cooper, Donald R. and Schindler, Pamela S, Business Research Methods, McGraw Hill Education.

3. Kumar, Ranjit, Research Methodology: A step by step guide for Beginners. Pearson Educaion.
4. Kumar V., Marketing Research: A Global Outlook, Sage Publications.
5. Levin, Richard and Rubin, DS, Statistics for Management, Pearson Education.
6. Beri, G.C., Marketing Research, McGraw Hill Education.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Define and explain the basic concepts and scope of business research.	3	2	2	1	1
CO2	Apply research methodologies to real-world business problems and analyze their effectiveness.	2	3	3	3	3
CO3	Design a comprehensive research process to address specific business challenges and evaluate its potential outcomes.	2	3	3	3	3
CO4	Assess measurement techniques, sampling methods, and hypothesis testing, and prepare a well-structured research report based on findings.	1	3	3	3	3
AVG		2	2.75	2.75	2.5	2.5

Note:

1. This course has the combination of lecture and practicum credits. Hence, due weightage in the internal marks to be provided for the lab component
2. The practicum will cover various aspects of research, identification and use of various statistical tests using software tools available to a researcher such as Excel / SPSS / R / Python / any other analytical software.

BBA(B&I) 207: Management of Commercial Banks

L-4, T-0 Credits -4

Course Objective:
The course aims to acquaint the student with a basic and elementary knowledge of the commercial Banking and International Banking.

Course Outcomes:
CO1. Gains Knowledge & understands structure, operations, and social responsibilities of commercial banks and their role in economic development
CO2. Analyze the assets and liabilities of scheduled commercial banks, assessing their efficiency and performance, and evaluating the impact of non-performing assets on banking conditions
CO3. Evaluate various risks in commercial banking, including interest rate, liquidity, and credit risks, and develop strategies for effective investment management and foreign currency dealings
CO4. Examine global trends and developments in international banking, including the management of foreign exchange and capital markets, and critically assess the implications of cross-border finance and offshore banking units

Course contents
Unit I
Commercial Banking: Structure, Operations, Asset Structure, Investment Policy, Changing Role, Social Responsibility of banks; Commercial banks and Economic development; Nationalization of Banks. **(15 Hours)**

Unit II
Analysis of Assets; Liabilities : Analysis of Assets; Liabilities of Scheduled Commercial Banks; Efficiency of Commercial Banks; Internal Performance and Appraising of Banks, Condition; Non-Performing Assets; Management of Capital in Commercial Banks. **(15 Hours)**

Unit III
Risks in Commercial Banking: Interest Rate Risk, Liquidity Risk, Credit Risk; Investment Management; Foreign Currency Dealing; Foreign Currency Risk. **(15 Hours)**

Unit IV
International Banking: Global Trends and Developments in International Banking - International Financial Centers, Cross Border Finance, Bank Debt in International Markets, Offshore Market. Capital Market in International Financial Market, Offshore Banking Units, International Financial Institutions; Management of Foreign Exchange. **(15 Hours)**

Suggested Readings (Latest Editions):
1. Singh and Dutta, Commercial Bank Management, McGraw Hill Education Company.
2. Institute of Banking and Finance, Theory & Practice of Treasury and Risk Management in Banks, Taxman Publications Pvt. Ltd.
3. Shetty, M. S., Banking in India, Atlantic Publisher.
4. Singh, Commercial Bank Management, McGraw Hill Education (India) Private Limited.

5. Vasanthagopal, R., Commercial Banking in India, Present Status and Suggestions for a Better Tomorrow, Neha Publishers & Distributors.
7. Bose, Rupnarayan., Fundamentals of International Banking, Trinity Publisher.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains Knowledge & understands structure, operations, and social responsibilities of commercial banks and their role in economic development	3	2	3	3	1
CO2	Analyze the assets and liabilities of scheduled commercial banks, assessing their efficiency and performance, and evaluating the impact of non-performing assets on banking conditions	2	2	3	3	3
CO3	Evaluate various risks in commercial banking, including interest rate, liquidity, and credit risks, and develop strategies for effective investment management and foreign currency dealings	1	3	2	3	3
CO4	Examine global trends and developments in international banking, including the management of foreign exchange and capital markets, and critically assess the implications of cross-border finance and offshore banking units	2	3	3	3	3
AVG		**2**	**2.5**	**2.75**	**3**	**2.5**

BBA(B&I) 209: Training and Development

L-4, T-0 , Credits -4

Course Objective:
The course aims at equipping the learners with the concept and practice of Training and Development in the modern organizational setting.

Course Outcomes
CO1. Gains Knowledge & understands the concepts of training and development.
CO2. Analyse the trends in employees and organization development programmes
CO3. Examine training needs of an individual/ employee by conducting training need analysis.
CO4. Evaluate and demonstrate the cost and benefits of a training and development programme.

Course Contents
Unit-I:
Introduction : Concepts and Rationale of Training and Development; overview of Training and Development systems; ISD Model of T&D, organizing Training Department; Training and Development Policies; linking training and development to company's strategy; Requisites of Effective Training; Role of External agencies in Training and Development. **(15 Hours)**

Unit 2:
Training Need Analysis (TNA) : Meaning and purpose of TNA, TNA at different levels, Approaches for Training Needs and Analysis, output of TNA, methods used in TNA, Assessment of Training Needs **(15 Hours)**

Unit 3:
Training and Development Methodologies: Overview of Training Methodologies- Process of Learning; Principles of Learning; Individual differences in Learning, Learning Curve, Learning Management System; Criteria for Method Selection; Skills of an Effective Trainer; Use of Audio-Visual Aids in Training; AI in training & development **(15 Hours)**

Unit 4:
Designing Training & Development Programme: Organization of Training and Development Programmes, Training Design, Kinds of Training and Development Programmes- Competence Based and Role-Based Training; Orientation and Socialization; Diversity Training, Choice of Training and Development Methods, Preparation of Trainers; Developing Training Materials; E-Learning Environment; Flexible Learning Modules; Self Development; Training Process Outsourcing, Evaluation of Training and Development: Meaning and Problems. **(15 Hours)**

Suggested Readings: (All latest editions to be referred)
1. Blanchard, N. P., & Thacker, J. W., Effective Training: Systems, Strategies and Practices, New York: Pearson Education.
2. Noe, R. A., & Kodwani, A. D., Employee Training and Development, New York: McGraw Hill Education.
3. Lynton, R. P., & Pareek, U., Training for Development. New Delhi: SAGE India.
4. Phillips, J. J., & Phillips, P. P.,Handbook of Training Evaluation and Measurement Methods. Houston: Gulf Publishing Co.
5. Prior, J., Handbook of Training and Development. Mumbai: Jaico Publishing House.

6. Sharma, D., & Kaushik, S., Training & Development. New Delhi: JSR Publishing House.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains Knowledge & understands the concepts of training and development.	3	2	1	2	1
CO2	Analyse the trends in employees and organization development programmes	2	3	3	3	3
CO3	Examine training needs of an individual/ employee by conducting training need analysis.	2	3	3	3	3
CO4	Evaluate and demonstrate the cost and benefits of a training and development programme.	1	3	3	3	3
AVG		**2**	**2.75**	**2.5**	**2.75**	**2.5**

Note: Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills

BBA(B&I) 211: Marketing Management

L-4, T-0 Credits -4

Course Objective: This course aims to develop students' understanding of fundamental marketing concepts, strategies, and applications, equipping them with the skills to analyze markets, design marketing mix, and adapt to emerging trends and technologies in marketing

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Explain core concepts, scope, and philosophies of marketing and the consumer decision-making process.

CO2. Analyze marketing mix decisions related to product development, branding, pricing, and lifecycle

CO3. Evaluate strategies for promotion and distribution, including the use of IMC and channel management

CO4. Examine emerging trends in marketing such as digital marketing, AI applications, and ethical issues

Course Content

Unit I

Introduction: Marketing - Meaning, Scope and Importance; Concepts, Philosophies of Marketing; Marketing Environment: Macro and Micro environmental factors. Consumer Decision Making Process; Market Segmentation- Levels and Bases of Segmenting Consumer Markets, Market Targeting- concept and criteria, Product Positioning – concept and bases.

(15 Hours)

Unit II

Marketing Mix Decision –Product and Pricing: Product Decisions: Concept and classification; Levels of Product. Product strategies; Branding decisions; New Product Development; Product life cycle; Pricing Decisions: Objectives; Factors affecting pricing; Pricing methods; Pricing strategies.

(15 Hours)

Unit III

Marketing Mix Decisions -Promotion and Distribution: Distribution Decisions: Channels of distribution- types and functions. Delivering value- factors affecting choice of distribution channel; Channel Management; Promotion Decisions: Communication process; Decision about Promotion mix tools: advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Integrated Marketing Communication approach. **(15 Hours)**

Unit IV

Introduction to Emerging Trends in Marketing: Relationship Marketing, Sustainable Marketing, Green Marketing, Social marketing, Digital Marketing, Social Media Marketing, Role of AI and Robotics in Marketing, Ethical issues in Marketing.

(15 Hours)

Note: Case Studies are to be covered relevant to the concepts.

Suggested Readings:(Latest Editions)

1. Kotler, P., Keller, K.L. , Marketing Management, Pearson Education.
2. Ramaswamy, V.S and Namakumari, S., Marketing Management: A Strategic Decision Making Approach Global Perspective Indian Context, McGraw Hill Education Company.

3. Lamb, C.W, Hair, J.F, Sharma, D. &Mc Daniel C., Marketing- A South Asian Perspective Edition, South-Western Cengage Learning.
4. Baines, P., Fill, C., Page, K., Sinha, P.K., Marketing (Asian Edition), Oxford University Press, New Delhi.
5. Walker 0. C., Mullins J. & Boyd Jr. H. W., Marketing Strategy: A Decision Focused Approach, McGraw Hill Education Company.
6. Saxena, R., Marketing Management, McGraw Hill Education Company.
7. Panda, T.K,Marketing Management-Text and Cases, Taxmann,

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO 1	PO 2	PO 3	PO 4
CO 1	Explain core concepts, scope, and philosophies of marketing and the consumer decision-making process	3	2	2	2
CO 2	Analyze marketing mix decisions related to product development, branding, pricing, and lifecycle	3	2	3	3
CO 3	Evaluate strategies for promotion and distribution, including the use of IMC and channel management	3	3	3	3
CO 4	Examine emerging trends in marketing such as digital marketing, AI applications, and ethical issues	2	2	3	3
AVG		**2.75**	**2.25**	**2.75**	**2.75**

BBA(B&I) 213: Financial Management

L-4, T-0 Credits-4

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

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Explain the fundamental concepts and objectives of financial management and identify the roles and responsibilities of a finance manager.

CO2. Apply techniques for computing the cost of capital and analyze various capital structure theories to make effective financing decisions

CO3. Evaluate investment proposals using capital budgeting methods including NPV, IRR, and risk assessment tools.

CO4. Assess dividend policies and working capital management strategies to improve organizational financial performance.

Course Contents

Unit I

Introduction: Nature, Scope, and Objectives of Financial Management-Profit Maximization, Wealth Maximization, Value Maximization-concept & implications, Economic Value Added (EVA), Market Value Added (MVA), Functions and Responsibilities of Finance Manager, Time Value of Money. **(15 Hours)**

Unit II

Cost of Capital and Finance Decision: Sources of Long-Term Financing, Components of Cost of Capital & Calculation, Cost of Equity, Cost of Retained Earnings, Cost of Debt & Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital, Capital Structure-Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). **(15 Hours)**

Unit III

Capital Budgeting: Capital Budgeting Process and Methods, Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return (ARR), Net Present Value (NPV), Internal Rate of Return (IRR) & Modified IRR, Break-Even point, Profitability Index, Capital Budgeting Under Risk & Uncertainty, Certainty Equivalent Approach, Risk-Adjusted Discount Rate Method using statistical & quantitative techniques. **(15 Hours)**

Unit IV:

Dividend Decisions and Working Capital Management: Theories for relevance and irrelevance of Dividend Decision, Walter's Model, Gordon's Model, MM Approach, Types of Dividend, Determinants of Dividend Policy, Concept of Working Capital, Operating & Cash Cycles, Risk-return trade off, Working Capital Estimation, Cash Management, Overview of Receivables Management, Factoring and Inventory Management. **(15 Hours)**

Suggested Readings: (Latest Editions)

1. Khan, M.Y, Jain P.K., Financial Management, McGraw Hill Education Company.
2. Pandey I. M., Financial Management, Vikas Publishing House.
3. Kapil, Sheeba, Financial Management, Pearson Education.

4. Chandra, Prasanna, Financial Management, McGraw Hill Education Company.
5. Maheshwari, S.N., Financial Management: Principles and Practice, Sultan Chand & Sons.
6. Tulsian, P.C., Financial Management: A self study textbook, S. Chand.

Mapping the Course Outcomes with Programme Outcomes

CO No.	Course Outcomes (COs)	PO1	PO2	PO3	PO4	PO5
CO1	Explain the fundamental concepts and objectives of financial management and identify the roles and responsibilities of a finance manager.	3	2	2	2	1
CO2	Apply techniques for computing the cost of capital and analyze various capital structure theories to make effective financing decisions.	3	3	2	3	1
CO3	Evaluate investment proposals using capital budgeting methods including NPV, IRR, and risk assessment tools.	3	3	2	3	1
CO4	Assess dividend policies and working capital management strategies to improve organizational financial performance.	3	3	2	3	2
Average	—	**3.0**	**2.75**	**2.0**	**2.75**	**1.25**

BBA(B&I) 215: Management of International Business

L-4, T-0 Credits -4

Course Objective:
The course aims to help students to understand the evolution and significance of international trade in contemporary business environment and examine various economic integration by analyzing the emerging trends in International Business

Course Outcomes:
CO1. Understand and interpret the fundamental theories of international business and trade
CO2. Examine & analyse Foreign Direct Investment and its impact on various world economy
CO3. Analyse the significance of economic Integration in International Business
CO4. Appraise and develop a comprehensive understanding of global emerging trends and stakeholder engagement

Course Contents:
Unit 1:
Introduction to International Business: Introduction to International Business Stages of Internationalization – EPRG Framework- International Trade Theories: Theories of International Trade Mercantilists, Absolute Cost and Comparative Advantage, Factor Proportions, Neo-factor Proportions Theories, Country Similarity Theory, Intra-industry Trade, Tariff and Non-Tariff Barriers in Global Businesses. **(15 Hours)**

Unit 2:
Introduction of Foreign Direct Investment: Introduction Foreign Direct Investment in the World Economy, Trends in FDI, Theories of Foreign Direct Investment, Greenfield and Brownfield FDI, Benefits and Costs of FDI, International Institutions and the Liberalization of FDI, CAGE Model. **(15 Hours)**

Unit 3:
Economic Integration
Economic indicators and their impact on international business decisions, Regional Economic Integration and Trade Blocs, Basic Principles of Multilateral Trade Negotiations, Instruments of Trade Regulation, FDA, custom union, common market economic union, Emerging Markets and Developing Economies. **(15 Hours)**

Unit 4:
Emerging Trends in International Business: International Entrepreneurship and Born Global Firms, Ethical Considerations – International CSR Frameworks, ESG investing and reporting standards, corporate responses to climate change and social justice issues Implications of Brexit on international business laws, the rise of digital platforms, and ecommerce. Re-shoring and Nearshoring Trend.
(15 Hours)

Suggested Readings: (latest editions to be referred)
1. Charles,W.L.,International Business: Competing in the Global Marketplace ,Mc Graw Hill.
2. Sharan,V.,International Business: Concept, Environment and Strategy, Pearson Education
3. Wild,J.J and Wild,K.L., International Business: The Challenges of Globalization , Pearson Education

4. Rakesh, M. J. International Business, New Delhi, Oxford University Press.
5. Aswathappa, A. ,International Business, Tata McGraw-Hill Education.
6. Daniels John, Radebaugh Lee, Sullivan Daniel, Salwan P., International Business, Pearson Education

Note: Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand and interpret the fundamental theories of international business and trade	3	3	2	2	2
CO2	Examine & analyse Foreign Direct Investment and its impact on various world economy	2	3	3	3	3
CO3	Analyse the significance of economic Integration in International Business	2	3	2	3	3
CO4	Appraise and develop a comprehensive understanding of global emerging trends and stakeholder engagement	2	3	3	3	3
AVG		**2.25**	**3**	**2.5**	**2.75**	**2.75**

BBA(B&I) 217: Foundation of Entrepreneurship and Startups

L-4, T-0 Credits -4

Course Objective: This course aims to equip students with the knowledge, skills, and mindset required to identify opportunities, launch, and manage successful entrepreneurial ventures within a dynamic startup ecosystem.

Course Outcomes:

CO1: Gains knowledge and understands fundamentals of entrepreneurship.

CO2: Exhibits professional skill & ability to identify business opportunities, conduct market research, and validate its feasibility.

CO3: Equip to apply & create comprehensive business plans and craft business models.

CO4: Gain insights into the various startup ecosystems and evaluate schemes by different institutions.

Course Content

Unit I:

Introduction to Entrepreneurship: Meaning and concept of entrepreneurship, history of entrepreneurship development, role of entrepreneurship in economic development, Myths about entrepreneurs, types of entrepreneurs. **(15 Hours)**

Unit II:

Entrepreneurial Competencies Skills: Entrepreneurial Competencies, Creative and Design Thinking, entrepreneurial decision process, entrepreneurial success stories, Women Entrepreneurship, Rural Entrepreneurship, Green Entrepreneurship: Focus on emerging trends in eco-friendly products and services, sustainability as a competitive advantage.
(15 Hours)

Unit III:

Crafting business models and business plans: Introduction to business models; Creating value propositions-conventional industry logic, value innovation logic; customer focused innovation; building and analysing business models; Business model canvas, Introduction to lean start-ups, Drafting a Business Plan, Business Pitching. **(15 Hours)**

Unit IV:

Institutions Supporting Small Business Enterprises: Central level institutions. State level institutions. Other agencies. Industry Associations. Class exercise- discussions on current government schemes supporting entrepreneurship and finding out which scheme will most suit the business plan devised by the student. **(15 Hours)**

Suggested Readings: (latest editions to be referred)

1. Kuratko, D , Hornsby J.S., New Venture Management: Entrepreneur's roadmap
2. Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.: Entrepreneurship, Tata McGraw Hill
3. Ries, Eric,The lean Start-up: How constant innovation creates radically, Penguin UK
4. S. Carter and D. Jones-Evans, Enterprise and small business- Principal Practice and Policy, Pearson Education
5. Prasad, R.C.A, Start-up sutra: what the angels won't tell you about business and life, Hachette India.

6. Charantimath, P., Entrepreneurship Development: Small Business Enterprises. Pearson

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Gains knowledge and understands fundamentals of entrepreneurship	3	2	2	2	2
CO2	Exhibits professional skill & ability to identify business opportunities, conduct market research, and validate its feasibility	2	3	3	3	3
CO3	Equip to apply & create comprehensive business plans and craft business models	3	3	3	3	3
CO4	Gain insights into the various startup ecosystems and evaluate schemes by different institutions	3	3	3	3	3
AVG		**2.75**	**2.75**	**2.75**	**2.75**	**2.75**

BBA (B&I) 219: NSS/Club activities

Credit-2

NCC/NSS/ Club Activities are offered so as to enable the students to opt for the same for ability enhancement. The student who has successfully completed the said activities shall be awarded two credits after the same is duly approved by the NSS/NCC Cell/Club Faculty Incharge.
The institute is advised to maintain the records of all students in the following format

I. Date of Activity
II. Place of Activity
III. Working Hours
IV. Details of Activity

Note:
1. For NSS/NCC, institute shall follow the guidelines as prescribed by these bodies
2. All club activities undertaken by students should be recorded w.e.f first semester with total hours of engagement of minimum 60 hours

MDC BALA 213 Popular Culture

L-2, T-1, Credits-03

Course Objective

This course will introduce students to the idea of 'popular culture'. Popular culture as a phenomenon is associated with modernity, the Industrial Revolution, and leisure time. This paper introduces students to the historicity of popular culture, and the different ways of conceptualizing said culture. It then moves towards case studies of popular culture on a global and national level. Specific examples include cinema, sports, print, and music culture.

Course Outcome

CO1 (Knowledge): Learn about the idea of 'popular culture', and its different aspects
CO2 (Understanding): Understand the historicity of popular culture
CO3 (Synthesis): The various theoretical paradigms to conceptualize popular culture, and the methodological issues in the study of popular culture
CO4 (Application): Focus on specific aspects of popular culture (theatre, dance, food, cinema, etc.); field visit and report about it

Course Content

Unit-I: Popular Culture (10 Hours)

a. Defining popular culture: folk culture, mass culture, difference from elite culture.
b. History of popular culture in different cultural contexts: Europe and India.
c. Theories of Popular Culture – Frankfurt School, Antonio Gramsci, Walter Benjamin, Structuralism, Raymond Williams, Stuart Hall and Pierre Bourdieu.

Unit-II: Popular Culture in Global Context (12 Hours)

a. Mass culture and global capitalism
b. Cinema – Hollywood, national cinemas (case studies of a specific genre or theme)
c. Sports – a case study of football

Unit-III: Popular Culture in India (13 Hours)

a. Cinema – as counterculture to colonialism, historical-cultural shifts, social concerns, etc.
b. Advertising – from dirigiste to neoliberal times
c. Cricket – appropriation of a colonial sport

Unit-IV: Print Culture and Music Industry (10 Hours)

a. Emergence of print culture in colonial India; Urdu and Hindi print cultures in Delhi and Benares in the nineteenth centuries; nationalist concerns in the twentieth century
b. Gita Press Gorakhpur – a case study
c. Cassette culture to YouTube – the story of a transition

Text Books

1. Storey, John, Cultural Theory and Popular Culture: An Introduction, Routledge, 2021.
2. Burke, Peter, "The 'Discovery of Popular Culture." People's History and Socialist Theory, ed. Raphael Samuel: 216, 2016.
3. Hall, Stuart, "Popular Culture, Politics and History", Cultural Studies 32, no. 6 (2018): 929- 952, 2018.
4. Hobsbawm, Eric, Fractured Times: Culture and Society in the Twentieth Century, The New Press, 2014.

Recommended Readings

1. Guha, R, 'Cricket and Politics in Colonial India', Past & Present, (161), 155-190. 1998.
2. Nandy, A., The Tao of Cricket: On Games of Destiny and the Destiny of Games, Oxford University Press, 2000.
3. Orsini, Francesca, Before the Divide: Hindi and Urdu Literary Culture, Orient Blackswan. 2011.
4. Mukul, A, Gita Press and the Making of Hindu India, HarperCollins, 2015.
5. Miller, T. (ed.), The Routledge Companion to Global Popular Culture, Routledge, 2014.
6. Cook, Pam (ed.), The Cinema Book, British Film Institute, 2007.
7. Baker, W. J., "The Making of a Working-class Football Culture in Victorian England". Journal of Social History, 13(2), 241-251. 1979.
8. Purohit, Kunal, H-Pop, The Secretive World of Hindutva Pop Stars, HarperCollins, 2023.
9. Manuel, Peter, Cassette Culture: Popular Music and Technology in North India, University of Chicago

MDC BALA -215: Human Rights

Credits-03

Course Objective

This course aims to introduce the concept of human rights, respect of human life and dignity. It will train students on the different international institutional and legal mechanisms overlooking the preservation of human rights.

Course Outcome

CO1. (Knowledge): The students will have the ability to understand and conceptualise human rights, the different types of human rights in international politics.

CO2. (Understanding): The students will have a foundational understanding of human rights and the different safeguards at the international and regional level.

CO3. (Synthesis): The students will be familiarised with the empirical and analytical tools to understand the various international legal mechanisms and the institutions and the ways in which they prescribe measures to safeguard human rights.

CO4. (Application): The students will be trained with the knowledge of various international and regional mechanisms that promote and seek to safeguard human rights.

Course Content

Unit I:

Human Rights: Historical Foundation and Conceptualisation

a. Philosophical and Historical Foundation of Human rights
b. Three Generations of Rights
c. The Concept of Human Rights
d. Rule of Law and Human Rights **(8 Hours)**

Unit II:

Evolution of Human Rights in the UN System

a. UN Charter and the development of human rights Provisions of the Charter
b. Universal Declaration of Human Rights, 1948
c. International Covenant on Civil and Political Rights 1966 and International Covenant on Economic, Social and Cultural Rights 1966.
d. UN System and Human Rights **(12 Hours)**

Unit III:

Promoting Human Rights: Actors and Institutions

a. UN bodies and promotion of Human Rights: Actor, Institutions and Commissions for Vulnerable groups- Women, Child, Disabled and Minorities
b. UN and Various Agencies: Intergovernmental (IGOs) and Non-Governmental Organizations (INGOs) **(12 Hours)**

Unit IV:

Regional Protection of Human Right: Instruments and Mechanisms

European Convention on the Protection of Human Rights 1950 and institutions

a. Latin American standards and mechanisms for protection of human rights
b. African standards and mechanisms for protection of human rights
c. ASEAN Declaration of Human Rights **(13 Hours)**

Text Books

1. Aggarwal, H.O. A Concise Book on International Law and Human Rights. 2023.
2. "Human Rights: A Basic Handbook for UN Staffs." Available at: https://www.ohchr.org/sites/default/files/Documents/Publications/HRhandbooken.pdf.
3. Shelton, Dinah (ed.). The Oxford Handbook of International Human Rights Law. 2013.
4. Sinha, Manoj Kumar. Handbook of Legal Instruments on International Human Rights and Refugee Laws. 2014.

Recommended Readings

1. Alston, Phillip (ed.). The United Nations and Human Rights: A Critical Appraisal. Oxford: Clarendon Press, 1992.
2. Brysk, Alison (ed.). Globalization and Human Rights. Berkeley: University of California Press, 2005.
3. Donnelly, Jack. Universal Human Rights in Theory and Practice. New Delhi: Manas Publication, 2005.
4. "Human Rights and Globalization: Is the Shrinking World Expanding Rights?" by Zehra F. Kabasakal Arat. Human Rights & Human Welfare 5, no. 1 (2005). Available at: https://digitalcommons.du.edu/hrhw/vol5/iss1/30.
5. Kumar, Vijay. Human Rights Dimensions and Issues. New Delhi: Anmol Publications, 2003.
6. Nickel, James. Making Sense of Human Rights. 2nd ed. Oxford: Blackwell, 2007.
7. Raphdel, D.D. Political Theory and the Rights of Man. London: Macmillan, 1967.
8. Silverburg, Sanford R. International Law: Contemporary Issues and Future Developments. Oxford: OUP, Clarendon, 2007.
9. "International Covenant on Civil and Political Rights" (ICCPR) by the United Nations (1966). Available at:https://www.ohchr.org/sites/default/files/Documents/ProfessionalInterest/ccpr.pdf.
10. "International Covenant on Economic, Social and Cultural Rights" (ICESCR) by the United Nations (1966). Available at:https://www.ohchr.org/en/instrumentsmechanisms/instruments/international-covenant-economic-social-and-cultural-rights.
11. "Universal Declaration of Human Rights" (UDHR) by the United Nations. Available at:https://www.un.org/en/about-us/universal-declaration-of-human-rights.

MDC BALA 217 Society and Humor

L-2, T-1, Credits-03

Course Objective

This interdisciplinary course delves into the intricate relationship between society and humor, examining how laughter shapes and reflects various aspects of human interaction, culture, and identity. Through theoretical exploration, case studies, and practical exercises, students will gain insights into the role of humor in shaping social norms, power dynamics, and collective identities. The course aims to foster critical thinking and sociological understanding, enabling students to appreciate the multifaceted nature of humor within different social contexts.

Course Outcome

After completing this course, Students will be able to:

CO1 (Knowledge): Acquire a comprehensive understanding of the multifaceted nature of humor in society, including its philosophical foundations, various forms, and cultural manifestations.

CO2 (Understanding): Interpret and analyze how humor functions as a mechanism for social critique, resistance, and identity expression within diverse cultural and political landscapes

CO3 (Synthesis): Synthesize knowledge from different disciplinary perspectives to critically evaluate the complex relationship between humor, culture, and society.

CO4 (Application): Apply theoretical frameworks and analytical tools to analyze real-world examples of humour in literature, popular culture, and digital media, with a focus on the Indian context.

Course Content

Unit I: Unboxing the concept: Making Fun and Laughter **(12 Hours)**

a. Philosophy of Humour
b. Varieties of Humour: Jokes, Slapstick, Deadpan, Satire, Roast, Dark Humour, etc.
c. Styles of Humour: Affiliative, Self -Enhancing, Self-defeating, Aggressive
d. Theories (and functions) of Humour

Unit II: Humour, Culture, and Identity **(10 Hours)**

a. Humour in Literature
b. Cross Cultural Perspectives on Humour
c. Humour and Identity
d. Humour in the digital age: Memes, reels, GIFs, etc in Internet culture

Unit III: Humour, Power, and Social Hierarchies **(10 Hours)**

a. Subversive Humour: Speaking Truth to Power
b. Disparaging Humour: “It’s [Not] just a Joke!”
c. Ethics of Humour
d. Humour in social movements and collective action

Unit IV: Humour in the Indian Context **(13 Hours)**

a. Tradition of Humour in India
b. Humour in Literature (Stories of Harishankar Parsai and Premchand)
c. Humour in Cinema, Standup comedies, Sitcoms and plays

Text Books

1. Billig, Michael. 2005. Laughter and Ridicule: Towards a Social Critique of Humour. Sage. London
2. Siegel, Lee. 1989. Laughing Matters: Comic Tradition in India. Motilal Banarsidas. Delhi
3. Goldstein, Jeffrey H; McGhee, Paul E. 1983. Handbook of Humor Research: Vol. 2. Springer-Verlag. New York
4. Peter L. Berger. 1997. Redeeming Laughter: The Comic Dimension of Human Experience. Penguin. Berlin.

Recommended Readings

1. Meyer, J. C. 2000. Humor as a Double-Edged Sword: Four Functions of Humor in Communication. Communication Theory, 10(3), 310–331
2. Morreall, John, "Philosophy of Humor", The Stanford Encyclopaedia of Philosophy (2023 Edition), Edward N. Zalta & Uri Nodelman (eds.). https://plato.stanford.edu/archives/sum2023/entries/humor/
3. Dadlez, E.M. 2011. 'Truly Funny: Humour, Irony, and Satire as Moral Criticism'. The Journal of Aesthetic Education Vol. 45, No. 1. pp. 1-17.
4. Zekavat, Massih. 2017. Satire, Humor and the Construction of Identities. John Benjamins Publishing Company. Philadelphia
5. Triezenberg, Katrina E. "Humor in Literature" in Raskin, Victor (Eds.). 2008. The Primer of Humor Research. De Gruyter. Berlin.
6. Mintz, Lawrence E. "Humor and popular culture" in Raskin, Victor (Eds.). 2008. The Primer of Humor Research. De Gruyter. Berlin.
7. Harshvardhan, Vignesh; Wilson D, David; Kumar, Mallika Vijaya. 2019. "Humour Discourse in Internet Memes: An Aid in ESL Classrooms", In Asia Pacific Media Educator 29(1) 41–53
8. Speier, Hans. 1998. "Wit and Politics: An Essay on Laughter and Powers", American Journal of Sociology Vol. 103, No. 5. pp. 1352-1401
9. Goldstein, Jeffrey H; McGhee, Paul E. 1983. Handbook of Humor Research: Vol. 1. Springer-Verlag. New York. (Chapter, 5)
10. Mintz, Lawrence E. 1985. Stand-up Comedy as Social and Cultural Mediation. American Quarterly Vol. 37, No. 1. pp. 71-80.
11. Koziski, Stephanie. 1984. 'The Standup Comedian as Anthropologist: Intentional Culture Critics'. The Journal of Popular Culture. Volume18, Issue 2. pp 57-76
12. Shivaprasad, Madhavi. 2023. "Mediatisation, digital spaces, and live performance: Understanding Indian stand-up comedy and evolving performance landscapes". In Convergence: The International Journal of Research into New Media Technologies. Volume 29, Issue 6.

MDC BAENG 211 Popular Fiction

L-2, T-1, Credits-03

Course Objectives:
To introduce students to popular culture, different forms of popular fiction, and theoretical discourses, debates surrounding popular fiction and their relevance in society.

Course Outcomes: After the completion of the course, students will
CO1 (Knowledge): know about different genre of popular fiction and their form;
CO2 (Understanding): understand the relationship between popular fiction and society and relevance of popular fiction in the society;
CO3 (Communication): be able to discuss popular fiction in relation to society and history;
CO4 (Research): understand popular fiction and cultural studies better, which would help them explore new areas of research.

Course Content: **(45 Hours)**
Unit- I: Arthur Conan Doyle: *Sherlock Holmes - The Hound of the Baskervilles*
Unit-II: J K Rowling: *Harry Potter*
Unit-III: Nicholas Spark: *The Note Book*
Unit-IV: Agatha Christie: *Murder on the Orient Express*

Recommended Readings:
1. Ashley, Bob. The Study of Popular Fiction. University of Pennsylvania Press, 1989.
2. Srivastava, Prem Kumari and Mona Sinha. Indian Popular Fiction: New Genres, Novel Spaces. Routledge, India.
3. Fiske, John. Understanding Popular Culture. Routledge, 2010.
4. Glover, David and Scott McCracken, eds. The Cambridge Companion to Popular Fiction Cambridge UP, 2012.
5. Nash, Walter. Language in Popular Culture. Routledge, 2021.

Examination Scheme:
1. There will be **five** questions in total with internal choice. Each question will carry **12 marks.**
2. Question no. 1 will have 4 short notes based on the prescribed texts. Students will be required to attempt any 3. Each short note will carry 4 marks.
3. Question no. 2 to 5 will be essay type questions testing students understanding of the prescribed texts.

In question no. 2 to 5, there will be one question from each unit with internal choice.

MDC BAECO 213 Stock Market and Investment Planning (NUES)

L-2, T-1, Credits-03

Course Objectives: The course aims to introduce the students to the basic functioning of Indian Stock market and familiarise them with various investment options and investor rights.

Course Outcomes

CO1: To introduce students to stock markets and basics of investment
CO2: To give students an insight into income stream evaluation
CO3: To familiarize students with equity valuation concepts and procedure
CO4: To equip students with grievance redressal mechanism and make them aware of investor rights

Course Content

Unit I: Introduction to Stock markets and Investment (10 Hours)

The Investment Decision Process – Types of Investments: Commodities, Real Estate and Financial Assets – Indian Securities Market – Market Participants – Trading of Securities – Security Market Indices – Sources of Financial Information – Return and Risk: Concept, Calculation – Trade-off between Return and Risk – Impact of Taxes and Inflation on Returns

Unit II: Valuation of Fixed income securities (12 Hours)

Fundamentals of Investment Bonds – Estimating Bond Yields – Bond Valuation – Default Risk and Credit Rating

Unit III: Equity Analysis and Valuation (13 Hours)

Fundamental Analysis of Securities – Technical Analysis of Securities – Efficient Market Hypothesis – Valuation of Equity Shares: Dividend Capitalisation Models and Price Earnings Approach

Unit IV: Investor Protection (10 Hours)

SEBI & Role of Stock Exchange in Investor Protection – Investor Grievances and Redressal System – Insider Trading – Investor Awareness

Recommended Readings

1. Tripathi, V. Fundamentals of Investment. Taxmann Publication, New Delhi.
2. Avadhani, V. A. Investment Management. Himalaya Publishing House Pvt. Ltd., Mumbai.
3. Chandra, P. Investment Game: How to Win. Tata McGraw Hill Education, New Delhi.
4. Milling, B. E. The Basics of Finance: Financial Tools for Non-Financial Managers. Universe Company, Indiana,
5. Zokaityte, A. Financial Literacy Education. Palgrave Macmillan, London.
6. Indian Institute of Banking & Finance. Introduction to Financial Planning. Taxmann Publication, New Delhi.
7. Pandit, A. The Only Financial Planning Book that You Will Ever Need. Network 18 Publications Ltd., Mumbai.
8. Sinha, M. Financial Planning: A Ready Reckoner. McGraw Hill Education, New York.
9. Mittra, S., Rai, S. K., Sahu, A. P., & Starn, H. J. (2020). Financial Planning. Sage Publications India Pvt. Ltd., New Delhi.
10. Kothari, R. (2010). Financial Services in India-Concept and Application. Sage Publications India Pvt. Ltd., New Delhi.

MDC BSCES 207 Introduction to Corporate Social Responsibility

L-3, T-0, Credits-03

Course Objectives

CO1 To introduce the students about the basic concept of Corporate Social Responsibilities
CO2 To impart knowledge on various provisions of Companies Act 2013 related to CSR in India and highlight the significance of CSR
CO3 To introduce the students about the acclivities taken up under CSR in India
CO4 To discuss few CSR cases by corporate industries

Course Content

Unit-I: Meaning and Definition- History of CSR - Concepts of Charity, Corporate philanthropy-Sustainability and Stakeholder Management through triple bottom line. Sustainable Business-relation between CSR and Corporate governance -Environmental aspect of CSR, Chronological evolution of CSR Initiatives in India. **(15 Hours)**

Unit- II Types of activities undertaken by the corporate under CSR. Stake holders of CSR schemes. Sustainable Development Goals- Relationship between CSR Section 135 of Companies Act 2013.Scope for CSR Activities under Schedule VII- Appointment of Independent Directors on the Board. **(15 Hours)**

Unit-III Role of Public Sector in Corporate, government programs- Nonprofit and Local Self Governance in implementing CSR. Current trends and opportunities in CSR. Case studies of successful corporate initiatives and challenges of CSR. Differences between Environmental, social and Governance (ESG) and CSR. Roles and responsibilities of corporate foundations.

(15 Hours)

Course Expected Outcomes

CEO1 The course will provide clear understanding about CSR and its purposes
CEO2 Students will be able to understand the opportunities and constraints of CSR
CEO3 Students will be able to acquire knowledge about various activities companies undertaken in their CSR scheme for common people
CEO3 Students will also understand about different corporate organizations

Suggested Readings and References

1. Suzanne Benn and Dianne Bolton 2010 Key Concepts in Corporate Social Responsibility, SAGE Publications Ltd
2. William B. Werther Jr. and David Chandler (2011) Strategic Corporate Social Responsibility: Stakeholders in a Global Environment, Second Edition, Sage Publications
3. Sanjay K Agarwal (2008) Corporate Social Responsibility in India, Sage Publications,
4. Mark S. Schwartz (2011) Corporate Social Responsibility: An Ethical Approach, Broadview Press,
5. George Pohle and Jeff Hittner (2008) Attaining Sustainable Growth through Corporate Social Responsibility, IBA Global Business Services.

MDC BSID 201 Machine Learning

L-2, P-1, Credits 3

CO: Course Objective

CO1: To introduce various types of data and their sources
CO2: To analyse the data with models
CO3: To understand basic concepts of data sets for creation and rectification

Course Content:

Unit 1: Introduction: Basic definitions, Hypothesis space and inductive bias, Bayes optimal classifier and Bayes error, Occam's razor, Curse of dimensionality, dimensionality reduction, feature scaling, feature selection methods. **(10 Hours)**

Unit 2: Regression: Linear regression with one variable, linear regression with multiple variables, gradient descent, logistic regression, over-fitting, regularization. performance evaluation metrics, validation methods. **(10 Hours)**

Unit 3 Classification: Decision trees, Naive Bayes classifier, k-nearest neighbor classifier, perceptron, multilayer perceptron, neural networks, back-propagation algorithm, Support Vector Machine (SVM), Kernel functions. **(13 Hours)**

Unit 4 Clustering: Approaches for clustering, distance metrics, K-means clustering, expectation maximization, hierarchical clustering, performance evaluation metrics, validation methods. **(12 Hours)**

COE: Course Expected Outcomes

COE1: Understand the basic concepts of data sciences
COE2: Enhance the mathematical logical skills by learning different techniques.
COE3: Understand the techniques in solving problems for regression
COE4: To provide reasoning and arguments to justify conclusions

References

1. Flach, P. (2015). Machine Learning: The Art and Science of Algorithms that Make Sense of Data. Cambridge University Press.
2. Mitchell, T.M. (2017). Machine Learning. McGraw Hill Education.

Additional References:

1. Christopher & Bishop, M. (2016). Pattern Recognition and Machine Learning. New York: Springer-Verlag
2. Haykins, S.O. (2010). Neural Networks and Learning Machines. 3rd edition. PHI.

SEMESTER -IV

BBA(B&I) 202: Business Environment and Law

L-4, T-0 Credits -4

Course Objective: The objective of the course is to impart understanding of legal environment of business and familiarize with legal agreements to understand the process of establishing legal relationships

Course Outcomes:

CO1. Understand the concept and importance of the business environment, including economic, socio-cultural, and political factors, and their impact on business.

CO2. Analyze government policies, business laws, and their effects on business operations and compliance.

CO3. Evaluate core business laws like contracts, companies, and labor laws, and their implications for business.

CO4. Develop strategies for addressing emerging laws like consumer protection, digital contracts, and environmental regulations.

Course Content:

Unit 1:

Business Environment : Introduction to Business Environment:Concept, Scope, and Importance, Components: Internal and External Environment,Economic Environment: Economic Systems: Capitalism, Socialism, Mixed Economy, Role of Government in Business, Economic Reforms: Liberalization, Privatization, and Globalization (LPG); Socio-Cultural Environment: Impact of Culture on Business, Corporate Social Responsibility (CSR); **Concepts of Macro Economics and National Income Determination: Definitions, Importance,** Limitations of Macro-Economics, Macro-Economic Variables, circular flow in 2,3,4 sector and multiplier in 2,3,4 sector.

National Income: Concepts, Definition, Methods of Measurement, National Income in India, Problems in Measurement of National Income & Precautions in Estimation of National Income.

(15 Hours)

Unit 2:

Political and Legal Environment: Political Environment: Political Systems and their Impact on Business, Government Policies and Business Strategies; Legal Environment: Introduction to Business Laws, Importance of Legal Compliance, Impact of Laws on Business Operations

(10 Hours)

Unit 3:

Core Business Laws: The Indian Contract Act, 1872: Essentials of a Valid Contract, Types of Contracts, Breach of Contract and Remedies; The Companies Act, 2013: Types of Companies, Formation, Management, and Winding Up; The Sale of Goods Act, 1930: Essentials of a Contract of Sale, Conditions and Warranties, Transfer of Ownership; Labour Laws: The Industrial Disputes Act, 1947, The Factories Act, 1948, The Minimum Wages Act, 1948 **(20 Hours)**

Unit 4:

Emerging Business Laws and Consumer Protection: Consumer Protection Act, 2019:Consumer Rights and Responsibilities, Grievance Redressal Mechanisms; Information Technology Act, 2000: Digital Contracts, Cybersecurity and Penalties; Environmental Laws:The Environment Protection Act, 1986, Corporate Responsibility for Environmental Protection **(15 Hours)**

Note: Case Studies are to be covered relevant to the concepts to enhance critical thinking and ethical practices.

Suggested Readings: (latest editions to be referred)

1. Cherunilam, F. Business environment and law. Mumbai: Himalaya Publishing House.
2. Pathak, A. Legal aspects of business, New Delhi: McGraw Hill Education.
3. Kuchhal, M. C. Mercantile law, New Delhi: Vikas Publishing House.
4. Jain, S. P., & Narang, K. L, Industrial and labour laws, New Delhi: Dhanpat Rai & Co.
5. Singh, A, The Consumer Protection Act, 2019: An insight. Lucknow: Eastern Book Company.
6. Divan, S., & Rosencranz, A., Environmental law and policy in India, New Delhi: Oxford University Press.

Mapping the Course Outcomes with Programme Outcomes:

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Understand the concept and importance of the business environment, including economic, socio-cultural, and political factors, and their impact on business.	3	1	2	2	1
CO2	Analyze government policies, business laws, and their effects on business operations and compliance.	2	3	3	2	1
CO3	Evaluate core business laws like contracts, companies, and labor laws, and their implications for business.	2	3	2	2	3
CO4	Develop strategies for addressing emerging laws like consumer protection, digital contracts, and environmental regulations.	1	3	3	3	3
AVG		**2**	**3**	**2.5**	**2.25**	**2**

BBA(B&I) 204: Corporate Accounting

L-4, T-0 Credits -4

Course Objective:
The course aims to help Students to acquire conceptual knowledge of corporate accounting system and to learn the techniques of preparing the financial statements of companies

Course Outcomes: Upon completion of this course, students will be able to:
CO1. Account for equity and debt capital of a company.
CO2. Prepare financial statements (Profit & Loss Account, Balance Sheet, etc.) using software.
CO3. Analyze revisions in the balance sheet after Internal Reconstruction of company.
CO4. Develop proficiency in the process of e-filing of annual reports of companies.

Unit I Accounting for Share Capital & Debentures: Accounting for Equity and Debt Capital – call money, premium, discount, forfeiture, surrender, redemption, advance and arrears. Issue and Pro-rata allotment of shares; concept & process of book building; Issue of rights and bonus shares; ESOPs and Buy Back of shares; Issue and Redemption of preference shares and Debentures. (In reference to Relevant Accounting Standards (AS and Ind AS) and Guidance Notes as applicable.) Accounting treatment for alteration of share capital and reduction of the share capital; Preparation of balance sheet after Internal Reconstruction. Profit or loss Prior to Incorporation: Meaning of profit or loss prior to incorporation; accounting treatment of profit or loss prior to incorporation. valuation of Goodwill and Share. **(14 Hours)**

Unit II
Preparation of Financial Statements of Companies including one Person Company: Preparation of financial statements of corporate entities including one Person Company (excluding calculation of managerial remuneration) as per Division I and II of Schedule III of the Companies Act 2013; Preparation of Statement of Profit and Loss, Balance Sheet and Cash flow Statement of corporate entities manually and using appropriate software. (In reference to Relevant Accounting Standards, AS and Ind AS, as applicable.) Accounts of Holding Companies/Parent Companies. Preparation of consolidated balance sheet with one subsidiary company. Relevant provisions of Accounting Standard 21 (ICAI) **(16 Hours)**

Unit III
Amalgamation of Companies: Concepts Amalgamation and Business Combination of companies; Consideration / purchase price for amalgamation/ business combination; accounting entries for amalgamation/business combination; preparation of amalgamated balance sheet (excluding inter-company holdings) applying AS 14/Ind AS103. **(14 Hours)**

Unit IV:
Corporate Financial Reporting: Meaning, need and objectives; Constituents of Annual Report and how it is different from financial statements; Contents of annual report; mandatory and voluntary disclosures through annual report. Contents of the Report of the Board of Directors; E-filing of annual reports of companies and XBRL Filing with specific practical exercises; **(16 Hours)**

Note: Any revision of relevant Accounting Standards/Indian Accounting Standards, which are covered above would become applicable.

Suggested Readings (Latest Editions):

1. Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. Corporate Accounting. New Delhi: Vikas Publishing House.
2. Jain, S. P., & Narang, K. L. Corporate Accounting. New Delhi: Kalyani Publishers
3.Tulsian, P. C., & Tulsian, B. Corporate Accounting. S. New Delhi: Chand Publishing.
4. Monga, J. R. Fundamentals of Corporate Accounting. New Delhi: Mayur Paperbacks.
5. Shukla, M. C., Grewal, T. S., & Gupta, S. C. Advanced Accounts. Vol.-II. New Delhi: S. Chand Publishing.
6. Sehgal, A. Fundamentals of Corporate Accounting. New Delhi: Taxmann Publication

Mapping the Course Outcomes with Programme Outcomes

	Program level Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	Account for equity and debt capital of a company	3	3	1	2	1
CO2	Prepare financial statements (P&L Account, Balance Sheet, etc.) using software	3	3	1	3	1
CO3	Analyze revisions in the balance sheet after Internal Reconstruction of company	3	3	2	2	1
CO4	Develop proficiency in the process of e-filing of annual reports of companies	2	3	1	3	1
AVG		**2.75**	**3.00**	**1.25**	**2.50**	**1.00**

Note: Latest editions of the books must be used

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

i. Evaluate the details and disclosures made in the prospectus issued by reputed Companies
ii. Examine the annual reports of an organization to check the compliance with the applicable accounting standards (AS and Ind AS).
iii. Prepare financial statements using a set of transactions through a software.
iv. Analyze the mandatory and voluntary disclosures made in the annual reports of reputed Companies.

BBA(B&I) 206: Business Analytics

L-4, T-0 Credits -4

Course Objective: The course aims to impart understanding of business analytics which include the use of data, statistical and quantitative analysis, descriptive and predictive models.

Course Outcomes:

CO1. Gains knowledge and understands the concept of business analytics, its application in data warehousing with the aid of various techniques

CO2. Appreciate the relevance of data warehousing & data mining w.r.t various industrial sectors

CO3. Analyze data and interpret the results based on different data modelling & analytical tools.

CO4. Visualize data using different tools and techniques

Course Contents

Unit I

Introduction: Concept, Evolution of Business Analytics, Analytics Process, Overview of Data Analysis, Data Scientists Vs Data Engineer Vs Business Data Analyst, Roles and Responsibilities, Business Analytics in Practice, Career in Business Analytics, Types of analytics, Introduction to Business Analytical tools. **(16 Hours)**

Unit II

Data Visualization & Pre-processing- Data Pre-processing, Data Visualization Tools & Techniques – Tables, Cross Tabulations, Charts, Data Modeling-Concept, Role and Techniques

(16 Hours)

Unit III

Types of Analytics: Descriptive: Central Tendency, Mean, Median, Mode, Standard Deviation, variance, Predictive – Linear Regression, Multivariate regression

(14 Hours)

Unit IV

Data Warehousing and Data Mining: Concept of Data Warehousing, ETL, Star Schema, Introduction to Data Mining, The origins of Data Mining, Data Mining Tasks. Application and Trends in Data Mining, Data Mining for Retail Industry, Health Industry, Insurance and Telecommunication Sector

(14 Hours)

Note: Hands on skills to be imparted based on

1. Data visualization techniques using Ms.Excel/R/Python
2. Creating, interpreting and analysing data using Tableau dashboard/ Python

Suggested Readings: (All latest editions to be referred)

1. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams, Essentials of Business Analytics, Cengage Learning.
2. Albright Winston, , Business Analytics- Data Analysis-Data Analysis and Decision Making, Cengage Learning.
3. Sahil Raj, Business Analytics, Cengage Learning.

4. Prasad. R. N and Acharya S. Fundamentals of Business Analytics, Wiley India.
5. .Banerjee T, Business Analytics: Text and Cases, Sage Text Publishing
6. Arben , A.,Business Analytics with Management Science Models and Methods, Pearson

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Gains knowledge and understands the concept of business analytics, its application in data warehousing with the aid of various techniques	3	3	2	3	2
CO2	Appreciate the relevance of data warehousing & data mining w.r.t various industrial sectors	3	3	3	3	3
CO3	Analyze data and interpret the results based on different data modelling & analytical tools	1	3	2	3	3
CO4	Visualize data using different tools and techniques	2	3	2	3	3
AVG		**2.25**	**3**	**2.25**	**3**	**2.75**

Note: Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills.

BBA(B&I) -208: MOOC

Credits-2

To remove rigid boundaries and facilitate new possibilities for learners in education system, study webs of active learning for young aspiring minds is India's Nation Massive Open Online Course (MOOC) platform. Massive Open Online Courses (MOOCs) are free online courses which are designed to achieve the three cardinal principles of India's education policy: Access, Equity and Quality. MOOCs provide an affordable and flexible way to learn new skills, career development, changing careers, supplemental learning, lifelong learning, corporate eLearning & and deliver quality educational experiences at scale and more.

A student will have the option to earn 2 credits by completing quality –assured MOOC programme of at least 8 weeks offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time. Completion certificate followed by assignment and exams of opted MOOC should be submitted to respective institute for earning the course credit, i.e. 2.

For August session, tentative list of programmes will be available on the platform from May- August and for January session, tentative list of programmes will be available on the platform from October to January.

BBA(B&I) 210: Practice of Life and General Insurance

L-4, T-0 Credits -4

Course Objective: The course aims to impart the students an understanding of the various products of Life and General Insurance.

Course Outcomes:

CO1. Gains knowledge and understands conceptual framework of Insurance and its role in economic development

CO2. Analyze different types of insurance, evaluates various group insurance schemes and their applications

CO3. Evaluate different non-life insurance products and their market agreements and specialized insurance types relevant to various sectors

CO4. Assess the impact of major insurance regulations on the industry and analyze the processes involved in loss, claims, no-claims etc

Course contents

Unit I

Life Insurance: Conceptual Framework, Importance of Life Insurance, The Insurance Market, Classes of Insurance, Importance of Insurance Industry, Insurance Products, Insurance Contract, Hedge Against Personal Risk (s), Alternative to Investment Products, Pension Plans, Investment Plans Insurance Products, Collateral Security in the Rising Hire-Purchase Market Scenario. LIC Act 1956, Insurance Ombudsman, Insurance Products, Role of Insurance in Economic Development.

(14 Hours)

Unit II

Group Health Insurance and Special Purpose Schemes. Group Insurance Characteristic; Difference between Individual and Group Insurance; Group Insurance: Introduction, Meaning of Group Insurance, Types of Group Insurance Schemes, Group Gratuity Schemes, Ways To Meeting Gratuity Liability, Group Superannuation Scheme, Group Leave Encashment Scheme (GLES), **Other Group Schemes:** Social Security Schemes., GI Schemes in India. **Other Special Need Plans:** Industrial Life Insurance, Married Women‘s Property (MWP) Act Policies, Key Man Insurance, Plans Covering Handicapped; **Health Products:** Types of Products, Indemnity, Fixed Benefits, ULIPS, Pure Health Covers; **Linked Insurance Plans:** What Is Linked Policy, Equity Funds, Debt Funds, Money Market Funds, Liquid Funds, Balanced Funds, Flexibility, Top-Up-Premium Holiday, Net Assets Value (NAV), Annuities and Pensions, IRDA Guidelines.

(16 Hours)

Unit III

Non-Life Insurance & its Products: Non-Life Insurance: Market Agreements, Cover Notes, Certificates of Insurance, Open Policy, Floater, Excess, Franchise, Claims, Salvage, Coinsurance; Bonus, Malus, Replacement, Valued Policy, Agreed Value, Full Value, First Loss, Increased Value, Insurance Time or Institute Cargo Clauses, Solatium Fund, Hit and Run Cases, Arbitration. **Non-Life Insurance Products:**Fire, Marine, Property, Vehicle, Theft, Aviation, Finished Goods, Goods in Transit, Technology, Political, Currency Risks, Construction Industry, Composite Insurance, Insurance Products Pertaining to Rural Market. **(16 Hours)**

Unit IV

Insurance Regulations & Loss: Regulations: The Insurance Act(1938), Insurance Regulatory and Development Act(1999), Life Insurance Corporation Act(1956), General Insurance Business (Nationalization) Act(1972), Consumer Protection Act(1986) (COPA), Income Tax Act; The Insurance Customer(overview); **Loss:** Total Loss, Actual or Constructive Loss. Loss Survey, Loss Assessment, Investigation and Claim Settlement, No Claim Bonus and Renewal of Policy.

(14 Hours)

Suggested Readings (Latest Editions):

1. Singh and Dutta, Commercial Bank Management, McGraw Hill Education Company.
2. Institute of Banking and Finance, Theory & Practice of Treasury and Risk Management in Banks, Taxman Publications Pvt. Ltd.
3. Shetty, M. S., Banking in India, Atlantic Publisher.
4. Singh, Commercial Bank Management, McGraw Hill Education

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Gains knowledge and understands conceptual framework of Insurance and its role in economic development	3	1	2	1	1
CO2	Analyze different types of insurance, evaluates various group insurance schemes and their applications	2	2	3	2	2
CO3	Evaluate different non-life insurance products and their market agreements and specialized insurance types relevant to various sectors	1	3	3	3	2
CO4	Assess the impact of major insurance regulations on the industry and analyze the processes involved in loss, claims, no-claims etc	1	3	3	3	2
AVG		**1.75**	**2.25**	**2.75**	**2.25**	**1.75**

BBA (B&I) 212: Talent Management

L-4, T-0 Credits -4

Course Objective:
To equip students with the knowledge and skills necessary to attract, acquire, and retain talent within organizations.

Course Outcomes:
CO1. Understanding Talent Management Fundamentals
CO2. Developing Effective Talent acquisition strategies
CO3. Implementing Competency-Based Talent Management Practices
CO4. Evaluate the dynamics of succession planning, reward and potential management

Course Content
Unit-1
Introduction to Talent Management and Acquisition strategies: Overview of Talent Management and Factors affecting Talent Management context globally; Need and Type of Talent, Four components of Talent Management; Creating a culture for Talent Management. Difference between Recruitment and Talent Acquisition; Contemporary strategies in acquiring talent-Skilling, Upskilling & Reskilling; Competing value Proposition and role of Employer Branding in Talent Acquisition; Onboarding new Hires and socializing challenges. **(15 Hours)**

Unit 2
Talent acquisition and role of Assessment centers: Concept of Assessment centers; Definition and meaning of assessment centers; Use and Benefit of Assessment centers; Outsourcing and use of technology in Assessment centers; Training Assessors, Resources required, Validity and reliability of Assessment centers, Disadvantages of Assessment center; When to use and not to use Assessment centers; Assessing and developing competencies; Competency Mapping, at Individual and task level; Use of Competency Framework for developing Talent**.** **(15 Hours)**

Unit 3
Career Management and Succession Planning: Fundamentals of Career Planning, trends and Best Practices; Models of career Planning; Succession Planning Process and Issues; Challenges pertaining to Succession Planning; Managing Performance and Potential of Key talent, Managing Potential of Key talent. **(15 Hours)**

Unit 4
Emerging trends in Talent Acquisition and Management: Mentoring High Potential talent; Process of effective Mentoring; Gender Differences in Mentoring Process; Managing the Reward and Benefits for Talent, building in customized talent reward strategy for retaining talent; Ethics of Managing Talent; Talent and technology trends.
(15 Hours)

Suggested Reading:
1. Roy .A B.and Roy S competency based human resource management sage text.
2. Berger Lance A., Berger Dorothy R. Talent management Handbook, Association for talent development , McGraw-Hill

3. Hasan, & Singh Talent management in India: Challenges and opportunities, Atlantic Publication.
4. Sangi S Behind Book Of Competency Mapping, Sage
5. Joshi G , Vohra V., Talent Management, Cengage Learning
6. Rao T. V, Hurconomics for Talent Management:: Pearson Education

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Understanding Talent Management Fundamentals	3	1	2	2	2
CO2	Developing Effective Talent acquisition strategies	2	3	3	3	3
CO3	Implementing Competency-Based Talent Management Practices	1	3	3	3	3
CO4	Evaluate the dynamics of succession planning, reward and potential management	3	3	3	3	3
AVG		**2.25**	**2.5**	**2.75**	**2.75**	**2.75**

Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills based on current issues.

BBA(B&I) 214: Sales and Channel Management

L-4, T-0 **Credits -4**

Course Objective:

The course aims to impart the knowledge and skills needed to manage the sales force and distribution functions in a business organization so as to help gain a competitive advantage.

Course Outcomes:

CO 1. Understanding the various roles & responsibilities of a manager related to sales management
CO 2. Explore the key areas related to the organization, selection, and development of effective sales force
CO 3. Examine and analyze the role and functions of distribution channels and intermediaries
CO 4. Integrate sales strategies with distribution logistics, and addressing ethical and legal issues

Course Contents:

Unit I

Introduction to Sales Management: Evolution of Sales Management, Scope and importance: Sales Personnel skills, Types of Sales Managers; Personal Selling- Theories, Psychology in Selling, Buying Situations, Sales Process; Sales Forecasting; Sales Territory Design **(15 Hours)**

Unit II

Sales Force Management: Sales Organization structure; Sales Force Size; Recruitment, Selection of Sales force; Training, motivation and Compensation of Sales Force; Sales Quotas and Contests; Evaluation of Sales performance. **(15 Hours)**

Unit III

Distribution Channels and Institutions: Functions of Intermediaries; Types and Role of Channel Intermediaries in India for Consumer and Industrial products; Retail -Structure, Types and Role, Strategies, Performance Measures, Franchising, Retail Scenario in India; Wholesaling - Features, Classification, Decisions, Trends and Future Scenario. **(15 Hours)**

Unit IV

Distribution Channel Management - Design, Management and Logistics, Channel Strategy and Design; Selection, Motivation and Evaluation of Intermediaries; Managing Channel Dynamics, Relationships and Channel Conflict; Physical Distribution System -Objectives and Decision Areas; Introduction to Logistics and Supply Chain Management, Green Supply Chain & E-commerce; Integration of Sales and Distribution Strategy. Logistics for sustainability and digital trends Ethical and Legal Issues in Sales and Distribution Management in Indian context. **(15 Hours)**

Suggested Readings(latest Editions):

1. Still. K.R., Cundiff. E.W; Govoni.N.A.P,Sales Management. Pearson Education.
2. Rosenbloom, Bert, Marketing Channels:A Management View, Cengage Learning.
3. Jobber, David and Lancaster, Geoffery, Selling and Sales Management, Pearson Education
4. Tanner Jr., J.F., Honeycutt Jr., E.D. and Erfimeyer, R.C., Sales Management:, Pearson Education
5. Panda, T.K.and Sahadev, S, Sales and Distribution Management, Oxford University Press.
6. Havaldar, K K. and Cavale, VM., Sales and Distribution Management: Text and Cases, Tata McGraw Hill.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Understanding the various roles & responsibilities of a manager related to sales management	3	2	3	1	1
CO2	Explore the key areas related to the organization, selection, and development of effective sales force	3	3	3	3	3
CO3	Examine and analyze the role and functions of distribution channels and intermediaries	2	3	3	3	3
CO4	Integrate sales strategies with distribution logistics, and addressing ethical and legal issues	2	3	3	3	3
AVG		**2.5**	**2.75**	**3**	**2.5**	**2.5**

Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills based on current issues.

BBA(B&I)-216: Financial Reporting

L-4, T-0, Credits -4

Course Objectives: This course aims to equip students with a basic understanding of financial reporting standards, analysis techniques, and recent financial reporting practices in India. Additionally, this course will help students to gain analytical skills to evaluate performance, risk, and transparency in banking and insurance organizations

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Familiarize students with the conceptual framework and key aspects of financial reporting in India, including Indian Accounting Standards (Ind AS) and the role of NFRA.

CO2. Apply financial statement and ratio analysis techniques to evaluate the financial performance and position of organizations, including banks and insurance companies.

CO3. Interpret financial reporting standards and IFRS, understand the convergence process in India, and examine ethical issues involved in financial reporting.

CO4. Assess non-financial reporting practices such as corporate governance, sustainability, CSR, XBRL, and BRSR, with reference to current reporting practices in India.

Course Contents

Unit 1

Financial Reporting in India

Financial reporting: An overview; Conceptual and Regulatory framework of financial reporting; Role of National Financial Reporting Authority (NFRA), Role of Financial Reporting in Banking and Insurance. **(14 Hours)**

Unit 2: Financial Reporting Analysis & Practices

Financial statement analysis (Depreciation analysis, adjustments in final accounts); Ratio analysis (Liquidity Ratios, Solvency Ratios, Profitability Ratios and Turnover ratios); expanded analysis; Value added statement. **(16 Hours)**

Unit 3: Financial Reporting Standards

Financial Accounting Standards; Concepts, Benefits, Process for issuing Accounting Standards in India, International Financial Reporting Standards (IFRS); Need and Procedure, Convergence to IFRS, Ethical issues in Financial Reporting. **(16 Hours)**

Unit 4: Non-Financial Reporting

Corporate governance; Recent trends of Sustainability Reporting, XBRL Reporting, Tripple Bottom Line Reporting, Corporate Social Responsibility Reporting, Non-Financial Reporting Practices in India; Business Responsibility and Sustainability Reporting. **(14 Hours)**

Recommended Reading: (Latest Editions)

1. Sanjay. Dhamija. Financial Reporting and Analysis. Sultan Chand & Sons.
2. Narasimhan M.S. Financial Reporting and Analysis. Cengage Learning.
3. Lal Jawahar & Guba Sucheta. Financial Reporting and Analysis. Himalaya Publishing House.
4. Rawat D.S. &Patel. PStudents' Guide to Ind ASs [Converged IFRS], Taxmann.
5. Bare Act, the Companies Act, 2024. Available at https://www.mca.gov.in/content/dam/mca/pdf/CompaniesAct 2013.pdf

Mapping the Course Outcomes with Programme Outcomes

CO No.	Course Outcomes (COs)	PO1	PO2	PO3	PO4	PO5
CO1	Familiarize students with the conceptual framework and key aspects of financial reporting in India, including Indian Accounting Standards (Ind AS) and the role of NFRA.	3	2	2	1	1
CO2	Apply financial statement and ratio analysis techniques to evaluate the financial performance and position of organizations, including banks and insurance companies.	3	3	2	2	1
CO3	Interpret financial reporting standards and IFRS, understand the convergence process in India, and examine ethical issues involved in financial reporting.	3	3	2	2	1
CO4	Assess non-financial reporting practices such as corporate governance, sustainability, CSR, XBRL, and BRSR, with reference to current reporting practices in India.	3	3	3	2	2
Average	—	**3.0**	**2.75**	**2.25**	**1.75**	**1.25**

BBA(B&I) 218: International Business Environment and Strategy

L-4, T-0 Credits -4

Course Objective: The objective of this course is to understand globalization and its impact on business, analyze global economic, political, and cultural factors, and develop strategic responses to opportunities and risks in international markets..

Course Outcome(s):

CO1. Understand and describe the main features of the international business environment and its primary institutions.

CO2. Analyze the political, social, economic, technological, and other configurations that support cross-border trade.

CO3. Examine different modes of international market engagement and their connections to economic, legal, political, and cultural environments for expanding companies.

CO4. Evaluate the key decisions that multinational firms make in relation to the choice of markets and entry strategies

Course Content:

Unit 1

Introduction to the Global Business Environment: Definition and Scope of Global Business: Understanding international markets and operations; Historical Evolution of Globalization: Key phases and milestones in global trade; Key Drivers of Globalization: Technology, trade policies, transportation, and communication; Multinational Enterprises (MNEs): Characteristics, strategies, and market entry modes; Impact of MNEs: Economic, cultural, and environmental influences on host and home countries; Global vs. Transnational Business: Differences, strategies, and organizational structures. **(15 Hours)**

Unit 2

Environments of Global Business: Overview of the PESTLE Framework: Understanding the components; Political Environment: Government policies, stability, and international relations; Economic Environment: Economic growth, exchange rates, inflation, and market conditions; Social Environment: Cultural trends, demographics, and consumer behaviors; Technological Environment: Technological advancements, innovation, and digital transformation; Ecological Environment: Environmental regulations, sustainability practices, and impact on business; Legal Environment: Regulatory frameworks, compliance, and legal issues in international business; Case Studies: Application of PESTEL analysis in real-world scenarios. **(15 Hours)**

Unit 3

International Organizations and Agreements: General Agreement on Trade and Tariffs (GATT) – Concept; World Trade Organization (WTO)- Functions, Principles, Organizational Structure; The WTO Agreements - A Bird's eye view; Salient feature of Uruguay Round Agreement Dispute Settlement Mechanism, Ministerial Conferences. **International Economic Organizations:** Introduction, Objectives, Organizational Structure and Functions; International Monetary Fund (IMF); World Bank Group International Bank for Reconstruction and Development (IBRD) & International Development Association (IDA); Organization for Economic Co-operation and Development (OECD); United Nations Conference on Trade and Development (UNCTAD); International Finance Corporation(IFC); Asian Development Bank (ADB) **(16 Hours)**

Unit 4

Globalism vs Regionalism: Evolution of regional trade agreements (RTAs); United States–Mexico–Canada Agreement (USMCA), European Union (EU), Association of Southeast Asian Nations (ASEAN), Mercosur (Southern Common Market), Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP); Emerging trends and challenges in global trade governance.

(14 Hours)

Suggested Reading (Latest Edition):

1. Daniels, J. D., Radebaugh, L. H., Salwan P. , International Business: Environment and Operations, Pearson Education.
2. Charles, W. L. Hill, International Business: Competing in the Global Marketplace, McGraw Hill Education.
3. Deresky, International Management: Managing Across Borders and Culture, Pearson Education.
4. Paul, J., International Business, Prentice-Hall.
5. K. Aswathappa., International Business, McGraw Hill Education.
6. Hamilton L. Webster P., The International Business Environment, Oxford University Press

Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills based on current issues.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Understand and describe the main features of the international business environment and its primary institutions	3	2	2	2	1
CO2	Analyze the political, social, economic, technological, and other configurations that support cross-border trade	1	3	3	3	3
CO3	Examine different modes of international market engagement and their connections to economic, legal, political, and cultural environments for expanding companies	3	3	3	3	2
CO4	Evaluate the key decisions that multinational firms make in relation to the choice of markets and entry strategies	1	3	3	3	3
AVG		**2**	**2.75**	**2.75**	**2.75**	**2.25**

BBA (B&I) 220: Opportunity & Feasibility Analysis

L-4, T-0 Credits -4

Course Objective: This course aims to develop the ability to identify, evaluate, and analyze viable business opportunities and assess their feasibility in both domestic and international contexts.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand Entrepreneurial Opportunities and niches for new ventures.
CO2. Apply creativity and innovation techniques to generate and refine business ideas.
CO3. Analyze the feasibility of business ideas across product, market, organizational, and financial dimensions
CO4. Evaluate domestic and international business opportunities by assessing political, economic, and cultural environments.

Course Contents:

Unit 1

Introduction- The difference between opportunities and ideas, opportunity gap, window of opportunity, ways to identify opportunities- observing trends, solving a problem, finding gaps in marketplace. Personal characteristics that contribute to recognizing opportunities: prior industry experience, cognitive factors, social networks. Case studies. **(15 Hours)**

Unit 2

Creativity and Innovation- sources of new ideas; methods of generating ideas- focus group, brainstorming, brainwriting, problem inventory analysis, creative problem solving, brainstorming, reverse brainstorming, Gordon method, checklist method, free association, forced relationships, collective notebook method, attribute listing. Types of innovation, defining a new innovation, classification of new products, opportunity recognition. Using e-commerce creatively.

(15 Hours)

Unit 3

Feasibility Analysis- Role of feasibility analysis in developing successful business ideas. Four areas of feasibility analysis- product/ service, industry/ target market, organizational and financial. Online tools for completing a feasibility analysis. Case studies **(15 Hours)**

Unit 4

Identifying and Analysing Domestic and International opportunities- opportunity recognition and opportunity assessment plan, information sources. The nature of International entrepreneurship. International vs domestic business (political, methods of enacting public policy, government stability, economic, taxation and trade, trends, psychographics). Culture, available distribution systems, motivation to go global, strategic effects of going global. **(15 Hours)**

Suggested Reading: (Latest Edition)

1. Barringer, B. R., & Ireland, R. D, Entrepreneurship: Successfully launching new ventures (7th ed.). Pearson.
2. Hisrich, R. D., Peters, M. P., Shepherd, D. A., & Sinha, S., Entrepreneurship (11th ed.). McGraw Hill India.
3. Clydesdale, G. Entrepreneurial Opportunity: The Right Place at the Right Time, Routledge
4. Wise. S, Feld. B, Startup Opportunities: Know When to Quit Your Day Job (Techstars),Wiley

5. Timmons, J.A. and Spinelli, S.: New Venture Creation– Entrepreneurship for the 21st century. McGraw Hill
6. Zimmerer, T.W. and Scarborough, N.M., Essentials of Entrepreneurship and Small Business Management, Pearson
7. Galloway, S., Post Corona: From Crisis to Opportunity , Portfolio
8. Singh,R.P., Entrepreneurial Opportunity Recognition Through Social Networks, Routledge

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Understand Entrepreneurial Opportunities and niches for new ventures	3	2	3	3	3
CO2	Apply creativity and innovation techniques to generate and refine business ideas	1	3	3	3	3
CO3	Analyze the feasibility of business ideas across product, market, organizational, and financial dimensions.	1	3	3	3	3
CO4	Evaluate domestic and international business opportunities by assessing political, economic, and cultural environments.	1	3	3	3	3
AVG		**1.5**	**2.75**	**3**	**3**	**3**

Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills.

Note:
1. Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills.
2. Guest Lectures by entrepreneurs may be conducted
3. Students are suggested to visit start-up and submit a feasibility analysis report as an assignment

BBA-B&I 222: Sustainability Practices

L-2, T-0 Credits -2

Course Objectives: The course aims to equip students with an understanding of Sustainable Development Goals (SDGs) and their application in various management practices, along with addressing contemporary sustainability challenges**.**

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand the core principles of sustainability and SDGs.
CO2. Learn to apply sustainable practices across various functional areas of management.
CO3. Analyze the impact of sustainability on globalization.
CO4. Develop the ability to identify and address current issues and challenges in sustainability, proposing solutions to integrate sustainability into decision-making processes.

Unit I

Overview of SDGs: Introduction to Sustainability and SDGs, Evolution and Importance of SDGs, 17 Sustainable Development Goals, Global Initiatives and Frameworks supporting Sustainability, Role of Governments, Organizations, and Individuals in achieving SDGs, and the link between SDGs and Business Practices. **(7 Hours)**

Unit II

Sustainable Practices in Management: Sustainability in Human Resource Management, Sustainability in Finance, Sustainable Marketing and Consumer Behavior, Sustainability in Operations and Supply Chain Management, and Sustainable Product Development and Innovation. **(7 Hours)**

Unit III

Sustainability and Globalization: Impact of Globalization on Sustainability, Sustainable Global Trade Practices, Cross-Cultural Sustainability, International Regulations for Sustainability, Role of Multinational Corporations in Global Sustainability, Challenges of Global Sustainability, Legal Aspects of Globalization, Deglobalization and Its Implications for Sustainability. **(8 Hours)**

Unit IV:

Contemporary Challenges and Innovations in Sustainability: Climate Change and Its Impact on Business Practices, Environmental Degradation and Biodiversity Loss, Social Inequalities and Their Impact on Sustainability, Corporate Governance and Ethical Challenges, Innovations and Technologies for Sustainable Development, Policy and Regulation Challenges, AI and Blockchain Technology for Driving Sustainability and Transparency. **(8 Hours)**

Suggested Readings (Latest Editions):

1. Sachs, J.D., The Age of Sustainable Development, Columbia University Press.
2. Elkington, J., The Triple Bottom Line: Does It All Add Up?, Routledge.
3. Parris, T., & Kates, R.W., Characterizing and Measuring Sustainable Development, Annual Review of Environment and Resources.
4. Hart, S.L., Capitalism at the Crossroads: Aligning Business, Earth, and Humanity, Pearson Education.
5. Edwards, A., Sustainable Business: Concepts, Methodologies, Tools, and Applications, IGI Global.
6. Chopra, R., Sustainability in Business: An Indian Perspective, Sage Publications..

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the core principles of sustainability and SDGs.	3	1	1	3	2
CO2	Learn to apply sustainable practices across various functional areas of management.	3	2	2	3	3
CO3	Analyze the impact of sustainability on globalization.	1	1	2	3	3
CO4	Develop the ability to identify and address current issues and challenges in sustainability, proposing solutions to integrate sustainability into decision-making processes.	2	2	3	3	3
AVG		**2.25**	**1.5**	**2**	**3**	**2.75**

Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills.

MDC BA(JMC) 208: Corporate Communication

L-3, T-0, Credits-3

Course Objectives (COs):
On completion of this course, the student should be able to:
CO1. Define Corporate Communication
CO2. Describe shift from PR to Corporate Communication
CO3. Understand the Indian Corporate Environment
CO4. Utilize knowledge gained for Corporate Branding

Unit I: Introduction to Corporate Communication: (10 Hours)
1. Corporate Communication: Definition, Concept and Scope
2. Shift from PR to Corporate Communication
3. Structure and forms of Corporate Communication
4. Corporate Communication as Branding strategy: Monolithic, Endorsed, Branded

Unit II: Understanding Indian Corporate Environment: (12 Hours)
1. Corporate Sector in India: Definition, structure, and classification of Indian corporations, Role in Indian economy
2. Corporate Culture and Organizational Structure: Hierarchies, communication flow, and decision-making in Indian companies, Corporate Social Responsibility in India
3. Media's Role in Corporate Environment
4. Corporate Governance & Scandals in India: Role of Regulatory Bodies (SEBI, MCA, RBI)

Unit III: Corporate Communication in Practice: (10 Hours)
1. Developing a Communication Strategy
2. Perspectives on Organizing Communication: Vertical, Horizontal and Lateral
3. Corporate Identity Audit: Concept and Steps
4. Corporate Advertising: Concept and Functions

Unit IV: Application of Corporate Communication: (13 Hours)
1. Crisis Management: Concept and Case Studies (Infosys Crisis and Nestle Maggie)
2. Internal & External Communication: Concept and Tools
3. Guidelines and Ethics for Corporate Communication
4. Media Relations: Tools and Techniques, Media Monitoring and Research

Suggested Readings & E-resources:

1. Argenti, P. A. (2009). Strategic Corporate Communication: A Global Approach for doing Business in the New India. New York: McGraw-Hill.
2. Beger, R. (2018). Present-Day corporate communication: A Practice-Oriented, State-of-the-Art Guide. Springer.
3. Cornelissen, J. P. (2020). Corporate Communication: A Guide to Theory and practice. https://ci.nii.ac.jp/ncid/BB1754058XCornelissen, J. (2008). Corporate Communication: A guide to Theory and Practice. Los Angeles: Sage Publications.
4. Jandt, F. E. (2020). An Introduction to Intercultural Communication: Identities in a Global community. http://ci.nii.ac.jp/ncid/BA79464858

5. Lerbinger, O. (2018). Corporate Communication: An International and Management Perspective. John Wiley & Sons. Jethwaney, J. (2010). Corporate Communication: Principles and Practice. Oxford: Oxford University Press.
6. Oliver, S. (2004). A Handbook of Corporate Communication and Public Relations: Pure and Applied. London: Routledge.
7. S M, Sapna. (2020). Corporate Communication: Trends and Features.

SEMESTER -V

BBA-B&I 301: Goods & Services Tax

L-4, T-0, Credits -4

Course Objectives: The course aims to provide understanding of the latest provisions and implications of GST Law.

Course Outcomes: Upon completion of this course, students will be able to:
CO1. Understand the concept of GST.
CO2. Undertake assessment of GST.
CO3. Recognize the steps to file GST returns.
CO4. Understand offences and penalties under GST.

Course Content

Unit I

GST in India: Constitutional provisions of Indirect taxes, Overview of GST and its need in India Basic concepts: Supply, Composite and Mixed Supplies, Services under GST, Levy and charge of GST, Rationale for GST, GST Council, GST Network, Procedure for Registration: Person and Taxable Person, Payment of Tax. Input Tax Credit (basic understanding). Role of CBIC. **(15 Hours)**

Unit II

Assessment of Tax: Tax Invoice: Types and components, Credit and Debit Notes: Purpose and use, Maintenance of Accounts and Records, Input Tax Credit: Eligibility, conditions, and restrictions, Place and Time of Supply rules, Valuation of goods and services under GST, Exemptions under GST, Job Work under GST: Concept and procedures. Reverse Charge Mechanism, Transitional provisions. **(15 Hours)**

Unit III

Returns and Provisions: GST Returns: Types and formats (GSTR-1, GSTR-3B, etc.), Steps to file returns and their due dates, Tax Collection at Source (TCS) and Tax Deduction at Source (TDS) under GST, Demands and recovery process. Inspection, Search, Seizure and Arrest provisions. Advance ruling mechanism under GST, Appeals and revision procedures, Refund procedures and conditions. Audit under GST . E-way billing System **(15 Hours)**

Unit IV:

Other Procedures under GST: Audit, Offences and penalties under GST law, Refunds, Prosecution provisions. Activities or transactions treated as neither supply of goods nor services.
GST Practitioners: Role, registration, and responsibilities. Compliance requirements for GST practitioners. Overview of GST in Special Economic Zones (SEZ). Recent amendments and updates in GST law. Case studies and practical problems related to GST compliance

(15 Hours)

Suggested Readings (Latest Editions):

1. Haidia, A., GST Made Easy, Taxmann
2. Ahuja, G., & Gupta, R., Direct Taxes Ready Reckoner, Wolters Kluwer India Pvt Ltd

3. Mehrotra, H.C., & Agarwal, V.P., Goods and Services Tax GST, Sahitya Bawan Publications
4. Singhania, V.K., & Singhania, M., Students Guide to Income Tax including GST, Taxmann Publications
5. Prasad, L.V.R., & Kumar, G.J.K., GST – A Brief Introduction, PK Publishers
6. Singh, A., GST Made Simple, Centex Publications

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Understand the concept of GST	3	2	1	2	1
CO2	Undertake assessment of GST	3	3	1	3	1
CO3	Recognize the steps to file GST returns	3	3	2	3	2
CO4	Understand offences and penalties under GST	3	2	2	2	3
AVG		**3**	**2.5**	**1.5**	**2.5**	**1.75**

BBA-B&I 303: Income Tax Law and Practices

L-4, T-0, Credits -4

Course Objectives: The course aims to provide knowledge of the various provisions of income-tax law in India and enable the students to apply such provisions to compute total income and tax liability of individuals..

Course Outcomes: Upon completion of this course, students will be able to:
CO1. Understand the concepts of taxation and determine the residential status of person.
CO2. Compute income and deductions under different heads.
CO3. Understands & apply the provisions of clubbing of income and set off and carry forward of Losses.
CO4. Determine the Tax Liability & Ability to file income tax return.

Course Contents

Unit 1:

Basic Concepts: Income Tax: Need, features and basis of charges. Income Tax Act 1961 and amendments, Residential status, Scope of Total Income, Heads of Income, Exempted Incomes, Introduction to Income Tax Regime 1 & 2. **(15 Hours)**

Unit II

Income from Salary and House Property: Meaning of salary, Allowances, Perquisites Deductions and exemptions, Computation of taxable Income from Salary. Income from house property, Determinants of Annual Value, Deductions and exemptions, computation of taxable income House Property. **(15 Hours)**

Unit III

Profits and gains from business or profession, capital gains and income from other sources: Meaning of business income, methods of accounting, Deductions, Computation of taxable income from Business and Profession, Meaning of Capital Asset, Basis of Charge, Exemptions related to capital gains; Meaning of Transfer, Computation of taxable capital Gain, Income from Other Sources- Dividend, Interest on securities, winning from lotteries, Crossword puzzles, Horse races, Card games etc. **(15 Hours)**

Unit IV:

Computation of Total income and Tax Liability of individual : Income of other persons included in assesses total income, Aggregation of income and set-off and carry forward of losses; Deductions from gross total income; Rebates and reliefs; Advance Payment of Tax, Tax Deduction at Source, Computation of total income and tax liability of individuals. E-filing Income Tax: Explore ITR-1 and ITR-2, Regime 1 and 2. **(15 Hours)**

Note: Latest provisions to be taught. Exposure to e-filing of Income Tax Return.

Suggested Readings (Latest Editions):

1. Ahuja, G., & Gupta, R., Simplified Approach to Income Tax. New Delhi: Flair Publications Pvt. Ltd.
2. Singhania, V. K., & Singhania, M., Student's Guide to Income Tax including GST Problems & Solutions. New Delhi: Taxmann Publications Pvt. Ltd.

3. Mehrotra, H.C. & Goyal, S.P. Income Tax Including Tax Planning and Management, Sahitya Bhawan Publications.
4. Pagare, Dinkar. Law and Practice of Income Tax. Sultan Chand and Sons, New Delhi.
5. Lal, B.B. Income Tax Law and Practice. Konark Publications, New Delhi.
6. Income Tax Act, Taxmann Publications.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the concepts of taxation and determine the residential status of person.	3	1	1	2	1
CO2	Compute income and deductions under different heads.	1	2	1	2	2
CO3	Understands & apply the provisions of clubbing of income and set off and carry forward of Losses.	3	3	3	2	2
CO4	Determine the Tax Liability & Ability to file income tax return.	2	2	3	2	2
AVG		**2.25**	**2**	**2**	**2**	**1.75**

BBA-B&I 305: Banking Laws and Practice

L-4, T-0, Credits -4

Course Objectives: This course aims to acquaint students with the legal framework governing banking operations in India, and to develop a sound understanding of statutory provisions, case laws, and emerging issues in banking law and practice

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Describe the structure, types, and functions of banks in India, including RBI's role and major banking legislations.

CO2. Interpret and apply key provisions of the Negotiable Instruments Act, 1881, in the context of banking operations.

CO3. Examine the legal relationship between banker and customer, and procedures for opening and maintaining various types of bank accounts.

CO4. Analyze ancillary banking services and assess the regulatory framework and benefits of E-banking services.

Unit I Indian Banking Structure - Origin, nature and development of Banking in India – Types and functions of banks - Commercial banks- State Bank of India- UTI, IDBI, RRBs'-Local banks. Banking Companies in India – RBI - Constitution, Management and Functions; Banking Regulation Act, 1949. Employment of funds - Loans and Advances- Guarantees- Advances secured by Collateral securities- Agency Services- Financing of Exports- Special Banking Services –Advances to Priority Sectors and Credit Guarantee schemes- Securitisation Act, 2002.

(16 Hours)

Unit II

Law relating to Negotiable Instruments, 1881 Act (Read with the amended Act of 2002) - Negotiable Instruments - Kinds - Holder and holder in due course – Parties – Negotiation Assignment – Presentment – Endorsement – Liability of parties – Payment in due course – Special rules of evidence -Material alteration – Noting and protest – Paying banker and collecting banker – Bills in sets – Penal provisions under NI Act - Banker's book evidence Act.

(14 Hours)

Unit III

Banker and customer Relationship - Definition of banker and customer – General relationship – Special relationship - Banker's duty of secrecy, banker's duty to honourcheques, banker's lien, and banker's right to set off - Appropriation of payments - Garnishee order - Customer's duties towards hisbanker. Opening of New Accounts – Special types of customers - Minor's A/C, Joint A/C, Partnership A/C, Company's A/C, Married women's A/C, Trust A/C, Joint Hindu family A/C - Illiterate persons, lunatics, executors - Precautions required in case of administrators, clubs, societies and charitable institutions to open an account. **(16 Hours)**

Unit IV:

Ancillary Services and E- Banking: Remittances - General, DD, MT, TT, Traveler's cheques, bank orders, credit card, debit/smart cards, safe deposit vaults, giftcheques, stock invest. E-Banking: Definition – Internet banking, mobile banking, ATM banking, computerized banking –E- banking services – retail services – wholesale services – E- Cheque-authentication- Banking Ombudsman

(14 Hours)

Suggested Readings (Latest Editions):

1. Tannan, M. L., Banking Law and Practice in India, LexisNexis
2. Parthasarathy, M. S. (Ed.), Khergamvala – Negotiable Instruments Act, LexisNexis
3. Banerjee, B. P., Guide to Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002, LexisNexis
4. Singh, A., Banking and Negotiable Instruments, Bharat Law House
5. Basu, S. K., Review of Current Banking: Theory and Practice, Macmillan
6. Paget, J., Law of Banking, LexisNexis UK
7. Goyle, L. C., The Law of Banking and Bankers, Eastern Law House
8. Government of India, Information Technology Act, Ministry of Law

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Describe the structure, types, and functions of banks in India, including RBI's role and major banking legislations	3	2	2	2	2
CO2	Interpret and apply key provisions of the Negotiable Instruments Act, 1881, in the context of banking operations	3	2	2	1	3
CO3	Examine the legal relationship between banker and customer, and procedures for opening and maintaining various types of bank accounts	3	1	3	1	2
CO4	Analyze ancillary banking services and assess the regulatory framework and benefits of E-banking services	3	2	2	3	2
AVG		**3.0**	**1.75**	**2.25**	**1.75**	**2.25**

BBA-B&I 307: Negotiation Skills

L-4, T-0, Credits -4

Course Objectives: This course aims to develop a practical understanding of negotiation principles, communication strategies, conflict resolution techniques, and ethical considerations for effective negotiations in diverse business contexts..

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Explain negotiation types, processes, and key concepts like BATNA and ZOPA
CO2. Apply communication and persuasion techniques in negotiation settings
CO3. Analyze conflicts and ethical issues in negotiation contexts
CO4. Evaluate real-world cases to improve negotiation outcomes.

Course Content

Unit I

Foundations of Negotiation: Introduction to Negotiation: Definitions and types; Distributive vs. Integrative Bargaining; The Negotiation Process: Planning, discussing, proposing, bargaining, closing; BATNA, WATNA, and ZOPA; Setting goals and preparing negotiation strategies. **(15 Hours)**

Unit II

Communication, Psychology & Tactics: Verbal and Non-verbal Communication in Negotiation; Persuasion and Influence Techniques; Psychological Triggers and Biases (e.g., anchoring, framing, reciprocity); Dealing with Difficult People and Hardball Tactics; Emotions, Perception, and Trust Building. **(15 Hours)**

Unit III

Conflict Resolution and Ethics: Nature and Sources of Conflict; Conflict Management Styles (Thomas-Kilmann Model); Mediation and Third-party Roles; Ethics in Negotiation: Fairness, deception, integrity; Negotiation Pitfalls and Ethical Dilemmas. **(15 Hours)**

Unit IV:

Applied Negotiation Skills: Cross-cultural Negotiations and Global Business Etiquette; Negotiation in Business Functions: Sales, HR, Procurement, Partnerships; Team and Multi-party Negotiations; Advanced Simulations and Role-plays; Capstone Negotiation Project (Group-based). **(15 Hours)**

Suggested Readings (Latest Editions):

1. Fisher, R., Ury, W., & Patton, B. Getting to Yes: Negotiating Agreement Without Giving In. Penguin Random House India.
2. Lewicki, R. J., Barry, B., & Saunders, D. M. Negotiation: Readings, Exercises, and Cases. McGraw Hill Education India.
3. Thompson, L. The Mind and Heart of the Negotiator. Pearson Education India.
4. Wheeler, M. The Art of Negotiation: How to Improvise Agreement in a Chaotic World. Random House India.
5. Cohen, H. You Can Negotiate Anything. Jaico Publishing House.

6. Rayudu, C. S. Business Communication and Negotiation Skills. Himalaya Publishing House.

Mapping the Course Outcomes with Programme Outcomes

CO No.	Course Outcomes (COs)	PO1	PO2	PO3	PO4	PO5
CO1	Explain negotiation types, processes, and key concepts like BATNA and ZOPA	3	2	2	2	1
CO2	Apply communication and persuasion techniques in negotiation settings	2	3	3	3	2
CO3	Analyze conflicts and ethical issues in negotiation contexts	2	3	2	3	2
CO4	Evaluate real-world cases to improve negotiation outcomes.	2	3	3	3	2
Average	—	**2.25**	**2.75**	**2.5**	**2.75**	**1.75**

BBA-B&I 309: Leadership, Power and Politics

L-4, T-0, Credits -4

Course Objectives: This course aims at developing students' understanding of influence and leadership by exploring power dynamics, organizational politics, and strategies to navigate resistance and lead effectively.

Course Outcomes: Upon completion of this course, students will be able to:

- **CO1.** Explain leadership theories, styles, and their impact on teams and strategy.
- **CO2.** Apply leadership skills to develop emerging leaders and adapt strategies for effective team management.
- **CO3.** Analyze organizational power dynamics and develop strategies to build influence and drive change.
- **CO4.** Assess political dynamics in organizations and apply strategies for effective stakeholder management and career growth.

Course Content

Unit I

Nature of Leadership: Leadership and business of living, Art and Science of Leadership, Leadership as a process and not a position, Approaches to Leadership, Myths about Leadership**.** Leadership vs. Management: Differences and Similarities**.** Developing Leaders: Leadership Traits, Developing junior leaders, Leader-Communication. **(14 Hours)**

Unit II

Strategic Leadership and Culture: Leadership Theories: Trait Theory, Behavioral Theory, Contingency Theory, Transformational and Transactional Leadership. Leadership Styles: Autocratic, Democratic, Laissez-Faire, and Situational Leadership. Ethical Decision-Making in Leadership, Impression Management in Leadership. Shaping Culture and Values through Leadership, Leadership Diversity, Leading Teams, Developing Vision and Direction, Leading Learning Organizations, Development Planning and Leading Change. Crisis Leadership: Managing Uncertainty and Business Risks. Women in Leadership: Barriers, Challenges, and Success Strategies. Digital Leadership & Remote Team Leadership. **(16 Hours)**

Unit III

Power and Influence: Understanding Power: Definition and sources (Legitimate, Reward, Coercive, Expert, Referent).Power vs. Authority: Key differences and organizational impact, Bases of Power: Personal power vs. Positional power, Influence Strategies: Persuasion, negotiation, and conflict resolution, Psychological Aspects of Power: Ego, perception, and decision-making biases, Managing Power Ethically: Best practices for ethical leadership, Leader's Power Sources: Motives, reputation, personality, relationships, and trust. Institutionalization of Power: Power structures, distribution, and organizational impact. Power Sharing: Empowerment, participation, and delegation. Gender and Power: Influence of gender dynamics in leadership. Pitfalls of Power: Overuse, misuse, and consequences in organizations. **(16 Hours)**

Unit IV

Organizational Politics: Organizational Politics: Meaning, Nature, and Relevance in Business. Positive and Negative Politics, Organizational politics and Silos, Coalition Politics, Career Politics, Network politics, Diagnosis of Organizational politics, Strategies for Political Success: Building Alliances, Networking, and Impression Management, Survival in the political environment.

(14 Hours)

Suggested Readings (Latest Editions):

1. Balasubramaniam, R., Power Within: The Leadership Legacy of Narendra Modi, Penguin Random House India
2. Pattanaik, D., The Leadership Sutra: An Indian Approach to Power, Aleph Book Company
3. Pillai, R., Corporate Chanakya: Successful Management the Chanakya Way, Jaico Publishing House
4. Bharadwaj, R. S., Navigating the Organisational Politics: Self-Enlightening Journey with an Indian Epic, Independently Published
5. Arora, H. N., & Sinha, R., Alchemy of Change: Managing Transition through Value-Based Leadership, SAGE Publications India

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Explain leadership theories, styles, and their impact on teams and strategy	3	2	3	2	2
CO2	Apply leadership skills to develop emerging leaders and adapt strategies for effective team management	2	3	3	2	2
CO3	Analyze organizational power dynamics and develop strategies to build influence and drive change	2	3	2	3	2
CO4	Assess political dynamics in organizations and apply strategies for effective stakeholder management and career growth	2	3	3	3	3
AVG		**2.25**	**2.75**	**2.75**	**2.5**	**2.25**

BBA-B&I 311: Services Marketing

L-4, T-0, Credits -4

Course Objectives: This course aims at providing students with a comprehensive understanding of the unique challenges and strategies involved in marketing services, equipping them with practical skills to analyze, design, and manage effective services marketing decisions in dynamic environments.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Explain the fundamental concepts and challenges of services marketing and differentiate between goods and services marketing

CO2. Apply techniques for managing service quality, service delivery, and pricing strategies in various service contexts

CO3. Analyze communication, branding, and physical evidence factors that impact service marketing effectiveness

CO4. Evaluate service failures, recovery strategies, and customer relationship management approaches to enhance customer loyalty and service quality

Course Content

Unit I

Understanding Services, Service Consumers and Managing Services Quality: Difference between goods and services marketing; Challenges of Services Marketing; Role of internal and interactive marketing in services; Services Marketing Myopia, Expanded Services Marketing mix; Levels of service expectations; Factors influencing Consumers' perception of service; Different types of Service Quality; Determinants of Service Quality; Gap Model of Service Quality; SERVQUAL instrument to measure service quality; Other instruments.

(15 Hours)

Unit II

Service as Product, Service Delivery Process and Service Pricing: Distinction between core, facilitating, and support services; Service Life Cycle; Different levels of customer participations in the creation of service and the strategies to enhance the customer participation in service production and delivery; Service blueprinting and its benefits; Customer Service standards; Strategies to manage fluctuations of demand in the creation and delivery of services; Service delivery intermediaries; Setting up Service prices- costs, perceived value and competition; Revenue Management in specific service industries; Pricing concepts- price bundling, captive pricing, two-part pricing, loss-leadership pricing and result-based pricing; Price competition challenges. **(15 Hours)**

Unit III

Service Communication, Branding, Physical Evidence in Service: Challenges in designing communication programme for services; Service communication problems; Strategies for matching service promises with delivery; Services advertising; Role of promotion in marketing of services; Servicescape, the roles played by the servicescape, and its effects; Environmental dimensions of servicescape; High-contact and Low-contact ; Approaches for understanding servicescape effects. **(15 Hours)**

Unit IV:

Service Failures, Recovery Strategies, Managing People and Customer Relationships: Service failures; strategies and tactics of service recovery in the event of a service failure; service guarantee; customer feedback system; human resource strategies for customer oriented service delivery; internal marketing in delivering the promise made to customers (through external marketing); interactive marketing (managing the moments of truth); guideline for people in service organizations ; service oriented organizational structure; customer loyalty; customer lifetime value ; customer equity; framework for building customer loyalty.AI in service Marketing; Business Process Outsourcing(BPO), Knowledge Process Outsourcing(KPO); Marketing e-services.

(15 Hours)

Suggested Readings (Latest Editions):

1. Zeithaml, V., Gremler, D., Bitner, M., & Pandit, A., Services Marketing, Tata McGraw-Hill Education
2. Wirtz, J., Lovelock, C. H., & Chatterjee, J., Services Marketing, World Scientific Publishing
3. Bordoloi, S., Fitzsimmons, J., & Fitzsimmons, M., Service Management: Operations, Strategy, Information Technology, McGraw-Hill Education
4. Hoffman, K. D., & Bateson, J. E. G., Services Marketing: Concepts, Strategies & Cases, Cengage Learning India
5. Kumar, V., & Meenakshi, Services Marketing: Indian Context, Oxford University Press
6. Ramaswamy, V. S., & Namakumari, S., Marketing Management: Global Perspective Indian Context, McGraw-Hill Education
7. Chakraborty, S. K., Services Marketing: Text and Cases, Excel Books

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Explain the fundamental concepts and challenges of services marketing and differentiate between goods and services marketing	3	2	2	2	1
CO2	Apply techniques for managing service quality, service delivery, and pricing strategies in various service contexts	2	3	2	3	1
CO3	Analyze communication, branding, and physical evidence factors that impact service marketing effectiveness	2	3	3	3	2
CO4	Evaluate service failures, recovery strategies, and customer relationship management approaches to enhance customer loyalty and service quality	2	3	3	3	2
AVG		**2.25**	**2.75**	**2.5**	**2.75**	**1.5**

BBA-B&I 313: Rural Marketing

L-4, T-0, Credits -4

Course Objectives: The objective of the course is to familiarize the participants with the conceptual understanding of Rural Marketing practices in the Indian context. How the marketing strategies will be different from urban marketing to rural marketing.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand and analyze the unique characteristics of rural markets and consumer behavior to make informed marketing decisions
CO2. Evaluate the impact of competition, pricing strategies, and product modifications required for rural marketing
CO3. Apply appropriate distribution and communication strategies to effectively engage rural consumers
CO4. Assess the key challenges and emerging issues in rural marketing to develop strategic solutions

Course Contents

Unit I

Introduction: Rural Marketing: Concept & Scope, Attractiveness & Challenges of Rural Markets, Rural vs. Urban Markets. Rural Marketing Environment Rural Market in India, Size and Scope, Environment and Emerging Profile of Rural Markets in India. Rural Vs Urban Marketing, Factors contributing to Growth of Rural Markets. **Rural Marketing Environment**- Rural Environment, Occupation Pattern, Expenditure Pattern, Rural Demand and Consumption Pattern. **(14Hours)**

Unit II

Rural Consumer Behavior: Rural Consumers Dimensions - Occupation and Income, Economic circumstances, Lifestyle, Consumer buying behaviour models, Factors affecting Rural Consumer Behaviour, Consumer Buying and Decision Process, Marketing Mix for Rural Marketing, Rural Market-Research approach, Rural Marketing Information System. Rural marketing Regulation and Institutional Support. **(16 Hours)**

Unit III

Rural Marketing Mix: Rural Marketing Mix, Rural Market Segmentation, Positioning Strategies for Rural Market. Strategies for New Product Planning & Development for Rural Markets, Product Mix. Pricing Strategies for Rural Markets-Pricing Policies, Innovation in Pricing of the Products, Four A's of Rural Marketing Mix. Rural Marketing of FMCG's and Consumer durables- issues and challenges, Importance of Branding, Packaging and Labelling, New Product launch techniques for rural markets, Nature of Competition in Rural Markets. Agri-Tech Start-ups; SHG(Self Help Groups) in product promotion

(15 Hours)

Unit IV:

Rural Communication: Challenges in Rural Communication, Advertising and Sales Promotion for Rural Markets, Rural Media, Branding in Rural Markets, Issues in Rural Distribution Channels, Tapping the Rural Markets, Rural Retailing, Haats/Shandies, Vans & Mobile Stores, Innovation in Rural Distribution Systems. **Shaping the Future of Rural Marketing**- Identifying and Handling Constraints in Rural Marketing, Corporate Social Responsibility in Rural Markets, Future of Rural Marketing in India- Role of Government, Rural Micro Finance, Digitalizing the Indian rural markets. NGOs and Cooperatives in Rural Brand Building; Social Entrepreneurship & Rural development

(15 Hours)

Suggested Readings (Latest Editions):

1. Kashyap, P., & Raut, S., Rural Marketing: Text & Practice, Dreamtech Press
2. Gopal Swamy, T. P., Rural Marketing: Environment, Problems and Strategies, Vikas Publishing House
3. Dogra, B., & Ghuman, K., Rural Marketing, Tata McGraw-Hill Education
4. Velayudhan, S. K., Rural Marketing: Growing the Non-urban Consumer, Atlantic Publishing Group
5. Mathur, U. C., Rural Marketing, Excel Books
6. Krishnamacharyulu, C. G., & Ramakrishnan, L., Rural Marketing: Text and Cases, Pearson Education
7. Rahman, H. U., Rural Marketing in India, Himalaya Publishing House
8. Singh, S., Rural Marketing, Vikas Publishing House
9. Kamat, M., & Krishnamoorthy, R., Rural Marketing, Himalaya Publishing House

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Understand and analyze the unique characteristics of rural markets and consumer behavior	3	3	2	3	2
CO2	Evaluate the impact of competition, pricing strategies, and product modifications required for rural marketing	3	3	2	3	1
CO3	Apply appropriate distribution and communication strategies to effectively engage rural consumers	2	3	3	3	2
CO4	Assess the key challenges and emerging issues in rural marketing to develop strategic solutions	3	3	2	3	1
AVG		**2.75**	**3.0**	**2.25**	**3.0**	**1.5**

BBA-B&I 315: Merchant Banking & Financial Services

L-4, T-0, Credits -4

Course Objectives: This course aims to provide students with comprehensive knowledge of the structure, functioning, and regulatory aspects of merchant banking and financial services in India and develop analytical skills to evaluate financial instruments and services

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Explain the functions and regulatory framework of merchant banking and financial services in India.

CO2. Differentiate among financial products like leasing, hire purchase, and evaluate their financial implications.

CO3. Analyze the process and relevance of factoring and securitization in financial markets.

CO4. Describe the role and functioning of depositories and brokers under SEBI regulations.

Course Contents

Unit I

Merchant Banking: Nature and scope of Merchant Banking, Regulation of Merchant Banking Activity, Overview of the current Indian Merchant Banking scene, Structure of the Merchant Banking industry, Professional Ethics and Code of Conduct in Merchant Banking, Current Developments in Merchant Banking. **Financial Services:** Meaning and Definition, Role of Financial Services in the financial system.

(15 Hours)

Unit II

Leasing: Meaning and features of Leasing, Introduction to equipment leasing, Types of Leases, Evolution of Indian Leasing Industry, Legal Aspects of Leasing and the Present Legislative Framework. **Hire Purchase:** Concept and characteristics of Hire Purchase, Difference between Hire Purchase and Leasing. **(15 Hours)**

Unit III

Factoring: Concept, nature, and scope of Factoring, Forms of Factoring, Factoring vs. Bills Discounting, Factoring vs. Credit Insurance, Factoring vs. Forfeiting, Evaluation of a Factor and the Factoring process, Current developments in Factoring in India. **Securitization:** Meaning, nature, and scope of Securitization, Securitization as a funding mechanism, Securitization of Residential Real Estate and Whole Loans, Mortgages and Graduated Payments in Securitization. **(15 Hours)**

Unit IV:

Depository: Meaning and Evolution of Depository, Merits and Demerits of Depository, Process of Dematerialization and Re-materialization, Brief description of NSDL and CDSL. **Security Brokerage:** Meaning of Brokerage and types of brokers, Difference between Broker and Jobber, SEBI Regulations relating to the brokerage business in India. **(10 Hours)**

Suggested Readings (Latest Editions):

1. Vaidya, S. G., Merchant Banking and Financial Services, Himalaya Publishing House
2. Khan, M. Y., Financial Services in India: Concepts and Applications, Tata McGraw-Hill Education

3. Machiraju, H. R., Indian Financial System, Vikas Publishing House
4. Maheshwari, S. N., The Indian Financial System: Markets, Institutions, and Services, S. Chand Publishing.
5. Srinivasan, C. S. S. S., Financial Services and Markets, Oxford University Press
6. Jain, P. K., Fundamentals of Financial Management, Vikas Publishing House

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Explain the functions and regulatory framework of merchant banking and financial services in India	3	2	2	2	1
CO2	Differentiate among financial products like leasing, hire purchase, and evaluate their financial implications	3	3	2	2	1
CO3	Analyze the process and relevance of factoring and securitization in financial markets	3	3	2	3	1
CO4	Describe the role and functioning of depositories and brokers under SEBI regulations	3	2	3	2	2
AVG		**3.0**	**2.5**	**2.25**	**2.25**	**1.25**

BBA-B&I 317: FinTech

L-4, T-0, Credits -4

Course Objectives: This course aims to provide students with a comprehensive understanding of core FinTech concepts, including digital banking frameworks, blockchain, cryptocurrency, and AI-driven financial services, while equipping them to analyze cybersecurity risks, navigate regulatory challenges, and apply FinTech strategies to real-world financial and business models.

Course Outcomes: Upon completion of this course, students will be able to:
CO1. Understand core FinTech concepts and digital banking frameworks.
CO2. Analyze and evaluate blockchain, cryptocurrency, and AI-driven financial services.
CO3. Identify cybersecurity risks and regulatory challenges in FinTech.
CO4. Apply FinTech strategies to real-world financial and business models.

Course Content

Unit I :

Introduction to FinTech: Overview of FinTech: Definition, Scope, and Importance of FinTech, Evolution and History of FinTech, FinTech Ecosystem: Startups, Regulators, and Market Participants. FinTech Business Models & Market Trends:Traditional Banking vs. FinTech Innovations, Peer-to-Peer (P2P) Lending, Crowdfunding, and Challenger Banks FinTech Industry Segments: Payments, Lending, InsurTech, WealthTech, RegTech. Key Technologies Powering FinTech: API Economy and Open Banking, Role of Cloud Computing in Financial Services, Internet of Things (IoT) in FinTech. Case Studies on Fintech.

(15 Hours)

Unit II :

Digital Payments & Blockchain: Digital Banking & Payment Systems: Core Banking Systems & Digital Transformation, Mobile Banking, Neo Banks, and Challenger Banks, Digital Wallets: Google Pay, Phone Pe, PayPal, Paytm etc. Payment Gateways and FinTech Infrastructure: Working of Payment Gateways, Real-Time Gross Settlement (RTGS), NEFT, and IMPS, Near Field Communication (NFC) and Contactless Payments. Blockchain Technology and Smart Contracts: Blockchain Architecture & Working Mechanism, Decentralized Finance (DeFi) and Tokenization, Use Cases of Smart Contracts in Banking and Insurance. Cryptocurrencies and Risks: Bitcoin, Ethereum, Stablecoins, and Central Bank Digital Currencies (CBDC),Risks and Challenges of Cryptocurrency Adoption, Future of Cryptocurrencies & Global Regulations

(15 Hours)

Unit III :

AI, Big Data & FinTech Applications: Artificial Intelligence in FinTech : AI in Risk Management and Fraud Detection, Machine Learning for Credit Scoring and Loan Approvals, AI-powered Chatbots and Virtual Assistants. Big Data Analytics in Finance: Predictive Analytics for Investment Decisions, Behavioral Finance & Data-Driven Customer Insights, Role of Cloud Computing in Financial Data Management. Robo-Advisors and Algorithmic Trading: Introduction to Robo-Advisory Platforms (Wealthfront, Betterment), Algorithmic Trading and High-Frequency Trading (HFT), Ethical Concerns in AI-driven Financial Decisions. Emerging Trends: InsurTech, RegTech & WealthTech**:** InsurTech: AI and IoT in Insurance, RegTech: Compliance Automation & Fraud Prevention, WealthTech: AI-Driven Investment & Portfolio Management. **(15 Hours)**

Unit IV:

Cybersecurity, Regulations & Future of FinTech: Cybersecurity Threats in FinTech: Cyberattacks: Phishing, Ransomware, and Data Breaches, Multi-Factor Authentication (MFA) and Digital Identity Security, Role of Encryption in Financial Data Protection. Regulatory and Compliance Framework: RBI and SEBI Guidelines on FinTech in India, Global FinTech Regulations (GDPR, PSD2, Basel III), Ethical and Legal Concerns in FinTech. Open Banking & API Economy:Open Banking: Benefits and Challenges, Banking-as-a-Service (BaaS) and Embedded Finance, API-driven Financial Innovations.Future of FinTech & Case Studies: Innovations in Quantum Computing & Finance, Sustainable Finance & Green FinTech, Case Study: How FinTech is Reshaping Global Markets. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Mastering Bitcoin: Programming the Open Blockchain – Andreas M. Antonopoulos; 2nd Edition; Published by O'Reilly Media
2. Digital Bank: Strategies for Launching or Becoming a Digital Bank – Chris Skinner; 2nd Edition; Published by Marshall Cavendish
3. FinTech Innovation: From Robo-Advisors to Goal-Based Investing and Gamification – Paolo Sironi; 1st Edition; Published by Wiley

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand core FinTech concepts and digital banking frameworks	3	2	2	3	1
CO2	Analyze and evaluate blockchain, cryptocurrency, and AI-driven financial services	3	3	2	3	1
CO3	Identify cybersecurity risks and regulatory challenges in FinTech	2	3	1	3	2
CO4	Apply FinTech strategies to real-world financial and business models	2	3	3	3	1
AVG		**2.5**	**2.75**	**2.0**	**3.0**	**1.25**

BBA-B&I 319: Export, Import Policies, Procedures and Documentation

L-4, T-0, Credits -4

Course Objectives: This course aims to provide students an in-depth understanding of the processes involved in exporting goods, including documentation requirements and regulation. Students will learn how to navigate through export procedure, comply with legal requirements, and effectively manage export transactions.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand the role of exports and imports in economic development and international trade
CO2. Analyze export procedures and documentation
CO3. Evaluate institutional support for exports and related agencies
CO4. Apply export financing techniques and understand INCOTERMS 2020

Course Content

Unit I

Introduction: Role of exports and imports in economic development, Composition of India's foreign trade, Theories of international trade, Features and Rationale of Export Business, Essentials for Starting Export Business. Recent Trends in India's Foreign Trade, Export Potential of Indian Start-ups and MSMEs. Role of Start-up India and Make in India in Promoting Exports **(14 Hours)**

Unit II

Export and Import Procedures: Registration of importers & exporters, Export documentation (principal, auxiliary and regulatory documents) - commercial invoice, consular invoice, customs invoice, packing list, certificate of inspection, certificate of origin, bill of lading, GR form, SDF form, PP form, shipping bill, air bill/air consignment note, general excise clearance, custom clearance, insurance cover, Role of ECGC, Quality control and pre shipment inspection, HS System of classification and coding, Application of Electronic Data Interchange System (EDI) in export documentation. Case Studies on Common Documentation Errors and Compliance Issues

(16 Hours)

Unit III

Institutional Support for Export: Infrastructural facilities- Export Promotion Council (EPC), Export Promotion Zone (EPZ), Special Economic Zone (SEZ), Federation of Indian Export Organisations (FIEO), Agricultural & Processed Food Products Export Development Authority (APEDA), Role of Directorate General of Foreign Trade (DGFT), Categorization of export houses. Incentives under Foreign Trade Policy (FTP) 2023 for Exporters.

(15 Hours)

Unit IV:

Export Financing: Pre and post shipment finance, Role of EXIM bank, Mode of payment in international trade- Cash-in-Advance, Letters of credit (nature and types), Documentary Collections, Open Account, Consignment, Bills of exchange, Export pricing, INCOTERMS 2020. Role of Fintech and Blockchain in International Trade Finance. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Singh, D., & Gautam, A., Export Management, Himalaya Publishing House
2. Nabhi Publications, Export Manual, Nabhi Publications

3. Cateora, P. R., & Hess, J. M., International Marketing Management, Latest Edition
4. Ministry of Commerce, Government of India, Handbook of Export-Import Procedures
5. Sudha, P., & Pradeep, V., A Study on Export Documentation and Clearance Process at Logistics Company, Central Asian Journal of Innovations on Tourism Management and Finance
6. Kahiya, E. T., & Dean, D. L., Export Stages and Export Barriers: Revisiting Traditional Export Development, Thunderbird International Business Review

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Understand the role of exports and imports in economic development and international trade	3	2	1	2	2
CO2	Analyze export procedures and documentation	2	3	1	3	1
CO3	Evaluate institutional support for exports and related agencies	2	2	1	3	2
CO4	Apply export financing techniques and understand INCOTERMS 2020	2	3	1	3	1
AVG		**2.25**	**2.5**	**1**	**2.75**	**1.5**

BBA-B&I 321: International Business Negotiation

L-4, T-0, Credits -4

Course Objectives: This course aims to equip students with the knowledge and practical skills required for successful international business negotiations, focusing on cultural influences, negotiation strategies, ethical considerations, and conflict resolution techniques, supported by hands-on simulations and real-world case studies.

Course Outcomes: Upon completion of this course, students will be able to:

- **CO1.** Understand the core principles of international business negotiations, including cultural dimensions and negotiation frameworks
- **CO2.** Analyze various negotiation strategies and tactics, and assess their effectiveness in different international business contexts.
- **CO3.** Identify and address ethical challenges and conflict resolution techniques in cross-border negotiations
- **CO4.** Apply negotiation strategies in practical simulations and present a final project demonstrating cross-cultural negotiation skills

Course Content

Unit I : Introduction to International Business Negotiation & Cultural Influences

Overview of International Business & Globalization: Definition of international business, Globalization and its impact on business, Importance of negotiation in international trade.Theories & Frameworks in Negotiation: Types of negotiations: Distributive vs. Integrative, Stages of negotiation process: Preparation, Discussion, Clarification, Bargaining, Closing, and Implementation, Overview of Hofstede's Cultural Dimensions Theory. Cultural Influence on Negotiations: Understanding cultural differences, Cultural intelligence (CQ) and its importance in global negotiations, Case study: International business negotiations across cultures (e.g., U.S., China, Japan). Cross-Cultural Communication: Language and non-verbal communication, Overcoming language barriers, Building trust and rapport across cultures. Geo-Political and Legal Risk Management: Understanding geopolitical influences and international legal systems; identifying and mitigating legal and political risks in cross-border negotiations. Post Negotiation Management: Strategies for managing international business relationships after negotiations; ensuring compliance, contract execution, and performance monitoring. **(17 Hours)**

Unit II : Negotiation Strategies & Tactics

Negotiation Styles & Tactics: Competitive vs. Cooperative negotiation styles, Bargaining tactics: Hard vs. Soft negotiation tactics, Power dynamics in negotiation, Creating value in negotiations and finding win-win solutions. Negotiation Strategies for International Business: Techniques for handling high-stakes international negotiations (trade deals, mergers, etc.).Case study: Successful international business deals. Technology in International Negotiations: Virtual negotiations and the role of digital platforms, Tools for cross-border communication and collaboration, Case study: Negotiation challenges during the COVID-19 pandemic. **(14 Hours)**

Unit III: Ethical Issues, Conflict Resolution & Mediation in International Negotiations

Ethical Challenges in International Business Negotiation: Understanding ethical dilemmas in cross-border negotiations, Corruption, bribery, and managing unethical practices, International legal frameworks and regulations. Conflict Resolution in International Business: Types of conflicts in international business, Negotiation as a tool for conflict resolution, Managing disputes in cross-border business relationships, Techniques for resolving cultural and communication conflicts. Mediation and Arbitration: Role of mediation and arbitration in international business, How to

mediate effectively in global business contexts, Case study: Use of arbitration in international trade disputes.

(14 Hours)

Unit IV: Practical Negotiation Simulations & Final Project

Negotiation Simulations: Role-playing international negotiation scenarios, Simulated negotiations between parties from different countries, Feedback and debriefing of negotiation performances, Group exercises for analyzing negotiation strategies. Final Project Preparation: Researching and preparing for a simulated international negotiation, Group project presentation on a global business negotiation case, Class feedback and discussion of final projects

(15 Hours)

Suggested Readings (Latest Editions):

1. Jain, V., International Trade Negotiations: The Negotiation Skills of an International Business Professional, Independently published
2. Jain, S. & Cellich, C., Global Business Negotiation: A Practical Guide, South-Western Education Publishing
3. Ghauri, P. N. & Usunier, G. C., International Business Negotiations, Pergamon
4. Malhotra, D., Negotiating the Impossible: How to Break Deadlocks and Resolve Ugly Conflicts (Without Money or Muscle), Berrett-Koehler Publishers
5. Cellich, C. & Jain, S. C., Creative Solutions to Global Business Negotiations, Business Expert Press
6. Kumar, R., International Business Negotiations: Theory and Practice
7. Rudd, A. & Lawson, R., Communicating in Global Business Negotiations: A Geocentric Approach, Sage
8. Maude, B., International Business Negotiation: Principles and Practice, Bloomsbury Academic
9. Barber, N. & Fletcher-Chen, J., Practical Business Negotiation, Routledge

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the core principles of international business negotiations, including cultural dimensions and negotiation frameworks	3	2	2	2	3
CO2	Analyze various negotiation strategies and tactics, and assess their effectiveness in different international business contexts	2	3	2	3	2
CO3	Identify and address ethical challenges and conflict resolution techniques in cross-border negotiations	2	3	2	2	3
CO4	Apply negotiation strategies in practical simulations and present a final project demonstrating cross-cultural negotiation skills	2	3	3	3	3
AVG		**2.25**	**2.75**	**2.25**	**2.5**	**2.75**

BBA-B&I 323: Legal & Regulatory Framework of Startup

L-4, T-0, Credits -4

Course Objectives: This course is intended to enable the students acquire a general understanding of some essential laws and develop sufficient understanding so that they appreciate their relevance for business management.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understanding of laws that pertain to business organizations.

CO2. Develop an understanding of the structure of Indian Legal System

CO3. Describe the ways in which various effect governmental regulations affect contemporary business practices.

CO4. Equipped to find probable solution(s) for various legal problems that may arise in the business organization

Unit I : Introduction to Law and Legal Systems

Basic concepts of Law, Classification of Laws andLegal Systems, Indian Legal System and Administration of Justice, Constitutional Courts andtheir jurisdiction, Subordinate Judiciary and their jurisdiction, Tribunals and their jurisdiction,Fundamental Rights and Freedom to do business in India, Business and its regulation. **(14 Hours)**

Unit-II : Laws Governing Contracts

Salient provisions of The Indian Contract Act, 1872: Essential elements of a contract, Performance of a contract, Discharge of a contract, Breach of a contract, Remedies for breach under the Indian Contract Act, 1872; Salient provisions of Sale of Goods Act, 1930: Definitions of Sale, Agreement to Sell, Goods, Conditions and Warranties, Transfer of property, Rights if a seller and buyer, Rights of an Unpaid Seller; An Overview of Alternate Dispute Resolution Mechanisms

(15 Hours)

Unit-III : Laws Governing Business Forms

Common Legal Forms of Business Organizations and their comparison, Salient aspects of The Indian Partnership Act,1932: Formation of Partnership, Relationship between partners, Rights and liabilities of partnership, Dissolution of partnership and partnership business; Concept of Company, Salient aspects of the Companies Act, 2013: Types of Companies, Incorporation of a Company, Significance of Memorandum of Association and Articles of Association, Board of Directors and their appointment, powers, duties and liabilities, Major regulatory compliances under company law and consequences of non-compliance; Micro, Small and Medium Enterprises Act, 2002: Salient features and major policy initiatives under the Act to promote entrepreneurship.

(16 Hours)

Unit-IV :Laws Governing Relations with various Stakeholders

Investment Related Laws: Objectives of Securities and Exchange Board of India Act, 1992, Regulations related to Public Offer of Shares and Debentures, Regulations related to protection of investors; Employment Related Laws: Overview of the Code on Wages, the Code on Social Security, the Code on Industrial Relations and the Code on Occupational Safety, Health and Working Conditions with emphasis on mandatory compliances; Customer and Competition Related Laws: Brief overview on salient features of Consumer Protection Act, 1986 and

Competition Act, 2002 and enforcement mechanisms for protection of consumer rights and sustaining competitive market conditions. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Raghavan, V. K., Business Law, McGraw-Hill Education
2. Chandha, S. K., Business Law in India, Lexis Nexis
3. Tiwari, R. N., Business Laws, Vikas Publishing House
4. Singh, Avtar, Indian Contract Act, Sale of Goods Act and Partnership Act, Eastern Book Company
5. Chaudhary, R., Business and Corporate Laws, Tata McGraw-Hill
6. Sharma, S. K., Business Law for Managers, Cengage Learning

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understanding of laws that pertain to business organizations	3	2	1	2	1
CO2	Develop an understanding of the structure of Indian Legal System	3	2	1	2	2
CO3	Describe the ways in which various effect governmental regulations affect business	2	3	2	2	2
CO4	Equipped to find probable solution(s) for legal problems in business organizations	2	3	2	3	2
AVG		**2.5**	**2.5**	**1.5**	**2.25**	**1.75**

BBA-B&I 325: Global Entrepreneurship

L-4, T-0, Credits -4

Course Objectives: This course aims to equip students with the knowledge and skills to understand global entrepreneurship, identify opportunities for international expansion, develop business plans for global ventures, and manage challenges in cross-cultural and legal contexts.

Course Outcomes: Upon completion of this course, students will be able to:

- **CO1.** Understand key concepts and principles of global entrepreneurship and the impact of globalization
- **CO2.** Analyze global business environments and identify opportunities for international expansion
- **CO3.** Develop and evaluate a business plan for global ventures, focusing on financial and risk strategies
- **CO4.** Address challenges in managing global ventures, including cross-cultural and legal considerations

Course Content

Unit I : Introduction to Global Entrepreneurship

Concept of Entrepreneurship: Definition and importance of entrepreneurship in the global context, Types of entrepreneurs: Corporate, small business, social, etc., Key characteristics of a successful entrepreneur. Globalization and its Impact on Entrepreneurship: How globalization influences entrepreneurship, Identifying global opportunities and threats, The role of technological advancements in global entrepreneurship. The Entrepreneurial Mindset: Innovation, creativity, and risk-taking in global business, Entrepreneurial motivation and challenges in international markets. **(14 Hours)**

Unit II : Global Business Environment

Understanding the Global Market: Market entry strategies: Franchising, licensing, joint ventures, and wholly owned subsidiaries, Cross-cultural considerations in global entrepreneurship, Political, economic, and legal environments affecting global business, Global Competitive Landscape: Analyzing competitors in different global markets, Global supply chains and their influence on entrepreneurship, SWOT analysis for global business opportunities. International Business Strategies for Entrepreneurs: Strategies for international expansion and market penetration, Exporting, importing, and direct investment, Ethical and social responsibility considerations in global business. **(16 Hours)**

Unit III : Financing Global Entrepreneurship

Sources of Finance for Global Ventures: Venture capital, angel investors, crowdfunding. Government grants and subsidies for global business initiatives. International financial institutions and their role in global entrepreneurship. Risk Management in Global Entrepreneurship: Identifying and managing financial, political, and market risks. Hedging strategies in global business. Business Plan for Global Ventures: Creating a business plan for international expansion, Financial projections and funding options for global startups, Case studies of successful global entrepreneurs and their financing strategies. **(15 Hours)**

Unit IV: Managing Global Ventures

Managing International Teams: Leadership and management styles across cultures, Building and managing a global workforce, Cross-cultural communication and conflict resolution. Legal

Considerations for Global Ventures: International contracts and trade regulations, Intellectual property rights and patent laws globally, Taxation issues and international legal compliance. Sustaining and Scaling Global Ventures: Strategies for growth and scaling in international markets, Sustainability practices in global entrepreneurship, Innovation and adaptation for continued success in global business **(15 Hours)**

Suggested Readings (Latest Editions):

1. Saini, S., Global Entrepreneurship: Innovation and Strategy, Vikas Publishing House,
2. Rao, P. S., International Business and Entrepreneurship, Wiley India
3. Hisrich, R. D., International Entrepreneurship: Starting, Developing, and Managing a Global Venture, Sage Publications
4. Morris, M. H., Entrepreneurship in the Global Economy: A Guide to Business Venturing, Pearson Education
5. Sharma, S., Global Business Strategy and Entrepreneurship, Cengage Learning
6. Venkataraman, S., & Sarasvathy, S. D., Entrepreneurship as a Science of the Artificial: Global Perspectives, Cambridge University Press
7. Pradhan, B., & Raghav, A., Global Entrepreneurial Strategies for Indian Startups, Springer India
8. Bhatia, A., International Business and Entrepreneurship: The Indian Context, Oxford University Press

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand key concepts and principles of global entrepreneurship and the impact of globalization	3	2	1	2	2
CO2	Analyze global business environments and identify opportunities for international expansion	2	3	2	3	2
CO3	Develop and evaluate a business plan for global ventures, focusing on financial and risk strategies	2	3	2	3	1
CO4	Address challenges in managing global ventures, including cross-cultural and legal considerations	2	2	3	2	3
AVG		**2.25**	**2.5**	**2.0**	**2.5**	**2.0**

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I) w.e.f. 2024-25

BBA-B&I 327: Information Systems Management Lab

Credits-2

Course Objective: This course aims to equip students with practical skills in using business information systems tools such as Excel, databases, ERP, CRM, and DSS to support data-driven decision-making and process automation in business environments

Course Outcomes: Upon completion of this course, the student will be able to

CO1. Apply spreadsheet tools (MS Excel) for performing basic financial analysis including ROI, break-even, and profit/loss statements.
CO2. Analyze and visualize business data using Power BI to create interactive dashboards and data insights.
CO3. Design and implement relational databases using tools like MS Access or MySQL, including ER diagrams and basic SQL queries.
CO4. Evaluate the effectiveness of integrated business applications (ERP, CRM, DSS) in supporting various business functions and strategic decision-making.

Following the topics to be covered in laboratory with hands-on training not limited to below mentioned tools only.

S.No	Topic	Tools/Software	Expected Outcome
1.	Financial Analysis Using Excel	MS Excel	Profit/loss, ROI, break-even analysis
2.	Data Visualization & Dashboard Creation	Power BI	Charts, PivotTables, dashboards
3.	Introduction to Databases	MS Access / MySQL	Create, update, delete records
4.	Querying Business Data	MS Access / MySQL	SQL basics: SELECT, WHERE, JOIN, etc.
5.	Create Entity Relationship diagram for different cases in sync. with databases	Draw.io/Creately or any other free tool available	ER Diagram, relationship between entities, types of entities and keys
6.	Introduction to ERP Systems	ERPNext / Tally	Business process flow through ERP
7.	CRM Tools & Applications	Zoho CRM / Salesforce (demo)	Customer lifecycle and engagement
8.	DSS and Business Simulation	Excel-based Models / DSS Software	Scenario analysis and decision making

Note: Any other relevant open source software may be used for above topics.

BBA-B&I 329: Summer Training/Field-Based Training/ Apprenticeship

Credits-4

The Assessment of Summer Training/Field-Based Training/ Apprenticeship shall be as follows.

Internal Assessment	**-**	**40 Marks**
External Assessment (Viva Voce)	**-**	**60 Marks**

Guidelines for Assessment

1. Every student has to compulsorily do summer internship/apprenticeship/Field based training in the industry after fourth semester and has to submit the certificate of training/ Apprenticeship .
2. Every student has to submit a spiral bind report to showcase the work done and learning during the summer internship/field based/apprenticeship and must appear for End Term Viva.
3. All the records to be maintained by every institute and should be able to produce whenever required by the university.
4. The duration of the training/apprenticeship will be 6-8weeks
5. The institute must appoint an internal faculty mentor for each student in order to monitor/ assess the training/apprenticeship and award internal marks
6. The university will conduct an external viva of 60 marks at the end of the fifth semester

MDC BA(JMC) 305 Integrated Marketing Communication

L-3, T-0, Credits-3

Course Objectives (COs):

On completion of this course, the student should be able to:

CO1. Understand the principles, elements, and tools of Integrated Marketing Communication.
CO2. Comprehend IMC's many tools and the significance of combining them for a successful marketing communication campaign.
CO3. Evaluate the impact of emerging technologies, especially AI in enhancing IMC strategies.
CO4. Acknowledge the influence that marketing communication has on society as a whole.

Unit I: Introduction to IMC (10 Hours)

1. IMC: Definition, evolution and significance of IMC
2. Importance and Features of IMC, Marketing and Promotions Mix
3. Understanding consumer behavior in IMC: Target Audience, Segmentation, Positioning
4. IMC: Objectives, Planning and Models (Need Hierarchy Model with application of AIDA and DAGMAR)

Unit II: IMC: Planning and Tools (13 Hours)

1. Components of IMC: Advertising, Public Relations, Direct Marketing, Sales Promotion, Personal Selling, Digital Marketing, Event Sponsorship
2. Advertising, Public Relations & Publicity: Marketing Public Relation (MPR) and its importance in IMC, Special Purpose Advertising- Tools and techniques
3. Direct Marketing, Sales Promotions & Event Sponsorship: Meaning, Role and Techniques of Direct Marketing in IMC, Personal selling, Techniques of Sales Promotion
4. Digital & social media: Meaning and importance, SEO, PPC, content marketing, influencer marketing

Unit III: Budgeting and Media Planning (12 Hours)

1. IMC campaign budgeting approaches (top-down, objective-task, ROI-based)
2. Media planning, channel selection, Timing and scheduling, media mapping
3. Creativity: Content Creation as per consumer behavior and media platforms
4. Visualization-Techniques, Buying Motives- Types, Selling Points-Types, USP.

Unit IV: Evaluation & Emerging Trends in IMC (10 Hours)

1. Measuring campaign effectiveness (KPIs, metrics, ROI)
2. Pre- and post-campaign evaluation techniques
3. Future trends: AI in marketing, programmatic advertising

4. Ethics and legal considerations in IMC.

Suggested Readings & E-resources:

1. Adam, T. R. S. F. R. E., Smith, J. R., & Earnheardt, A. C. (2019). Integrated Marketing Communication: A Consumer-Centric Approach for the Digital Era.
2. Chitty, B., Chitty, W., Luck, E., Barker, N., Sassenberg, A., Shimp, T. A., & Andrews, J. C. (2017). Integrated Marketing Communications with Online Study Tools 12 Months. Cengage AU.
3. Hackley, C., & Hackley, R. A. (2021). Advertising and promotion. SAGE.
4. Kitchen, P. J., & Tourky, M. E. (2022). Integrated Marketing Communications: A Global Brand-Driven Approach. Palgrave Macmillan.
5. Percy, L. (2014). Strategic Integrated Marketing Communications. Routledge.

SEMESTER -VI

BBA-B&I 302: Business Policy and Strategy

L-4, T-0, Credits -4

Course Objectives: The course aims to acquaint the students with the nature, scope and dimensions of Business Policy and Strategy Management Process.

Course Outcomes: Upon completion of this course, students will be able to:
CO1. Describe the concept of Business Policy, its evolution and strategic management.
CO2. Perform the SWOT analysis.
CO3. Develop skills to formulate various strategies in different Business portfolio models.
CO4. Discover the issues in Strategy Implementation.

Course Content

Unit I

Introduction: Nature, Scope and Importance of Business Policy, Evolution, Forecasting, Long-Range Planning, Strategic Planning and Strategic Management, Strategic Management process, Formulation phase-vision, mission, objectives, and strategy, Implementation phase-Strategic activities, evaluation and control. **(14 Hours)**

Unit II

Environmental Analysis: Need, Characteristics and categorization of environmental factors, approaches to the environmental scanning process-structural analysis of competitive environment, ETOP a diagnosis tool. Analysis of Internal Resources: Strengths and weakness, resource audit, strategic advantage analysis, Porter's 5 force model of Competition Analysis;Value-chain approach to internal analysis, methods of analysis and diagnosing corporate capabilities-functional area profile and resource deployment matrix, strategic advantage profile, SWOT analysis, Mckinsey's 7s framework. **(16 Hours)**

Unit III

Formulation of Corporate Strategies: Approaches to strategy formation, major strategy options-stability growth and expansion, concentration, integration, diversification, internationalization, cooperation and digitalization, retrenchment, combination strategies. **(15 Hours)**

Unit IV:

Choice of Business Strategies: BCG model, stop-light strategy model, directional policy matrix (DPM) model, Product/Market Evolution-Matrix and profit impact of market strategy (PIMS) model. Major Issues involved in the implementation of strategy, organizational cultural and behavioural factors, organization structure, role of leadership. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Kazmi, A., Strategic Management and Business Policy, McGraw Hill Education
2. Wheelen, T. L., Hunger, J. D., Strategic Management and Business Policy, Pearson Education
3. David, F. R., David, F. R., Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Pearson Education
4. Hill, C. W. L., Jones, G. R., Strategic Management: An Integrated Approach, Cengage Learning.
5. Nag, A., Strategic Management: Analysis, Implementation and Control, Vikas Publishing House

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Describe the concept of Business Policy, its evolution and strategic management.	3	2	1	2	1
CO2	Perform the SWOT analysis.	2	3	1	2	1
CO3	Develop skills to formulate various strategies in different Business portfolio models.	2	3	2	3	1
CO4	Discover the issues in Strategy Implementation	2	2	2	3	1
AVG		**2.25**	**2.5**	**1.5**	**2.5**	**1.0**

BBA-B&I 304: Project Management

L-4, T-0, Credits -4

Course Objectives: This course aims to equip students with comprehensive knowledge and practical skills in project planning, analysis, financing, implementation, and evaluation to effectively manage projects across various sectors..

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand and explain the fundamentals of project management, project life cycle, and idea screening techniques

CO2. Apply tools for technical and market analysis and demonstrate proficiency in network techniques like PERT and CPM

CO3. Analyze various sources of project financing and assess appropriate capital structures for different types of projects

CO4. Evaluate project performance through post-project evaluation techniques and explore emerging trends such as the role of IT in project management

Course Content

Unit I : Introduction to Project Management

Introduction to Projects and Project Management: Definition and characteristics of a project, Importance and objectives of project management, Benefits of effective project management in modern businesses. Tools and Techniques for Project Management: Overview of planning, scheduling, monitoring, and control tools, Use of software and manual methods, Project Organization and Team Structure: Project team composition, Roles and responsibilities of the project manager, Project stakeholder management, Determinants of Project Success: Critical success factors, Role of leadership, communication, and coordination. Project Life Cycle: Phases: Initiation, Planning, Execution, Monitoring & Control, Closure. Classification of projects (industrial, infrastructure, R&D, etc.). Project Idea Generation and Screening: Techniques for idea generation, Monitoring the business environment for opportunities, Preliminary screening criteria and process.

(16 Hours)

Unit II

Technical Analysis: Factors considered in technical analysis, factors affecting selection of locations, Need for considering alternatives, technology selection, sources of technology, appropriate technology. Market analysis: Conduct of market survey, characterization of market, market planning, Network Techniques: Network analysis, Programme evaluation and review technique (PERT), Critical path method (CPM), identifying critical path, probability, of completing the project within given time. **(16 Hours)**

Unit III

Financing of Projects: Capital structure, sources of long-term finance, characteristics of debt, types of debt, debt financing, equity financing, preferential shares, equity shares, retained earnings, short-term sources for working capital, newer sources of finance, venture capital. **(14Hours)**

Unit IV:

Project Evaluation and Control: Project monitoring and controlling, project evaluation, post project evaluation (Post Audit), abandonment analysis, social cost-benefit analysis, Emerging concepts and Issues in project management: role of information technology in project management. **(14 Hours)**

Suggested Readings (Latest Editions):

1. Chandra, P., Projects: Planning, Analysis, Financing, Implementation and Review, McGraw Hill Education
2. Panneerselvam, R., Senthilkumar, R., Project Management, PHI Learning Pvt. Ltd.
3. Gray, C. F., Project Management, McGraw Hill Education
4. Pinto, J. K., Project Management: Achieving Competitive Advantage, Pearson Education
5. Desai, V., Project Management, Himalaya Publishing House
6. Gido, J., Clements, J. P., Project Management, Cengage Learning Pvt. Ltd.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand and explain the fundamentals of project management, project life cycle, and idea screening techniques	3	2	1	2	1
CO2	Apply tools for technical and market analysis and demonstrate proficiency in network techniques like PERT and CPM	2	3	1	3	1
CO3	Analyze various sources of project financing and assess appropriate capital structures for different types of projects	2	3	1	2	1
CO4	Evaluate project performance through post-project evaluation techniques and explore emerging trends such as the role of IT in project management	2	3	1	3	2
AVG		**2.25**	**2.75**	**1.0**	**2.5**	**1.25**

BBA-B&I 306: Fundamentals of Actuarial Sciences

L-4, T-0, Credits -4

Course Objectives: This course aims to provide a foundational understanding of actuarial science, covering its role in financial services, core mathematical and statistical tools, key concepts like insurance and annuities, and the regulatory and ethical responsibilities of actuaries

Course Outcomes: Upon completion of this course, students will be able to:
CO1. Understand the scope and applications of actuarial science in risk management and insurance
CO2. Apply probability and statistical concepts to evaluate risk and uncertain financial outcomes.
CO3. Compute actuarial values for life insurance, annuities, and pensions using life tables
CO4. Analyze actuarial models and regulatory frameworks relevant to the profession

Course Content

Unit I

Overview of Actuarial Science and Risk: Introduction to actuarial science: definition, history, and applications; Role of actuaries in insurance, pensions, and finance.Risk, uncertainty, and classification of risk; Time value of money: simple and compound interest, present and future value. Introduction to life tables and mortality rates. Overview of the actuarial profession and global institutes (IAI, IFoA, SOA).
(15 Hours)

Unit II

Probability and Statistics for Actuarial Applications : Basic probability concepts: sample space, events, conditional probability; Random variables and probability distributions; Discrete: Binomial, Poisson; Continuous: Normal, Exponential; Expected value, variance, and standard deviation; Applications of probability in insurance and risk modeling. **(15 Hours)**

Unit III

Life Insurance and Annuity Mathematics: Life table functions and survival models, Life insurance contracts: term insurance, whole life insurance, Net single premium and net annual premium; Annuities: types (immediate, due, temporary, deferred), present and future values; Premium computation techniques; Reserves and policy values. **(15 Hours)**

Unit IV: Actuarial Models, Pensions & Regulation: Introduction to actuarial models: deterministic vs. stochastic Basics of pension mathematics: defined benefit vs. defined contribution; Funding methods for pensions and retirement benefits; Indian regulatory framework: IRDAI guidelines, solvency, capital adequacy; Ethics and professionalism in actuarial practice. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Kaushal, R., Actuarial Statistics, University Science Press (Laxmi Publications
2. Gupta, S. C., Fundamentals of Statistics, Himalaya Publishing House
3. Sathe, P. S., Introduction to Actuarial Science, University of Pune Press, Latest Edition.
4. Bowers, N. L., Gerber, H. U., Hickman, J. C., Jones, D. A., & Nesbitt, C. J., Actuarial Mathematics, Wiley India
5. Dickson, D. C. M., Hardy, M., & Waters, H. R., Actuarial Mathematics for Life Contingent Risks, Cambridge University Press India.

6. Sharma, H. S., Mathematics of Finance and Insurance, Discovery Publishing House

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the scope and applications of actuarial science in risk management and insurance	3	3	1	2	1
CO2	Apply probability and statistical concepts to evaluate risk and uncertain financial outcomes	3	3	1	3	1
CO3	Compute actuarial values for life insurance, annuities, and pensions using life tables	3	3	1	3	1
CO4	Analyze actuarial models and regulatory frameworks relevant to the profession	3	3	1	3	1
AVG		**3**	**3**	**1**	**2.75**	**1**

BBA-B&I 308: Digital and Social Media Marketing

L-2, T-0, Credits -2

Course Objectives: The course aims to develop a solid understanding of the concepts, strategies, and tools in internet, digital, and social media marketing, enabling students to leverage these platforms to support and enhance organizational marketing initiatives.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand and explain the key concepts, tools, and strategies of digital and social media marketing, and how they differ from traditional marketing approaches.

CO2. Analyze online consumer behavior and apply digital marketing models to create engaging and user-focused digital experiences

CO3. Create effective digital content—including blogs, emails, and web copy—optimized for search engines and aligned with content marketing goals.

CO4. Plan, implement, and evaluate digital and social media campaigns using web analytics tools and performance metrics to support business objectives

Course Contents

Unit I

Introduction to Digital Marketing and Online Buyer Behavior: Digital marketing meaning scope and importance, Internet versus traditional marketing communication, internet microenvironment, Business-to-Consumer (B2C) and Business-to-Business (B2B) Internet marketing, Digital marketing strategy. The Marketing Mix (7 – Ps) in online context, Managing online customer experience, Planning website design, understanding site user requirement, site design and structure, developing and testing content, Integrated Internet Marketing Communications (IIMC), Objectives and Measurement of Interactive marketing communication

(8 Hours)

Unit II

Content Marketing, Blog Creation & Email Marketing: Content marketing: strategy, types, and importance. Content writing techniques for websites, emails, and campaigns. **Blog creation:** choosing topics, structuring blog posts, SEO-friendly writing. **Visual content:** images, infographics, and videos. **E-mail marketing:** opt-in, permission-based campaigns. Online PR and digital storytelling. Interactive advertising and online partnerships, Website optimization techniques.

(7 Hours)

Unit III

Search, Mobile & Analytics: Search Engine Marketing (SEM) and Search Engine Optimization (SEO). Keyword research and optimization strategies. Mobile marketing: in-app advertising, SMS campaigns, responsive content. Campaign planning and execution. Web analytics: tools (e.g., Google Analytics), metrics, and data interpretation. Legal and ethical issues in digital marketing

(7 hours)

Unit IV

Social Media Marketing (SMM): Introduction to SMM: role and benefits in marketing. Key platforms: Facebook, Instagram, Twitter, LinkedIn, YouTube, X (formerly Twitter). Creating

platform-specific content: posts, stories, videos, reels. Influencer marketing and social listening. Social media campaign design and management. Community engagement and brand building. Social media analytics and reporting tools. Trends and innovations in social media marketing.

(8 Hours)

Suggested Readings (Latest Editions):

1. Chaffey, D., Ellis-Chadwick, F.,Digital Marketing: Strategy, Implementation and Practice, Pearson Education, 8th Edition, 2022.
2. Tuten, T. L., Solomon, M. R., Social Media Marketing, SAGE Publications, 3rd Edition, 2017.
3. Roberts, M. L., Zahay, D.,Internet Marketing, Cengage Learning, 4th Edition, 2012.
4. Strauss, J., Frost, R. D.,E-marketing, Routledge, 7th Edition, 2016.
5. Barker, M., Barker, D. I., Bormann, N. F., Neher, K. E., Zahay, D., Social Media Marketing: A Strategic Approach, Cengage Learning, 3rd Edition, 2022.
6. Kumar, P.,How to Write a Book in 8 Days, Books That Inspire, 1st Edition, 2016.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand and explain the key concepts, tools, and strategies of digital and social media marketing, and how they differ from traditional marketing approaches	3	2	1	2	1
CO2	Analyze online consumer behavior and apply digital marketing models to create engaging and user-focused digital experiences	2	3	2	3	2
CO3	Create effective digital content—including blogs, emails, and web copy—optimized for search engines and aligned with content marketing goals	2	2	3	2	1
CO4	Plan, implement, and evaluate digital and social media campaigns using web analytics tools and performance metrics to support business objectives	2	3	3	3	2
AVG		**2.25**	**2.5**	**2.25**	**2.5**	**1.5**

BBA-B&I 310: Organization Effectiveness and Change

L-4, T-0, Credits -4

Course Objectives: This course explores key organizational processes and dynamics to help students understand workplace behavior and contribute to organizational effectiveness and change.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand key concepts and models of organizational change and development.
CO2. Analyze the influence of culture, climate, power, and politics in organizations
CO3. Apply strategies for managing conflict, intergroup behavior, and negotiation.
CO4. Evaluate practices for fostering creativity, innovation, and inclusion in diverse workplaces.

Course Content s

Unit I

Foundations of Organizational Change and Development: Introduction to organizational change and development; Forces of change; Resistance to change; Management of change; Models of organizational change (Lewin's Change Model, Kotter's 8-Step Model, ADKAR Model); and Learning organizations. **(15 Hours)**

Unit II

Organizational Culture, Climate, and Power Dynamics: Organizational culture – definition, evolution, determinants, and dimensions; Organizational climate – meaning and factors; Power in organizations – bases of power and influence; Political behavior – sources and tactics; and the impact of power and politics on organizational functioning. **(15 Hours)**

Unit III

Conflict, Intergroup Behavior, and Negotiation: Sources and types of conflict in organizations; Reactions to conflict; Conflict management styles and strategies; Intergroup behavior – competition and collaboration; Approaches to negotiation – distributive and integrative; and Stages and strategies of negotiation **(15 Hours)**

Unit IV

Creativity, Innovation, Gender, and Cross-Cultural Management: Individual and organizational creativity; Creative blocks and strategies to overcome them; Organizational innovation – processes and enablers; Gender issues in management – stereotypes, challenges, and inclusion strategies; Women in leadership roles; and Introduction to cross-cultural management.
(15 Hours)

Suggested Readings (Latest Editions):

1. Bhattacharyya, D., Organizational Change and Development, Oxford University Press
2. Mukherjee, K., Organizational Change and Development, Pearson Education
3. Singh, K., Organizational Change and Development, Excel Books
4. Cummings, T. G., Worley, C. G., Organization Development and Change, Cengage Learning
5. Burke, W. W., Organization Change: Theory and Practice, SAGE Publications
6. Anderson, D. L., Organization Development: The Process of Leading Organizational Change, SAGE Publications

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand key concepts and models of organizational change and development	3	2	1	2	1
CO2	Analyze the influence of culture, climate, power, and politics in organizations	2	3	2	2	3
CO3	Apply strategies for managing conflict, intergroup behavior, and negotiation	1	3	3	2	2
CO4	Evaluate practices for fostering creativity, innovation, and inclusion	2	2	2	3	3
AVG		**2.0**	**2.5**	**2.0**	**2.25**	**2.25**

BBA-B&I 312: Strategic HRM

L-4, T-0, Credits -4

Course Objectives: This course aims to equip students with the knowledge and skills to align human resource strategies with business objectives, manage workforce challenges, and address emerging trends in Strategic HRM

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Analyze the nature, scope, and functions of Strategic Human Resource Management and its role in aligning HR strategies with organizational goals.

CO2. Demonstrate an understanding of workforce planning, talent acquisition, and retention strategies, and evaluate methods for forecasting manpower demand and supply.

CO3. Evaluate contemporary HR issues such as global HRM, work-life balance, and Green HRM, and develop strategies to address these challenges within a business context.

CO4. Apply HRM competencies and performance measurement tools like the Balanced Scorecard (BSC) in designing HR strategies that enhance organizational effectiveness and employee performance.

Course Content

Unit I : Introduction to Strategic Human Resource Management (SHRM):
Definition and Evolution of HRM, Nature and Scope of Strategic HRM, SHRM Models (Best Fit, Best Practice, Configurational Models), HRM Roles and Responsibilities in Strategic Management, Business and Organizational Restructuring: Implications for HR, The Changing Role of HR Managers in Strategy Formulation and Execution, Aligning HR Strategy with Business Strategy, Competitive Challenges and SHRM: Workforce ; Diversity, Equity, Inclusion, Belonging (DEIB) and workforce agility. Managing Protean Careers, Psychological Contracts, Employee Engagement and Developmental Leadership, Moonlighting and its Implications for Organizations **(15 Hours)**

Unit II : Strategic Workforce Planning and HR Integration Linking Strategic Planning with HR Planning: Concept of Strategic HR Planning, Forecasting Manpower Demand and Supply: Techniques and Methods, Workforce Analytics for SHRM Decision-Making, Managing Turnover, Absenteeism, and Talent Gaps. Job Analysis, Job Design & Job Re-design: Job Enlargement and Job Enrichment, Integrating Corporate Strategy and HRM, HRM and Organizational Culture Management. Managing HR during Mergers & Acquisitions: Challenges and Strategies for Aligning Workforce in M&As, Post-merger Integration of HRM Strategies

(15 Hours)

Unit III : Talent Acquisition, Development, and HR Competencies

Expanding the Talent Pool Strategically: Strategic Recruitment and Selection Practices, Linking Career Development Initiatives with Organizational Strategy, HR Competencies: Roles of HR Generalists and HR Specialists in Strategy Implementation, Strategic Training & Development: Linking Learning with Organizational Goals. Performance Measurement **Systems:** Balanced Scorecard (BSC) and its Application to HRM, Step-by-Step Implementation of BSC for HR, Aligning Employee Performance with Strategic Objectives. **(15 Hours)**

Unit IV: Contemporary Issues and Innovations in SHRM

Strategic HRM in a Global and Evolving Environment: International Human Resource Management (IHRM): Global Workforce Management, SHRM in the Digital Age: Leveraging Technology in HR, Human Resource Information Systems (HRIS) and e-HRM, Wellness Programs and Work-Life Balance as Strategic HR Practices, Green HRM: Aligning Sustainability with HR Strategies. Emerging Work Patterns: Flexible Working (Shift Systems, Flexi-time, Remote Work, Casual Employment), Competency Mapping and Empowering Managers, Developing Positive Political Skills in HRM.

(15 Hours)

Suggested Readings (Latest Editions):

1. Kochhar, R., Human Resource Management: A Global Perspective, Pearson Education
2. Datt, R. & Sundaram, K.P.M., Indian Economy, S. Chand & Company Ltd.
3. Bhatia, S., Strategic Human Resource Management, Excel Books
4. Mathis, R.L., & Jackson, J.H., Human Resource Management, Cengage Learning
5. Tiwari, R.K., Human Resource Management: Text & Cases, Vikas Publishing House
6. Pattanayak, B., Human Resource Management, Prentice Hall India

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Analyze the nature, scope, and functions of SHRM and its role in aligning HR strategies with organizational goals	3	2	2	3	2
CO2	Demonstrate understanding of workforce planning, talent acquisition, and evaluate forecasting methods	3	3	2	2	2
CO3	Evaluate contemporary HR issues such as global HRM, work-life balance, Green HRM, and strategize solutions in a business context	2	2	2	3	3
CO4	Apply HRM competencies and performance measurement tools like BSC to enhance organizational effectiveness and employee performance	3	3	3	3	2
AVG		**2.75**	**2.5**	**2.25**	**2.75**	**2.25**

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I) w.e.f. 2024-25

BBA-B&I 314: Advertising and Brand Management

L-4, T-0, Credits -4

Course Objectives: This course aims to provide an understanding of the basic principles of advertising management and to develop an understanding of the brand concept.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Define key concepts of IMC and Advertising Management, including objectives and strategy
CO2. Apply media planning strategies and evaluate advertising effectiveness
CO3. Analyze brand concepts, equity, and loyalty using relevant models
CO4. Develop and evaluate brand positioning and extension strategies

Course Content

Unit I

Concept of IMC: Definition of Advertising- Nature & Scope of Advertising Management; Setting Advertising Objectives, DAGMAR & Other Models, Advertising Planning & Strategy Making, Creative Strategy Development & Implementation. Advertising Budget. (Indian Prospects)

(14 Hours)

Unit II

Media Planning: Setting Media Objectives; Developing Media Strategies, Evaluation of Different Media and Media Selection; Media Buying; Measuring Advertising Effectiveness- Pretesting & Post testing; Social, Ethical and Legal Aspect of Advertising. **(14 Hours)**

Unit III

Brand-Concept: Naming and Importance of Brands; Types of brands, Strategic Brand Management Process; Brand Identity perspectives, Brand identity prism, Identity levels, Concepts and Measures of Brand Equity, Brand Assets and liabilities, Aaker Model of Brand Equity, Customer based brand equity, Keller model of Brand Equity .Brand Loyalty, Measures of Loyalty; Brand Personality: Definition, Measures and, Formulation of Brand Personality; Brand Image dimensions, Stages of Concept Management for functional, symbolic and experiential brands. **(16 Hours)**

Unit IV:

Brand Positioning: Concepts and Definitions, 3 Cs of positioning, Brand positioning and differentiation strategies, Repositioning, Celebrity Endorsements, Brand Extension; Branding strategies; Brand Hierarchy-Kapfrer Model;Line Extension; Brand Extension, Multiple Brands; New Brands; Extension; range and umbrella branding, Brand reinforcement, brand revitalization of Advertisement, managing global brands, Branding in different sectors, Case studies.

(16 Hours)

Suggested Readings (Latest Editions):

1. Batra, R., Myer, G.J., & Aaker, D.A., Advertising Management, Pearson Education
2. Keller, K.L., Strategic Brand Management, Pearson Education
3. O'Guinn, T., & Allen, C., Advertising Management with Integrated Brand Promotion, Cengage Learning India Pvt. Ltd.
4. Shah, K., & D'Souza, A., Advertising and Promotions: An IMC Perspective, McGraw Hill Education
5. Aaker, D., Managing Brand Equity, Prentice Hall of India
6. Shimp, T.A., Advertising Promotion and Other Aspects of Integrated Marketing Communications, Cengage India Pvt. Ltd.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Define key concepts of IMC and Advertising Management, including objectives and strategy	3	2	2	2	1
CO2	Apply media planning strategies and evaluate advertising effectiveness	2	3	2	2	1
CO3	Analyze brand concepts, equity, and loyalty using relevant models	2	3	2	3	1
CO4	Develop and evaluate brand positioning and extension strategies	2	3	3	3	1
AVG		**2.25**	**2.75**	**2.25**	**2.5**	**1.0**

BBA-B&I 316: Principles of Event Management

L-4, T-0, Credits -4

Course Objectives: This course aims to equip students with essential knowledge and practical skills for planning, organizing, and executing diverse events. It focuses on event logistics, budgeting, legal compliance, coordination, and the strategic role of public relations and media in event success.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Define key concepts and roles in event management.
CO2. Apply event management principles to plan and execute events.
CO3. Create event plans and evaluate their effectiveness.
CO4. Analyze and evaluate public relations and corporate event strategies.

Course Content

Unit I

Introduction to Event Management: Meaning and Definition of Event, Need for Event Management: Understanding the significance of events in various industries, Principles, Scope of Event Management: Types of events (corporate, social, cultural, etc.), Decision Makers in Event Management: Role of Event Managers and Technical Staff. Event Manager's Responsibilities: Organizing, budgeting, and leading the team, Establishing Policies and Procedures: Creating a framework for event success, Record Keeping Systems in Event Management: Importance of documentation and technology in event tracking. Recent trends in the event industry.

(15 Hours)

Unit II

Event Management Procedures: Principles for Holding an Event: Key principles for planning and organizing successful events, Event Permissions and Licenses: Government policies, local authorities, phonographic performance licenses, Utility Management: Coordinating with fire brigades, ambulance, catering services, electricity, and water supply. Taxes and Legal Compliance: Understanding the taxes applicable during events (GST, etc.). Event Logistics and Coordination: Ensuring smooth operations on the event day. Use of event management tools.

(15 Hours)

Unit III

Conduct of an Event: Event Planning Schedule: Creating timelines, setting milestones, and allocating tasks, Organizing Event Details: Arranging tables, venues, transportation, etc., Assigning Responsibilities: Role allocation for team members and stakeholders, Communication and Budgeting: Managing communication between teams, budgeting for all aspects of the event, Event Checklists: Preparing pre-event and post-event checklists to ensure no task is overlooked, Computer-Aided Event Management: Tools and software used in planning and executing events. Roles and Responsibilities of Event Managers: Specific responsibilities for different types of events (corporate, social, etc.).

(15 Hours)

Unit IV

Public Relations and Corporate Events: Introduction to Public Relations: Concept, nature, and importance of PR in events. Types of Media in Event Management: Print, broadcast, online media, and social media. Media Management and Strategy: Planning media outreach and handling media relations. Public Relations Writing: Press releases, media kits, and other PR-related writing tasks.

Corporate Event Planning: Job responsibilities of corporate event organizers. Arrangements and Budgeting: Planning for corporate events, managing guest lists, and budgeting. Safety Measures for Corporate Events: Ensuring the safety of guests and participants. Need for Entertainment in Corporate Events: Planning entertainment that aligns with event objectives. Reporting and Evaluation: Post-event reporting and evaluation of event success.

(15 Hours)

Suggested Readings (Latest Editions):

1. Sharma, R., Event Management: A Professional and Developmental Approach, Cengage Learning India
2. Jain, A.K., Event Management in India: Principles and Practices, Prentice Hall India
3. Bhatia, A., Event Management: An Integrated Approach, S. Chand & Company
4. Madhukar, M., Public Relations and Event Management, Himalaya Publishing House
5. Goldblatt, J., Special Events: A New Generation and the Next Frontier, Wiley
6. Raj, P., Event Planning and Management, McGraw-Hill Education.
7. Pittman, D., & Hecht, J., The Art of Event Planning: Pro Tips from an Industry Insider, Wiley

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Define key concepts and roles in event management	3	2	2	1	1
CO2	Apply event management principles to plan and execute events	2	3	3	2	2
CO3	Create event plans and evaluate their effectiveness	2	3	3	3	2
CO4	Analyze and evaluate public relations and corporate event strategies	2	3	2	3	2
AVG		**2.25**	**2.75**	**2.5**	**2.25**	**1.75**

BBA-B&I 318: Financial Markets and Institutions

L-4, T-0, Credits -4

Course Objectives: The course aims to familiarize the learners with an overview of Financial Markets & Institutions in India.

Course Outcomes: Upon completion of this course, students will be able to:
CO1. Analyze the functioning of Financial Markets & Institutions in India.
CO2. Examine the functioning of money market and capital market.
CO3. Assess the impact of initiatives on financial inclusion.
CO4. Understand the role and functions of financial institutions.

Course Contents

Unit I

Introduction to Financial System: Components of financial system, Financial system and economic development, Financial intermediaries, Overview of Indian Financial System, Financial Sector Reforms. **(14 Hours)**

Unit II

Money Market: Money market concept, role, functions and importance, money market instruments, reserve bank of india (RBI) structure and role, money market operations, monetary policy committee (MPC) structure and role, policy rates, impact of monetary policy on inflation and liquidity.

(14 Hours)

Unit III

Capital Market: Capital market concept, role, functions and importance, components of capital market, cash markets-equity and debt, depository, primary and secondary markets, derivatives and commodity markets, role of stock exchanges in India, Securities and exchange board of India (SEBI-role in capital market development and Investor protection and awareness. Introduction to crytocurrencies. **(16 Hours)**

Unit IV:

Banking and Other Financial Institutions: Commercial banks-classification, payment banks, small banks, co-operative banks, recent initiatives like MUDRA financing scheme, financial inclusion, Non-performing assets (NPA)-meaning, causes and impact of NPAs on banking sector, Insolvency and bankruptcy code 2016, Role and Importance of non-banking financial companies (NBFCs), development financial institutions (DFIs), Housing finance institutions, National Housing Bank, HUDCO, Microfinance and Rural Credit, NABARD, Post Office Banks.

(16 Hours)

Suggested Readings (Latest Editions):

1. Gordon, E. & Natarajan, K, Financial Markets and Services, Himalaya Publishing House.
2. Kumar, V., Gupta, K., & Kaur, M., Financial Markets, Institutions and Financial Services, Taxmann's Publications.
3. Khan M. Y., & Jain, P.K., Financial Services, McGraw Hill Publishing Company.
4. Khan M. Y., Indian Financial System-Theory and Practice, Vikas Publishing House.
5. Pathak, Bharati, Indian Financial System, Pearson Education.

6. Annual Reports: Reserve Bank of India, Ministry of Finance, Government of India.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Analyze the functioning of Financial Markets & Institutions in India.	3	3	2	2	1
CO2	Examine the functioning of money market and capital market.	3	3	2	2	1
CO3	Assess the impact of initiatives on financial inclusion.	2	3	2	3	3
CO4	Understand the role and functions of financial institutions.	3	2	1	2	2
AVG		**2.75**	**2.75**	**1.75**	**2.25**	**1.75**

BBA-B&I 320: Financial Risk Management

L-4, T-0, Credits -4

Course Objectives: This course aims to develop students' understanding of financial risk types and equip them with the tools, frameworks, and practices necessary to identify, assess, and manage various financial risks in institutional settings.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Identify and explain various types of financial risks and their implications for modern organizations

CO2. Apply quantitative models to measure and manage market risks using tools such as VaR, RiskMetrics, and stress testing.

CO3. Analyze and manage credit risks through risk modeling, credit derivatives, and credit rating methodologies

CO4. Evaluate enterprise-wide risk management frameworks and regulatory requirements for integrated risk control.

Course Content

Unit I

Introduction to Financial Risk: Value Creation and Risk Management. Types of risks faced by modern organisations. Nature, sources and measures of financial risks. Management of Market Risks, Concept of Market Risk. Sources of market risks. Measures of market risk. Value at Risk. RiskMetrics Approach. Historic Simulations. Monte Carlo Simulations. Portfolio Risk Measure. Portfolio Risk Budgeting. Stress Testing and Back Testing. Capital Charges.

(15 Hours)

Unit II

Management of Credit Risks: Concept of Credit Risk. Individual Loan Risks. Measurement of Credit Risk. Default Risk Models. Loan Portfolio and Concentration Risk. Credit Ratings. Credit Derivatives. Capital Charges. **(15 Hours)**

Unit III

Management of Other Institutional Risks: Other types of financial risks faced by the institutions. Measures and handling of OffBalance-sheet risks, foreign exchange risks, sovereign risk, liquidity risk, technology and other operational risks. Risk hedging and management. Capital charges.

(15 Hours)

Unit IV

Enterprise Risk Management: Concept of Enterprise Risk Management (ERM). Principal terms in Enterprise Risk Management. Integrated Approach to Risk Management. Framework for risk management and control. Risk frameworks under regulatory environments. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Bhalla, V. K. ,Investment Management. Delhi: S. Chand.
2. Christoffersen, P. F., Elements of Financial Risk Management. London: Academic Press.
3. Crouhy, M., Galai, D.,& Mark, R., The Essentials of Risk Management. USA: McGraw-Hill Education.
4. Hull, J. C., Risk Management and Financial Institutions. New Jersey: John Wiley & Sons.

5. Jorion, P., Financial Risk Manager Handbook. New Jersey: John Wiley & Sons.
6. Professional Risk Managers' International Association. (2015). PRM Handbook Volume III: Book 1-3. USA: PRMIA Publications.
7. Resti, A. & Sironi, A., Risk Management and Shareholders' Value in Banking. England: John Wiley & Sons.
8. Saunders, A.,& Cornett, M. M., Financial Institutions Management. New York: McGraw-Hill Education.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Identify and explain various types of financial risks and their implications for modern organizations	3	2	1	2	1
CO2	Apply quantitative models to measure and manage market risks using tools such as VaR, RiskMetrics, and stress testing.	2	3	2	3	1
CO3	Analyze and manage credit risks through risk modeling, credit derivatives, and credit rating methodologies	2	3	1	3	1
CO4	Evaluate enterprise-wide risk management frameworks and regulatory requirements for integrated risk control.	2	2	2	3	2
AVG		**2.25**	**2.5**	**1.5**	**2.75**	**1.25**

BBA-B&I 322: Global Competitiveness

L-4, T-0, Credits -4

Course Objectives: This course introduces students to the fundamentals of global competitiveness and strategies to succeed in international markets. It also covers the key forms and success factors of strategic alliances as essential tools for business growth

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand the concept of strategic alliances and acquaint themselves with the worldwide trends in this area.

CO2. Explain the factors responsible for the rise of strategic alliances.

CO3. Develop an awareness of costs and benefits of alliance arrangements.

CO4. Explain the process of planning successful alliances and responsibility of the alliance partners

Course Contents

Unit I

Global Competitiveness: Definition and Importance, Key Drivers of Competitiveness in the Global Economy, Framework for Assessing Competitiveness: Comparative and Competitive Advantage, Porter's Diamond Model, World Economic Forum (WEF) Competitiveness Index, IMD World Competitiveness Yearbook. Various Approaches: National vs. Firm-Level Competitiveness, International Competitiveness Studies, Benchmarking and Best Practices

(14 Hours)

Unit II

Developing Competitiveness: Government Policy and Competitiveness: Role of Regulatory Environment and Reforms, Economic Liberalization and Ease of Doing Business. Quality and Productivity: Total Quality Management (TQM), Lean and Six Sigma Approaches, Benchmarking and Continuous Improvement, Role of Quality and Productivity in achieving World Class Competitiveness; Science, Technology and Innovation Policy: National Innovation Systems, R&D and Intellectual Property Rights (IPR). Human Capital and Competitiveness: Education, Skills, and Workforce Competency, Talent Retention and Global Talent Index. Role of Information Systems in Building Competitiveness: ICT Infrastructure and Digital Competitiveness, Role of AI, Big Data, and Industry 4.0. Industrial Clusters and Business Development; Cluster Development and Competitiveness, Public-Private Partnerships in Business Development. Strategic Management of Technology and Innovations: Innovation Strategy, Technology Lifecycle Management

(16 Hours)

Unit III

Global Competitiveness of Indian Industry : Current Status of Indian Industry on Global Competitiveness: Sectoral Analysis (IT, Pharma, Manufacturing, etc.), India's Ranking in Global Indices. Challenges and Causes of Uncompetitiveness: Infrastructure Deficiencies, Policy Bottlenecks, Skill Gaps and Innovation Deficit. Strategic Options for Enhancing Competitiveness: Global Value Chains (GVCs), Export Promotion and Market Diversification, FDI and Technology Transfer. Case Studies of Globally Competitive Indian Companies: Infosys, Tata Group, Mahindra, Reliance, etc. **(15 Hours)**

Unit IV:

Strategic Alliances: Strategic Alliances: Concept and Types: Joint Ventures, Licensing, Franchising, Consortia. Value Creation through Strategic Alliances: Synergy and Resource Sharing, Market Access and Technology Transfer. Management of Alliances: Selection of Partners, Governance Structures and Conflict Resolution, Performance Measurement. Strategic Alliances in the Indian Context: Successful Alliances in Indian Industries, Role in Enhancing Global Reach and Competitiveness. Global Comparative Competitive study across the nations.

(15 Hours)

Suggested Readings (Latest Editions):

1. Momaya, K., International Competitiveness: Evaluation and Enhancement, Hindustan Publishing Corporation
2. Ajitabh, Global Competitiveness, Excel Books
3. Marcela, V. W., International Competitiveness and Technological Change, Oxford Press
4. Hamel, G., & Prahlad, C. K., Competing for the Future, Harvard Business Press
5. IMD, World Competitiveness Year Book, IMD
6. World Economic Forum, Global Competitiveness Report, World Economic Forum

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the concept of strategic alliances and acquaint themselves with the worldwide trends in this area.	3	2	2	2	1
CO2	Explain the factors responsible for the rise of strategic alliances	3	3	2	2	1
CO3	Develop an awareness of costs and benefits of alliance arrangements	2	3	2	3	1
CO4	Explain the process of planning successful alliances and responsibility of the alliance partners	3	3	3	3	1
AVG		**2.75**	**2.75**	**2.25**	**2.5**	**1**

BBA-B&I 324: WTO and Intellectual Property Rights

L-4, T-0, Credits -4

Course Objectives: The course is intended to sensitize the students about the importance of WTO and intellectual property in the global economy.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand the working and significance of world trade organization in liberalized era.
CO2. Be familiar with the concept of intellectual property rights and their application.
CO3. Appreciate the impact of WTO on Indian Economy.
CO4. Understand Trade Related Aspects Of Intellectual Property Rights (TRIPS) & Trade-Related Investment Measures (TRIMS) in context of international business

Course Content

Unit I

GATT and Evolution of World Trade Organization (WTO): Role of WTO in International Trade, Main Features of WTO, Agreements as a part of WTO: Environment, Investment, Competition Policy, Government Procurement, Trade Facilitation, Social Clause, Labour Standards; Implementation and Implication. Introduction to the Global Business Environment.

(15 Hours)

Unit II

General Introduction in the Intellectual Property Law: The Notion of Intellectual Property, Historical Background, The Main Fields of Intellectual Property, Industrial Property Law: Inventions, Industrial Creations Characterized by Relative Novelty (innovations), Know-How, Industrial Designs and Models, Utility Models, Layout-designs of Semiconductor Integrated Circuits (semiconductor chips), Plant Varieties, Trademarks, Geographical Indications, Trade-names, Emblems, Other Distinctive Signs; Scientific Discoveries and Neighboring Rights.

(14 Hours)

Unit III

IPR and Economic Development: Copyright Law ("Rights of Authors"), Correlation of Intellectual Property Law with Unfair Competition, Common Features of the Intellectual Property Rights, Legal Nature of the Intellectual Property Rights, Position of the Intellectual Property Law in the Legal System. International Organizations and Agreements. **(14 Hours)**

Unit IV:

International Protection of Intellectual Property: World Intellectual Property Organization, TRIPS, Paris Convention for Protection of Industrial Property, Patent Cooperation Treaty, The Hague Agreement on Deposit of Industrial Designs, International Convention for Protection of New Varieties of Plants, Budapest Treaty on International Recognition of Deposit of Microorganisms, Madrid Agreement on International Registration of Trademarks and Protocol Relating to Madrid Agreement, Trademark Law Treaty, Berne Convention for Protection of Literary and Artistic Works, Rome International Convention for Protection of Performers, Producers of Phonograms and Broadcasting Organizations, The Geneva Convention for Protection of Producers of Phonograms

(16 Hours)

Suggested Readings (Latest Editions):

1. Lal, B., The WTO and the Multilateral Trading System: Past, Present and Future, Third World Network and Zen Books
2. Bainbridge, D., Intellectual Property, Pearson Education
3. Maskus, K. E., Intellectual Property Right in the Global Economy, Institute for International Economies, Washington
4. Ganguli, P., IPR - Unleashing the Knowledge Economy, McGraw Hill Education
5. Ramappa, T., Intellectual Property Rights Under WTO: Task Before India, Wheeler Publishing
6. Jain, N. K., WTO: Concepts, Challenges and Global Development, Cambridge University Press

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the working and significance of WTO in liberalized era	3	2	2	2	1
CO2	Be familiar with the concept of intellectual property rights and their application	3	3	2	2	1
CO3	Appreciate the impact of WTO on Indian Economy	3	2	2	3	1
CO4	Understand TRIPS & TRIMS in context of international business	3	3	2	3	1
AVG		**3.0**	**2.5**	**2.0**	**2.5**	**1.0**

BBA-B&I 326: Sustainable Entrepreneurship

L-4, T-0, Credits -4

Course Objectives: This course aims to equip students with the knowledge and skills to develop and manage sustainable entrepreneurial ventures by integrating economic, environmental, and social dimensions into business models and strategies.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand the foundational concepts of sustainability and entrepreneurship and explain their interrelationship.

CO2. Apply tools such as the Sustainable Business Model Canvas and Life Cycle Assessment to design sustainable business strategies.

CO3. Analyze the challenges and opportunities faced by sustainable startups using real-world case studies.

CO4. Create a viable and innovative sustainable business proposal addressing environmental or social issues.

Course Contents

Unit I : Foundations of Sustainable Entrepreneurship

Introduction to Entrepreneurship and Sustainability: Definition and characteristics of entrepreneurship, Evolution of entrepreneurship in the context of sustainability, Understanding sustainability: Environmental, Social, and Economic dimensions, Intersection of entrepreneurship and sustainability. The Triple Bottom Line Approach: People, Planet, and Profit: Integrating 3Ps in business practices, Case examples of TBL application in SMEs and startups. Sustainable Development Goals (SDGs): Overview of the 17 SDGs, Linking SDGs to entrepreneurial opportunities, Role of entrepreneurs in achieving SDGs at local and global levels. Characteristics of Sustainable Entrepreneurs: Values, mindset, and behaviors of eco-conscious entrepreneurs, Leadership styles suited to sustainable businesses, Ethical considerations in entrepreneurship. Challenges and Opportunities in Sustainable Entrepreneurship: Market gaps and new opportunities for innovation, Regulatory, financial, and operational barriers, Trends driving sustainability (climate change, resource scarcity, social inequality) **(15 Hours)**

Unit II : Business Models and Design for Sustainability

Sustainable Business Model Innovation: Differences between conventional and sustainable business models, Introduction to the Sustainable Business Model Canvas, Case studies of innovative sustainable ventures. Circular Economy Principles: Linear vs. circular business models, Design strategies: Cradle-to-cradle, zero waste, product-as-a-service, Reverse logistics and closed-loop systems. Green Product and Service Design: Sustainable product development lifecycle, Use of sustainable materials and eco-design, Case examples from fashion, food, packaging, and electronics industries. Green Marketing and Ethical Branding: Principles of green marketing, Avoiding greenwashing: Authenticity and transparency, Creating purpose-driven brands. Measuring Sustainability: Basics of Life Cycle Assessment (LCA), Key Performance Indicators (KPIs) for sustainability, Environmental and social impact assessments. **(15 Hours)**

Unit III : Strategic Management and Financing for Sustainable Ventures

Strategic Planning for Sustainability: Vision and mission alignment with sustainability, SWOT and PESTEL analysis with sustainability lens, Stakeholder mapping and materiality assessment.

Financing Sustainable Startups: Introduction to impact investing and venture philanthropy, Green finance instruments: Green bonds, ESG funds, CSR grants, Crowdfunding platforms and community-based financing. Government and Institutional Support: Overview of government schemes and subsidies (national and international), Role of public policy in encouraging sustainable enterprises, Certification and standards (e.g., B-Corp, ISO 14001, Fair Trade). Managing Risk and Compliance: Types of risks in sustainable business: Regulatory, environmental, financial, Risk mitigation strategies, Legal compliance and environmental regulations. Scaling and Sustaining Sustainable Businesses: Growth strategies for social enterprises and green startups, Partnerships and collaboration for scale, Balancing mission and profitability. **(15 Hours)**

Unit IV: Tools, Technologies, and the Future of Sustainable Entrepreneurship

Tools and Frameworks for Impact Assessment: B Impact Assessment tool, ESG (Environmental, Social, Governance) metrics, Social Return on Investment (SROI). Emerging Technologies in Sustainability: Role of AI, IoT, and Blockchain in sustainable solutions, Smart agriculture, green buildings, and renewable energy, Sustainable supply chain management tools. Global and Regional Trends in Sustainable Entrepreneurship: Rise of conscious consumerism, Climate-tech, clean-tech, and social innovation trends, Global accelerators and incubators promoting sustainability. Role of Ecosystem Players: NGOs, academic institutions, media, and communities, Creating ecosystems of change: cross-sector collaboration, Building and sustaining innovation hubs. Capstone Project / Startup Pitch: Ideation and validation of a sustainable business idea, Preparing a business model canvas and sustainability plan, Presenting/pitching to mock investors or panels. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Anand, A., Tripathi, A., Sharma, K., Chauhan, A., & Agarwal, R., Sustainability, Entrepreneurship Equity and Digital Strategies, Bloomsbury Publishing India Pvt. Ltd.
2. Swami, R., Ranjan, P., & Rex, S., Sustainable Entrepreneurship Startup in India Case Bank, Nex Gen Publication
3. Sinha, J., & Bhammer, S., India's Green Startups: Entrepreneurs that are Driving Growth, Juggernaut
4. Haque, S., Srividya, N., & Sen, A., Sustainable Excellence: A Contemporary Business Perspective, Excel India Publishers
5. Dey, A.K., Sustainable Entrepreneurship: Innovation and Transformation, Bloomsbury Publishing India Pvt. Ltd.
6. Singh, A., & Reji, E.M., Social Entrepreneurship and Sustainable Development (Towards Sustainable Futures), Routledge

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the foundational concepts of sustainability and entrepreneurship and explain their interrelationship	3	2	2	3	3
CO2	Apply tools such as the Sustainable Business Model Canvas and Life Cycle Assessment to design sustainable business strategies	2	3	2	3	3
CO3	Analyze the challenges and opportunities faced by sustainable startups using real-world case studies	3	3	2	3	3
CO4	Create a viable and innovative sustainable business proposal addressing environmental or social issues	3	3	3	3	3
AVG		**2.75**	**2.75**	**2.25**	**3.00**	**3.00**

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I) w.e.f. 2024-25
BBA-B&I 328: Entrepreneurial Finance

L-4, T-0, Credits -4

Course Objectives: This course aims to equip students with the knowledge and skills to make informed financial decisions throughout the entrepreneurial venture life cycle, from idea generation to growth financing, by integrating principles of financial planning, valuation, risk assessment, and capital sourcing.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand and explain the role of finance in entrepreneurship and the financial needs at different stages of the venture life cycle

CO2. Apply financial tools such as cash flow statements, break-even analysis, and ratio analysis to evaluate a venture's performance

CO3. Analyze the cost of various sources of capital, assess risk-return trade-offs, and determine the venture's weighted average cost of capital (WACC)

CO4. Evaluate and compare venture valuation methods and financing options to develop suitable funding strategies for business growth

Course Content

Unit I

Introduction to Entrepreneurial Finance & Venture Life Cycle: Principles of Entrepreneurial Finance, Role and Importance of Finance in Entrepreneurship, The Successful Venture Life Cycle: Stages and Funding Needs, Life Cycle Approach to Teaching Entrepreneurial Finance, Developing Business Ideas & Business Models, Screening Venture Opportunities: Pricing & Profitability Considerations, Financial Feasibility & Harvest Considerations, Financial Planning: Financial Plans and Projections, Short-term Cash Planning Tools. **(15 Hours)**

Unit II

Organizing, Operating, and Funding the Venture: Financing Stages: Seed, Startup, and First-Round Financing, Financial Bootstrapping Techniques, Business Angel & Early Investment Sources, Preparing and Using Financial Statements: Balance Sheet, Income Statement, Cash Flow Statement, Internal Operating Schedules, Break-even Analysis, Evaluating Financial Performance: Ratio Analysis. **(15 Hours)**

Unit III

Financial Planning, Capital Costs, and Risk: Financial Planning Throughout the Venture Life Cycle, Projected Monthly Financial Statements, Types and Costs of Financial Capital: Implicit vs. Explicit Capital Costs, Financial Markets Overview, Determining the Cost of: Debt Capital, Equity Capital, Investment Risk and Return, Weighted Average Cost of Capital (WACC).

(15 Hours)

Unit IV

Venture Valuation & Financing for Growth: Valuing Early-Stage Ventures: Basic Mechanics of Valuation, Projected Financials for DCF Valuation, Accounting vs. Equity Cash Flow, Valuation Methods: Venture Capital Valuation Method, Earnings Multiplier, Discounted Dividends, Professional Venture Capital: Investment Cycle, Fund Structure, Due Diligence, Alternative Financing Options: Venture Leasing, Factoring, Receivables Lending, Mortgage Lending, Role of Government: State & Central Programs, Consultants, Intermediaries, and Foreign Investors.

(15 Hours)

Suggested Readings (Latest Editions):

1. Leach, J. C., Melicher, R. W., Entrepreneurial Finance, Cengage Learning
2. Rogers, S., Entrepreneurial Finance: Finance and Business Strategies for the Serious Entrepreneur, 4th ed., McGraw-Hill Education
3. Cumming, D. J., The Oxford Handbook of Entrepreneurial Finance, Oxford University Press
4. Alhabeeb, M. J., Entrepreneurial Finance: Fundamentals of Financial Planning and Management for Small Business, Wiley
5. Adelman, P. J., Marks, A. M., Entrepreneurial Finance, 6th ed., Pearson Education

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand and explain the role of finance in entrepreneurship and the financial needs at different stages of the venture life cycle	3	2	1	2	1
CO2	Apply financial tools such as cash flow statements, break-even analysis, and ratio analysis to evaluate a venture's performance	2	3	1	3	1
CO3	Analyze the cost of various sources of capital, assess risk-return trade-offs, and determine the venture's WACC	2	3	1	3	1
CO4	Evaluate and compare venture valuation methods and financing options to develop suitable funding strategies for business growth	2	3	2	3	1
AVG		**2.3**	**2.75**	**1.25**	**2.75**	**1**

SEMESTER -VII

BBA-B&I 401: Prevention of Fraudulent Practices through Case Studies

L-4, T-0, Credits -4

Course Objectives: This course aims to equip students with comprehensive knowledge of fraud prevention, detection, and investigation techniques using real-world case studies. It emphasizes ethical conduct, legal frameworks, risk assessment, and the role of technology in combating fraud within financial institutions.

Course Outcomes: Upon completion of this course, students will be able to:

- **CO1.** Understand the types, causes, and legal implications of fraudulent practices in financial institutions.
- **CO2.** Evaluate fraud risk assessment techniques and design effective prevention frameworks.
- **CO3.** Apply analytical and investigative methods, including forensic tools, to detect and investigate fraud.
- **CO4.** Analyze real-life fraud cases and propose ethical and practical solutions using emerging technologies.

Course Contents

Unit I

Introduction to Fraud and Ethical Foundations: Understanding the Nature and Impact of Fraud: Definition of Fraud**,** The Economic and Social Impact of Fraud**,** How Fraud Affects Organizations and Individuals**,** Real-World Examples of Major Fraud Cases, Types of Fraud and Fraud Schemes: Asset Misappropriation, Financial Statement Fraud, Corruption and Bribery, Procurement Fraud, Identity Theft and Cyber Fraud, Insurance Fraud, Ponzi and Pyramid Schemes, Legal and Ethical Considerations in Fraud Investigations: Legal Framework and Key Laws (e.g., FCPA, SOX, etc.), Ethical Guidelines in Fraud Investigation, Legal Liabilities for Fraud Prevention and Detection, Privacy and Data Protection Concerns in Investigations, Compliance with Laws and Regulatory Standards: Regulatory Agencies and Their Role in Fraud Prevention, Overview of Global Anti-Fraud Regulations, Corporate Governance and Fraud Compliance Standards, Importance of Whistleblower Policies, Fraud Awareness and the Role of Employees: The Importance of Fraud Awareness Training, Organizational Culture and Employee Responsibility, Creating a Fraud Prevention Mindset, Reporting Mechanisms (e.g., hotlines, whistleblowing), Educating for Ethical Behavior in Organizations: Designing Effective Fraud Prevention and Ethics Training Programs, Role of Leadership in Setting Ethical Standards, Case Studies on Ethical Failures, Encouraging Ethical Decision-Making Among Employees.

(15 Hours)

Unit II

Fraud Risk Assessment and Prevention Strategies: Assessing Fraud Risks and Organizational Vulnerabilities: Identifying Fraud Risk Areas in an Organization, Fraud Risk Mapping and Vulnerability Analysis, Risk Factors and Warning Signs of Fraud, Key Fraud Risk Indicators (FRIs) Fraud Prevention Strategies and Internal Controls: Preventive vs. Detective Controls, Segregation of Duties and Authorizations, Physical and Digital Security Measures, Implementing Access Controls and Monitoring Systems, Anti-Fraud Policies and Procedures. Designing and Implementing Fraud Risk Management Frameworks: Building a Fraud Risk Management Plan, The Role of Internal Audits in Fraud Prevention, Developing Fraud Risk Mitigation Strategies, Integrating Fraud Risk Management with Corporate Governance, Monitoring and Evaluating Anti-Fraud Measures: Key Performance Indicators (KPIs) for Fraud Prevention, Continuous Monitoring Techniques, Regular Audits and Fraud Risk Assessments, Using Technology to Improve Fraud Prevention Systems,

Creating a Culture of Integrity and Prevention: Role of Leadership in Fraud Prevention, Establishing a Zero-Tolerance Policy for Fraud, Promoting Ethical Conduct Across All Levels, Engaging Employees in Fraud Prevention Efforts **(15 Hours)**

Unit III

Fraud Detection and Investigation Techniques: Techniques for Detecting Fraudulent Activities: Red Flags and Warning Signs of Fraud, Manual vs. Automated Detection Techniques, Risk-based vs. Transaction-based Detection Methods, The Role of Data Analytics in Fraud Detection, Use of Data Analytics and Forensic Accounting in Fraud Detection: Analyzing Financial Data for Anomalies**,** Fraud Detection Software and Tools**,** Forensic Accounting Techniques: Tracing Assets and Liabilities**,** Using Benford's Law and Ratio Analysis in Fraud Detection, Role of Internal Controls in Detection: Importance of Control Frameworks (e.g., COSO, COBIT), Control Testing and Audits, Continuous Monitoring of Financial Transactions, Data Mining and Pattern Recognition Techniques, Conducting Investigations: Gathering Evidence: Steps in Fraud Investigation: Planning, Data Collection, Analysis, Chain of Custody for Evidence, Interviewing Witnesses and Suspects, Legal and Ethical Considerations in Evidence Gathering, Interviewing Witnesses and Suspects: Effective Interviewing Techniques for Fraud Investigators, Psychological Techniques for Detecting Deception, Handling Difficult Conversations During Investigations, Documentation and Reporting: Preparing Investigative Reports: Best Practices**,** Structuring Findings and Recommendations**,** Documenting Evidence for Court or Legal Proceedings**,** Reporting to Authorities and Regulatory Bodies.

(15 Hours)

Unit IV:

Technology, Best Practices, and Case Applications: Fraud Detection Software and Technology Tools: Overview of Leading Fraud Detection Tools (e.g., ACL, IDEA, etc.), Machine Learning and AI in Fraud Detection, The Role of Blockchain in Fraud Prevention, Digital and Cybersecurity Tools for Fraud Detection, Role of AI, Machine Learning, and Automation in Fraud Prevention: Introduction to AI and Machine Learning in Fraud Detection, Predictive Analytics for Identifying Fraudulent Behavior, Automating Fraud Prevention Processes, Case Studies: Successful Use of AI in Fraud Prevention, Best Practices for Organizational Fraud Prevention and Detection: Developing an Effective Fraud Prevention Strategy, Continuous Improvement of Anti-Fraud Measures, Collaboration Between Internal and External Stakeholders, Building a Fraud-Resistant Organizational Culture: Creating a Fraud-Prevention-Oriented Environment, Leadership and Its Role in Building Ethical Culture, Reward Systems for Ethical Behavior, Implementing Regular Training and Awareness Campaigns, Real-World Case Studies and Simulations: Analyzing High-Profile Fraud Cases (e.g., Enron, Madoff), Group Discussions on Real Fraud Scenarios, Simulating Fraud Detection and Investigation Processes, Case Study Presentations and Group Solutions, Practical Application of Fraud Management Concepts: Hands-On Application of Fraud Risk Assessment Tools, Fraud Detection Software Demos and Simulations, Drafting Fraud Prevention Policies, Role-Playing in Fraud Investigations and Report Writing.

(15 Hours)

Suggested Readings (Latest Editions):

1. Baldava, Sandeep, and Agarwal, Deepa, Forensic Investigations and Fraud Reporting in India: Practical Insights to Predict, Prevent, Detect, and Investigate Frauds, Bloomsbury Professional India,
2. Govind, Vijay Narayan, Fraudster Tales, Pan Macmillan India
3. Raman, R.V., Fraudster, Hachette India
4. Lamba, Anil, Romancing the Balance Sheet, HarperCollins India

5. Dalal, Chetan, Novel and Conventional Methods of Audit, Investigation, and Fraud Detection, Wolters Kluwer India Pvt. Ltd.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Understand the types, causes, and legal implications of fraudulent practices in financial institutions.	3	2	1	1	2
CO2	Evaluate fraud risk assessment techniques and design effective prevention frameworks	3	3	1	2	1
CO3	Apply analytical and investigative methods, including forensic tools, to detect and investigate fraud	3	3	1	3	1
CO4	Analyze real-life fraud cases and propose ethical and practical solutions using emerging technologies	3	3	1	3	2
AVG		**3**	**2.75**	**1**	**2.25**	**1.5**

BBA-B&I 403: Reinsurance

L-4, T-0, Credits -4

Course Objectives: This course aims to provide students with a foundational understanding of reinsurance concepts, methods, and legal frameworks, and to develop their ability to design reinsurance programs and assess risks using catastrophe models and regulatory insights.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand the concept, evolution, and various forms of reinsurance and their role in risk management

CO2. Interpret methods, clauses, and the legal and financial framework governing reinsurance contracts.

CO3. Design customized reinsurance programs and apply catastrophe modeling techniques for risk assessment.

CO4. Analyze the inward reinsurance business, Indian regulatory frameworks, and reinsurance pools

Unit I

Introduction to Reinsurance and Forms of Reinsurance: Introduction to Reinsurance: Definition, Concept, and Importance of Reinsurance**,** Evolution and Historical Development of Reinsurance**,** Key Players and Stakeholders in the Reinsurance Market**,** Types of Risks Reinsured and Their Implications**,** The Role of Reinsurance in Risk Management**,** Forms of Reinsurance: Treaty Reinsurance vs. Facultative Reinsurance, Proportional Reinsurance vs. Non-Proportional Reinsurance, Excess of Loss and Quota Share Reinsurance, Surplus Share and Stop Loss Reinsurance, Detailed Case Studies of Common Reinsurance Forms, Reinsurance Basics: Understanding Risk Transfer and Retentions, Basic Principles of Reinsurance Program Design, Coverage Levels and Limits in Reinsurance, Interaction Between Ceding Companies and Reinsurers, Reinsurance Market Overview: Structure of the Global Reinsurance Market, Major Reinsurance Hubs (e.g., London, Bermuda, Zurich), Key Market Players: Reinsurers, Brokers, and Intermediaries, Global and Local Trends in the Reinsurance Market.

(15 Hours)

Unit II

Methods of Reinsurance and Legal Framework: Methods of Reinsurance - I: Proportional and Non-Proportional, Quota Share and Surplus Share Methods, Excess of Loss Reinsurance Explained, Understanding Stop Loss Reinsurance, Non-Proportional Reinsurance Pricing Models, Methods of Reinsurance - II: Advanced Topics, Catastrophe Reinsurance and its Special Features, Case Studies: Customizing Non-Proportional Reinsurance, Combining Proportional and Non-Proportional Methods, Risk Management and Application of Advanced Reinsurance Methods, Law and Clauses Relating to Reinsurance Contracts: Legal Framework Governing Reinsurance Contracts, Key Clauses: Follow the Fortunes, Claims Made, and others, Dispute Resolution Mechanisms in Reinsurance, Key Legal Jurisdictions and their Impact on Reinsurance Contracts, The Role of Reinsurance Brokers in Legal Aspects, Reinsurance Accounting and Financial Security: Reinsurance Accounting Practices, Premiums, Commissions, and Claims in Reinsurance Accounting, Financial Reporting for Reinsurers and Ceding Companies, Assessing Financial Security: Solvency and Capital Adequacy in Reinsurers, Role of Rating Agencies in Reinsurer Financial Assessment.

(15 Hours)

Unit III

Reinsurance Programs and Catastrophe Modeling: Designing Reinsurance Programs: Key Considerations in Designing an Effective Reinsurance Program, Matching Reinsurance Programs with Risk Profiles, Creating a Balanced Reinsurance Program: Cost, Capacity, and Coverage, Customizing Reinsurance Solutions for Various Insurance Sectors, Challenges in Program Design for Large-Scale Risks, Distributing the Reinsurance Program: Reinsurance Placement Process: From Broking to Underwriting, Role of Reinsurance Brokers in Program Distribution, Negotiating Terms and Conditions of Reinsurance Contracts, Distributing Risk Across Various Reinsurers, Catastrophe Modelling and Risk Assessment: Introduction to Catastrophe Modelling in Reinsurance, Understanding Catastrophe Risks and Exposure, How Catastrophe Models Affect Pricing and Risk Management, Tools and Techniques Used in Catastrophe Modelling, Regulatory Considerations and Reporting in Catastrophe Models, Alternatives to Traditional Reinsurance: Securitization of Insurance Risks and Insurance-Linked Securities, Catastrophe Bonds and Financial Instruments, Sidecars, Captives, and Special Purpose Vehicles, Role of Capital Markets in Managing Insurance Risks **(15 Hours)**

Unit IV:

Inward Reinsurance, Regulations, and Pools: Inward Reinsurance Business, Defining Inward Reinsurance and Its Key Concepts, Types of Inward Reinsurance (Property, Life, Casualty), Underwriting and Risk Management in Inward Reinsurance, Pricing and Terms for Inward Reinsurance Business, Global and Indian Trends in Inward Reinsurance, Reinsurance Regulations in India: Regulatory Framework for Reinsurance in India, Role of IRDAI (Insurance Regulatory and Development Authority of India), Licensing, Supervision, and Compliance for Reinsurers, Regulatory Requirements for Reinsurance Pools in India, Key Indian Laws Impacting Reinsurance
Reinsurance Pools: Definition and Structure of Reinsurance Pools, Types of Insurance Pools (e.g., National Pools, Syndicates, Captives), Regulatory and Operational Framework for Reinsurance Pools, Benefits and Challenges of Pooling Risks in Reinsurance, Examples of Indian and Global Reinsurance Pools, Processing Information and Making Reinsurance Decisions: Information Gathering and Risk Analysis in Reinsurance Decisions, Key Metrics and Data for Reinsurance Underwriting, Role of Technology in Data Management for Reinsurance, Analytical Models Used for Risk Pricing and Decision-Making, Effective Use of Actuarial Models in Reinsurance. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Naik, K.L., Excess of Loss Reinsurances: Handy Reference Book for Reinsurance Professionals, Sashi Publications
2. Naik, K.L., Reinsurance Accounts: Handy Reference Book for Reinsurance Professionals, Sashi Publications
3. Naik, K.L., Reinsurance Manual: Handy Reference Book for Reinsurance Professionals, Sashi Publications
4. Sihare, H. and Gupta, S.D., Technicalities of Health Insurance: Underwriting, Actuarials, Reinsurance, TPA, and Claims, Global Academic Publishers & Distributors
5. Agarwal, R., Guide for Reinsurance, Sashi Publications
6. Malathy, K. and Prasanna, T., Text Book of Insurance and Risk Management
7. Narayanan, H., Indian Insurance: A Profile, Jaico Publishing House
8. Sadhak, H., Life Insurance in India: Opportunities, Challenges and Strategic Perspective, SAGE Publications

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Understand the concept, evolution, and various forms of reinsurance and their role in risk management	3	2	1	2	1
CO2	Interpret methods, clauses, and the legal and financial framework governing reinsurance contracts.	3	3	1	2	1
CO3	Design customized reinsurance programs and apply catastrophe modeling techniques for risk assessment.	3	3	2	3	1
CO4	Analyze the inward reinsurance business, Indian regulatory frameworks, and reinsurance pools	3	3	2	2	2
AVG		**3.0**	**2.75**	**1.5**	**2.25**	**1.25**

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-BANKING & INSURANCE
BBA (B&I) w.e.f. 2024-25

BBA-B&I 405: International Banking and Forex Management

L-4, T-0, Credits -4

Course Objectives: This course aims to provide students with an understanding of international banking operations, foreign exchange management, and related risk mitigation strategies in global trade and finance.

Course Outcomes: Upon completion of this course, students will be able to:

- **CO1.** Explain the fundamentals of foreign exchange markets, including types of accounts and exchange rate systems.
- **CO2.** Analyze exchange rate fluctuations and apply risk management techniques to mitigate forex exposure
- **CO3.** Describe foreign exchange control mechanisms and international payment methods.
- **CO4.** Evaluate financing options for foreign trade and understand trade credit and export incentives

Course Contents

Unit I

Introduction to Foreign Exchange and Foreign Currency Accounts: Meaning of Foreign Exchange: Definition and significance of foreign exchange in international trade, Exchange rate systems: Fixed, floating, and pegged exchange rates, Importance of foreign exchange in global finance and trade, Administration of Foreign Exchange: Role of central banks and government in managing foreign exchange, Forex reserves and their importance, Regulatory bodies involved in forex management (e.g., Reserve Bank of India), Functions of the Foreign Exchange Department : Managing currency inflows and outflows, Foreign exchange market operations: Buying, selling, and hedging, Implementing foreign exchange policies, including liberalization and reforms, Foreign Currency Accounts: Nostro and Vostro Accounts: Nostro Account: Explanation and role in international transactions, Vostro Account: Definition and its impact on international banking relationships, Difference between Nostro and Vostro accounts and their importance in international trade, Foreign Exchange Transactions: Spot and Forward Deals: Spot Transactions, Forward Transactions, Differences between spot and forward markets, and their impact on businesses.

(15 Hours)

Unit II

Exchange Rates, Fluctuations, and Risk Management: Selection of Buying and Selling Rates: Determining exchange rates, The process of setting buying and selling rates for currencies, How banks and financial institutions determine rates, Calculation of Forward Rates: Methods for calculating forward exchange rates based on interest rate differentials, The concept of covered interest arbitrage and its effect on forward rates, Practical examples of calculating forward exchange rates, Causes of Fluctuations in Exchange Rates: Factors affecting exchange rate fluctuations, The role of central banks in managing fluctuations and stabilizing currencies, Speculation and market psychology in exchange rate movements, Impact of Exchange Rate Fluctuations: Effects of exchange rate movements on international trade, businesses, and economies, How companies manage currency risk through hedging and derivative instruments, Real-world examples of currency crises and their economic impacts, Liberalized Exchange Rate Mechanism (LERMS) and Unified Exchange Rate System (UERS): Understanding LERMS and its role in liberalizing India's forex market, Transition from multiple exchange rates to a unified exchange rate system, Impact of LERMS and UERS on India's foreign exchange policy

(15 Hours)

Unit III

Foreign Exchange Control and International Payments: Exchange Control Regulations: Objectives of exchange control, Methods of exchange control, The Foreign Exchange Regulation Act (FERA), 1973 and its implications, Foreign Exchange Regulation Act (FERA), 1973: Key provisions and objectives of FERA in regulating foreign exchange, Impact of FERA on Indian businesses and foreign trade, Evolution from FERA to FEMA (Foreign Exchange Management Act), Methods of International Payments: Instruments issued by Correspondent Banks, Foreign Traveler's Cheques, Foreign Inward Remittance Payment System: How remittance systems work for individuals and businesses, Emerging trends in cross-border payment systems (e.g., blockchain, mobile payments), Methods of Settling Debts in International Trade: Key methods for settling trade debts, Risks involved in each method, Letter of Credit: Meaning, Features, and Mechanism **(15 Hours)**

Unit IV

Financing Foreign Trade and Trade Credit: Financing Exports**:** Packing Credit Advances**,** Purchase and Negotiation of Bills**,** Collection of Export Bills**,** Incentives and Financing Deferred Payments: Government incentives for exporters, Financing deferred payments and large-scale projects, Turnkey Projects, Financing Imports: Letter of Credit, Trust Receipts, and Deferred Payment, Loan Syndication and Role of EXIM Bank and ECGC, Export Credit and Guarantees.

(15 Hours)

Suggested Readings (Latest Editions):

1. Apte, P.G., Foreign Exchange Management: A Practical Approach, Himalaya Publishing House,
2. Cherunilam, Francis, International Business: Text and Cases, PHI Learning
3. Goyal, Daniel P. S., International Trade and Finance, Excel Books
4. Desai, Vasant, Banking and Financial Systems in India, Himalaya Publishing House
5. Khan, M.Y., Indian Financial System, McGraw Hill Education
6. Khurana, P.K., Export-Import Management, Excel Books
7. Bhatia, S.K., Managing Foreign Exchange Risk: Using Derivatives, Tata McGraw Hill

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Explain the fundamentals of foreign exchange markets, including types of accounts and exchange rate systems	3	2	1	1	1
CO2	Analyze exchange rate fluctuations and apply risk management techniques to mitigate forex exposure	2	3	2	2	1
CO3	Describe foreign exchange control mechanisms and international payment methods	3	2	1	1	1
CO4	Evaluate financing options for foreign trade and understand trade credit and export incentives	2	3	2	2	1
AVG		**2.5**	**2.5**	**1.5**	**1.5**	**1**

BBA-B&I 407: Data Science

L-4, T-0, Credits -4

Course Objectives: This course aims to equip students with foundational knowledge and practical skills in data science, including data handling, statistical analysis, and application of Python programming for business decision-making

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Comprehend the fundamentals and lifecycle of data science projects, and their applications across various business domains

CO2. Apply descriptive statistical techniques to effectively summarize, interpret, and present data

CO3. Utilize Python libraries, including NumPy and Pandas, for efficient data manipulation and analysis

CO4. Analyze business datasets through case studies and create visualizations to support informed decision-making

Course Contents

Unit I

Introduction to Data Science: What is Data Science, Evolution of Data Science, Key Roles in Data Science (Data Analyst, Data Engineer, Data Scientist), Lifecycle of a Data Science Project, Applications of Data Science in Business, Marketing, Finance, Healthcare, etc., Overview of Data Security and Privacy Issues, Data Collection Strategies, Introduction to Data Pre-processing **(10 Hours)**

Unit II

Statistics for Data Science: Descriptive Statistics Overview, Central Tendency: Mean, Median, Mode, Dispersion: Standard Deviation, Variance, Range, Skewness and Kurtosis, Box Plots & Visual Summary of Data, Pivot Tables and Interpretation, Introduction to Linear Regression (Conceptual, Excel-based or Python demo) **(12 Hours)**

Unit III

Introduction to Python for Data Handling: Why Python, Advantages in Data Science, Installing and setting up Python and Jupyter Notebook, Essential Python Libraries: NumPy, Pandas, NumPy: Arrays and Vectorized Computation, Creating ndarrays, Data Types and Operations, Indexing and Slicing, Pandas: Series and DataFrames, Creating DataFrames from dictionaries, Row and column operations, Head(), Tail(), describe(), info(), Statistical Functions: min, max, count, sum, std, var, quartile, DataFrame Operations: GroupBy, Aggregation, Sorting, Deleting Columns, Renaming, Pivot Tables **(18 Hours)**

Unit IV

Business Applications and Case Studies: Case Study 1: Identifying customer segments using data patterns, Case Study 2: Demand Forecasting in Retail, Case Study 3: Analyzing clinical or financial datasets, Basics of Data Visualization using matplotlib/seaborn (optional demo), Introduction to storytelling with data, Overview of BI tools (Power BI/Tableau) – demo **(12 Hours)**

Suggested Readings (Latest Editions):

1. McKinney, W., Python for Data Analysis: Data Wrangling with Pandas, NumPy, and IPython, O'Reilly Media
2. McKinney, W., Agile Tools for Real World Data: Python for Data Analysis, O'Reilly Media,
3. Svolba, G., Applying Data Science Business Case Studies Using SAS
4. Brown, M., Python: The Complete Reference, McGraw-Hill Education
5. Lutz, M., Programming Python, O'Reilly Media

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Comprehend the fundamentals and lifecycle of data science projects, and their applications across various business domains	3	3	2	3	2
CO2	Apply descriptive statistical techniques to effectively summarize, interpret, and present data	3	3	2	3	2
CO3	Utilize Python libraries, including NumPy and Pandas, for efficient data manipulation and analysis	3	3	3	3	3
CO4	Analyze business datasets through case studies and create visualizations to support informed decision-making	3	3	3	3	2
AVG		**3**	**3**	**2.5**	**3**	**2.25**

BBA-B&I 409: Digitalization and E-Governance

L-4, T-0, Credits -4

Course Objectives: This course aims to impart an understanding amongst students the concepts, technologies, and implementation challenges of digitalization and e-governance, with a focus on their applications in enhancing governance and public services.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Describe the evolution, scope, and types of digitalization and e-governance
CO2. Analyze the role of digital infrastructure, cybersecurity, and technologies
CO3. Evaluate e-governance initiatives and assess their sectoral impact.
CO4. Interpret legal and ethical frameworks and examine emerging digital trends

Course Contents

Unit I

Introduction to Digitalization and E-Governance: Definition & Scope of Digitalization, Evolution and Need for Digitalization in Governance, Meaning, Scope, and Importance of E-Governance, E-Governance vs Traditional Governance, Types of E-Governance: G2G, G2C, G2B, G2E, Models of E-Governance (The Four-Stage Model, Gartner's Four Phases), Challenges in E-Governance Implementation **(15 Hours)**

Unit II

Technology and Infrastructure in E-Governance: Digital Infrastructure: Cloud Computing, ICT, IoT, AI in Governance, Role of Internet and Mobile Technologies, Cybersecurity and Data Protection in E-Governance, National Digital Communications Policy (NDCP), Digital Identity: Aadhaar, Digital Signatures, Digital Payment Systems and UPI, Public Key Infrastructure (PKI). **(15 Hours)**

Unit III

E-Governance Initiatives in India: National E-Governance Plan (NeGP), Digital India Programme: Vision, Pillars & Impact, Key Projects: UMANG, MyGov, BHIM, e-Kranti, DigiLocker, e-District, E-Governance in Sectors: Health (e-Hospital), Education (SWAYAM), Agriculture (eNAM), Rural (eGramSwaraj), Case Studies of Successful E-Governance Initiatives at State and Central Levels. **(15 Hours)**

Unit IV:

Legal, Ethical and Administrative Framework of E-Governance: IT Act 2000 & Amendments: Provisions Related to E-Governance, Right to Information (RTI) and Transparency in Digital Governance, Digital Ethics and Digital Inclusion, Capacity Building and Change Management in Government Sector, Public-Private Partnerships in E-Governance, Future Trends: Blockchain, AI, and Smart Governance. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Pankaj Sharma, E-Governance: The New Age Governance, APH Publishing
2. C.S.R. Prabhu, E-Governance: Concepts and Case Studies, PHI Learning
3. Pardeep Mittal, Digital India: Governance & Development, Kunal Books
4. Alok Kumar and Chandrani Singh, Digital Governance in India, New Century Publications
5. R.P. Sinha, E-Governance in India: Initiatives and Issues, Concept Publishing Company
6. P.K. Suri and Sushil, ICTs and Development: A Study of E-Governance in India, Springer India

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Describe the evolution, scope, and types of digitalization and e-governance	3	2	1	2	2
CO2	Analyze the role of digital infrastructure, cybersecurity, and technologies	2	3	2	3	2
CO3	Evaluate e-governance initiatives and assess their sectoral impact.	2	3	2	2	3
CO4	Interpret legal and ethical frameworks and examine emerging digital trends	2	2	3	1	3
AVG		**2.25**	**2.5**	**2.0**	**2.0**	**2.5**

SEMESTER -VIII

BBA-B&I 402: Research Ethics and Writing

L-4, T-0, Credits -4

Course Objectives: This course aims to develop students' understanding of research ethics, plagiarism prevention, and academic writing skills required for ethical and effective scholarly communication

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand the nature, types, and ethical aspects of research, including national regulatory guidelines.
CO2. Identify various forms of plagiarism and apply tools and practices to ensure research integrity
CO3. Develop structured academic and business writing skills for diverse professional contexts
CO4. Apply proper citation styles and ethical publication practices in academic writing

Unit I

Introduction to Research and Ethics: Nature and Purpose of Research, Types of Research: Basic, Applied, Qualitative, Quantitative, Research Process and Problem Identification, Importance of Ethics in Research, Scientific Misconduct: Fabrication, Falsification, Plagiarism, Ethical Guidelines by UGC, ICMR, and Other Regulatory Bodies.

(15 Hours)

Unit II

Research Integrity and Plagiarism: Concept of Research Integrity and Academic Honesty, Forms of Plagiarism: Self-Plagiarism, Mosaic Plagiarism, Unintentional Plagiarism, Tools for Plagiarism Detection (Turnitin, Urkund, Grammarly), Copyrights and Intellectual Property Rights, Ethics in Data Collection and Participant Consent, Case Studies of Ethical Breaches in Research.

(15 Hours)

Unit III

Academic and Business Writing Skills: Academic Writing: Structure, Tone, Style, Research Proposals, Reports, Thesis & Dissertation Writing, Business Writing: Emails, Memos, Reports, Minutes, Notices, Writing Abstracts, Executive Summaries, Literature Reviews, Formatting and Proofreading Techniques, Common Grammatical and Structural Errors. **(15 Hours)**

Unit IV

Citation, Referencing and Publication Ethics: Importance of Referencing and Citation, Citation Styles: APA, MLA, Chicago (with examples), Referencing Software Tools: Zotero, Mendeley, EndNote, Ethical Publication Practices: Peer Review, Authorship, Conflict of Interest, Predatory Journals and Fake Conferences, Indexing and Impact Factors (Scopus, Web of Science, UGC CARE)

(15 Hours)

Suggested Readings (Latest Editions):

1. K.P. Karunakaran, Research Methodology and Research Ethics, Himalaya Publishing House,
2. C.R. Kothari and Gaurav Garg, Research Methodology: Methods and Techniques, New Age International
3. Ranjit Kumar, Research Methodology: A Step-by-Step Guide for Beginners, Sage Publications India
4. S.M. Shah and Hansa Shah, Scientific Writing and Ethics, University Granth Nirman Board, Gujarat

5. Uma Sekaran and Roger Bougie, Research Methods for Business: A Skill-Building Approach, Wiley India
6. Arun K. Jain, Business Communication: Developing Leaders for a Networked World, McGraw Hill Education India

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the nature, types, and ethical aspects of research, including national regulatory guidelines	3	2	1	2	3
CO2	Identify various forms of plagiarism and apply tools and practices to ensure research integrity	3	3	2	3	3
CO3	Develop structured academic and business writing skills for diverse professional contexts	2	3	3	3	2
CO4	Apply proper citation styles and ethical publication practices in academic writing	3	2	3	3	3
AVG		**2.75**	**2.5**	**2.25**	**2.75**	**2.75**

BBA-B&I 404: Risk Management in Banks

L-4, T-0, Credits -4

Course Objectives: This course aims to develop an understanding of the types of risks faced by banks, analyze regulatory frameworks such as Basel Accords and RBI guidelines, and apply risk mitigation strategies and governance practices to ensure financial stability and compliance.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Describe the types of risks in banking and explain their significance in the financial system

CO2. Apply tools and techniques for measuring and mitigating credit risk in line with regulatory guidelines

CO3. Analyze market, liquidity, and operational risks, and evaluate appropriate strategies for managing them

CO4. Assess risk governance structures and regulatory frameworks, and interpret emerging trends in risk management

Unit I

Introduction to Risk Management in Banking: Concept and Importance of Risk in Banking, Objectives and Scope of Risk Management, Categories of Banking Risks: Credit Risk, Market Risk, Operational Risk, Liquidity Risk, Risk vs. Uncertainty, Role of Risk Management in Financial Stability, Overview of Basel Accords (Basel I, II, III) **(15 Hours)**

Unit II

Credit Risk and Its Management: Meaning and Sources of Credit Risk, Measurement Tools: Credit Rating, Credit Scoring, Risk-Weighted Assets, Non-Performing Assets (NPAs): Causes, Effects, and Management, Credit Appraisal Process, Credit Risk Mitigation Techniques, RBI Guidelines on Credit Risk.

(15 Hours)

Unit III

Market, Liquidity, and Operational Risks: Market Risk: Types (Interest Rate Risk, Forex Risk), Value at Risk (VaR), Liquidity Risk: Causes and Indicators, Operational Risk: Internal Fraud, Technology Failures, External Events, Tools for Managing Market and Liquidity Risks, Stress Testing and Scenario Analysis, Risk Management Information Systems (RMIS). **(15 Hours)**

Unit IV

Regulatory Framework and Risk Governance: Role of RBI in Banking Supervision, Risk-Based Supervision (RBS) Framework, Internal Capital Adequacy Assessment Process (ICAAP), Risk Governance Structure in Banks, Role of Board and Risk Committees, Emerging Trends in Risk Management: Cybersecurity, Fintech Risk, ESG Risk. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Kotreshwar, G., Risk Management: Insurance and Derivatives, Himalaya Publishing House
2. Muraleedharan, D., Modern Banking: Theory and Practice, PHI Learning
3. Padmalatha, S. and Paul, J., Management of Banking and Financial Services, Pearson India
4. Desai, V., Banks and Institutional Management, Himalaya Publishing House

5. Toor, N. S., Risk Management and Basel Accords, Skylark Publications
6. Srivastava, R. M. and Nigam, D., Management of Financial Institutions, Himalaya Publishing House

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Describe the types of risks in banking and explain their significance in the financial system	3	2	1	2	2
CO2	Apply tools and techniques for measuring and mitigating credit risk in line with regulatory guidelines	3	3	2	2	1
CO3	Analyze market, liquidity, and operational risks, and evaluate appropriate strategies for managing them.	3	3	2	3	1
CO4	Assess risk governance structures and regulatory frameworks, and interpret emerging trends in risk management	2	2	2	3	3
AVG		**2.75**	**2.5**	**1.75**	**2.5**	**1.75**

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BBA (B&I) w.e.f. 2024-25

BBA-B&I 406: FinTech and AI in Banking & Finance

L-4, T-0, Credits -4

Course Objectives: This course aims to develop a conceptual and practical understanding of the applications of financial technologies and artificial intelligence in banking and finance, enabling students to evaluate emerging tools, innovations, and regulatory frameworks.

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Explain the evolution, ecosystem, and models of FinTech and digital banking
CO2. Analyze the role of Artificial Intelligence and Machine Learning in banking and financial services
CO3. Evaluate the application of emerging technologies such as blockchain, cryptocurrencies, and API banking
CO4. Assess regulatory frameworks, legal challenges, and future trends in FinTech and AI

Course Contents

Unit I

Introduction to FinTech and Digital Banking: Evolution and Definition of FinTech, FinTech Ecosystem and Business Models, Digital Banking vs Traditional Banking, Neo Banks and Challenger Banks, FinTech Startups in India: Trends and Innovations, Regulatory Sandbox by RBI.
(15 Hours)

Unit II

Artificial Intelligence in Banking & Finance: Role of AI and Machine Learning in Financial Services, AI in Credit Scoring, Fraud Detection, and Customer Service (Chatbots), Robo-Advisors in Wealth Management, AI in Risk Management and Compliance, Use of Predictive Analytics and Sentiment Analysis, Case Studies: AI applications in Indian banks (e.g., HDFC Eva, SBI YONO)
(15 Hours)

Unit III

Emerging Technologies in FinTech: Blockchain Technology and Distributed Ledgers, Cryptocurrencies and Central Bank Digital Currency (CBDC), Smart Contracts and Decentralized Finance (DeFi), Big Data and Cloud Computing in Finance, API Banking and Open Banking, Use of IoT and Biometric Authentication in Finance **(15 Hours)**

Unit IV

Regulatory Framework and Challenges: Regulatory Landscape for FinTech in India, Role of RBI, SEBI, and NPCI, Data Privacy, Security, and Cyber Risk in FinTech, Legal and Ethical Issues in AI and Digital Finance, Consumer Protection and Grievance Redressal, Future Trends: RegTech, InsurTech, SupTech. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Arjunwadkar, P. Y., FinTech: The Technology Driving Disruption in the Financial Services Industry, Wiley India
2. Sundararajan, S., & Bansal, G., FinTech Revolution: Universal Inclusion in the New Financial Ecosystem, Wiley India
3. Sharma, K., & Malhotra, M., Artificial Intelligence in Banking and Finance, BPB Publications
4. Parameswaran, R., The Digital Financial Revolution in India, Himalaya Publishing House
5. Gaur, C. S., & Vaidya, R., Banking and Financial Services with FinTech Innovations, Kunal Books
6. Sharma, M., AI and Machine Learning in Finance, Tech Knowledge Publications

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Explain the evolution, ecosystem, and models of FinTech and digital banking	3	2	1	1	2
CO2	Analyze the role of Artificial Intelligence and Machine Learning in banking and financial services	2	3	2	2	2
CO3	Evaluate the application of emerging technologies such as blockchain, cryptocurrencies, and API banking	3	3	2	3	2
CO4	Assess regulatory frameworks, legal challenges, and future trends in FinTech and AI	2	3	2	3	3
AVG		**2.5**	**2.75**	**1.75**	**2.25**	**2.75**

BBA-B&I 408: Accounting of Banking & Insurance Companies

L-4, T-0, Credits -4

Course Objectives: This course aims to develop the learners' ability to understand and apply regulatory frameworks and accounting principles specific to banking and insurance companies, including preparation and analysis of their financial statements

Course Outcomes: Upon completion of this course, students will be able to:

- **CO1.** Explain the regulatory framework and accounting procedures applicable to banking companies
- **CO2.** Apply RBI norms to prepare financial statements and account for NPAs in banking companies
- **CO3.** Prepare financial statements for life insurance companies in accordance with IRDA guidelines
- **CO4.** Analyze and interpret the financial statements of general insurance companies

Course Contens

Unit I

Introduction to Banking Company Accounts: Overview of Banking Companies and Applicable Regulations (RBI Act, Banking Regulation Act), Classification of Bank Assets and Liabilities, Preparation of Final Accounts of Banking Companies as per RBI norms, Treatment of Rebate on Bills Discounted, Statutory Reserve and Other Provisions, Case Study: Annual Report Analysis of a Public Sector Bank **(15 Hours)**

Unit II

Accounting for Non-Performing Assets (NPAs) and Income Recognition: Meaning and Classification of NPAs, Income Recognition Norms for Banks (as per RBI guidelines), Provisioning for NPAs and Write-offs, Restructuring of Loans and Asset Classification, Guidelines for Advances and Investments Accounting, Contingent Liabilities and Off-Balance Sheet Items **(15 Hours)**

Unit III

Accounting of Insurance Companies – Life Insurance: Introduction to IRDA and Regulatory Framework, Types of Life Insurance Policies and Premium Accounting, Accounting for Claims: Maturity and Death Claims, Valuation of Liabilities and Actuarial Valuation, Preparation of Revenue Account, Profit & Loss A/c, and Balance Sheet (as per IRDA format), Segment Reporting and Disclosures. **(15 Hours)**

Unit IV

Accounting of Insurance Companies – General Insurance: Types of General Insurance: Fire, Marine, Health, Motor Premium, Commission, and Claims Accounting, Unearned Premium Reserve and Claim Provisioning, Reinsurance: Types and Accounting Treatment, Preparation of Final Accounts of General Insurance Companies, Case Study: Financial Statements of LIC, ICICI Lombard, or New India Assurance. **(15 Hours)**

Suggested Readings (Latest Editions):

1. Monga, J.R., Accounting for Banking and Insurance, Mayur Paperbacks
2. Maheshwari, S.N. and Maheshwari, S.K., Corporate Accounting, Vikas Publishing House
3. Lal, Dr. Jawahar, Accounting for Management, Himalaya Publishing House
4. Gupta, R.L. and Radhaswamy, M., Advanced Accountancy Vol-II, Sultan Chand & Sons
5. Grewal, T.S., Introduction to Accounting for Banking and Insurance Companies, S. Chand Publishing
6. Sekar, G. and Saravana Prasath, B., Banking and Insurance Accounting, Commercial Law Publishers

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Explain the regulatory framework and accounting procedures applicable to banking companies	3	2	1	1	1
CO2	Apply RBI norms to prepare financial statements and account for NPAs in banking companies	3	3	1	2	1
CO3	Prepare financial statements for life insurance companies in accordance with IRDA guidelines	3	2	1	2	1
CO4	Analyze and interpret the financial statements of general insurance companies	3	3	1	3	1
AVG		**3**	**2.5**	**1**	**2**	**1**

BBA-B&I 410: AI and ML in Business

L-4, T-0, Credits -4

Course Objectives: This course aims to introduce students to the fundamentals of AI and ML and enable them to apply these technologies across business functions like marketing, finance, and human resources for data-driven decision-making

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand the basic concepts, evolution, and tools of Artificial Intelligence and Machine Learning in business contexts

CO2. Analyze how AI is used in marketing to enhance customer engagement and optimize advertising strategies

CO3. Evaluate AI applications in finance, including risk assessment, fraud detection, and automated advisory services

CO4. Apply AI-driven solutions in Human Resource Management for talent acquisition, performance evaluation, and workforce analytics

Course Contents

Unit I

Fundamentals of AI and ML: Introduction to Artificial Intelligence and Machine Learning, Key Concepts: Algorithms, Supervised vs Unsupervised Learning, Neural Networks, AI vs Human Intelligence, History and Evolution of AI in Business, Overview of AI Tools and Platforms (ChatGPT, TensorFlow, IBM Watson, etc.), Scope and Limitations of AI/ML in Business Contexts.

(15 Hours)

Unit II

Applications of AI in Marketing: Predictive Analysis, Customer Segmentation, Recommendation Systems, Chatbots and Conversational AI, Ad Targeting and Programmatic Advertising, Sentiment analysis and Social Listening, Content creation and personalization. **(15 Hours)**

Unit III

Applications of AI in Finance: Fraud detection and prevention. Algorithmic and high frequency trading, credit scoring and risk assessment, robo advisory and wealth management, Customer service and virtual assistants, Financial forecasting and budgeting, Compliance and regulatory technology, Personal finance management, **(15 Hours)**

Unit IV

Applications of AI in Human Resource Management: Resume screening and shortlisting, candidate assessment and interviewing, Employee sentiment analysis, chatbots for HR services, Performance management, Learning and development personalization, Attrition prediction, Diversity and inclusion analytics.

(15 Hours)

Suggested Readings (Latest Editions):

1. Dinesh Kumar U., Business Analytics: The Science of Data-Driven Decision Making, Wiley India
2. B.K. Tripathy and J. Anuradha, Artificial Intelligence and Machine Learning, Cengage India
3. Amit Johri, Artificial Intelligence and Machine Learning in Business, University Science Press (Laxmi Publications)

4. G. Gupta and P. Choudhary, AI for Managers, BPB Publications
5. Dr. M. Balasubramanian, Introduction to AI and ML for Business Applications, Thakur Publications
6. T. Vijayakumar, Machine Learning with Business Applications, Dreamtech Press

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the basic concepts, evolution, and tools of Artificial Intelligence and Machine Learning in business contexts	3	2	2	3	2
CO2	Analyze how AI is used in marketing to enhance customer engagement and optimize advertising strategies	3	3	2	3	2
CO3	Evaluate AI applications in finance, including risk assessment, fraud detection, and automated advisory services	3	3	2	3	2
CO4	Apply AI-driven solutions in Human Resource Management for talent acquisition, performance evaluation, and workforce analytics	3	3	3	3	2
AVG		**3.0**	**2.75**	**2.25**	**3.0**	**2.0**

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BBA (B&I) w.e.f. 2024-25
BBA-B&I- 412: Research Project/Dissertation
Credits -12

The Assessment of Research Project/Dissertation shall be as follows.

Internal Assessment	-	100 Marks
External Assessment (Viva Voce)	-	100 Marks

Guidelines for Internal Assessment(50 marks for publication+ 50 marks for quality of research)

1. Every student must submit a hard-bound report (Dark green with golden embossing) to showcase the work done and learning during the research work, and must appear for the End Term Viva.
2. The formatting and structural guidelines for the report should be designed and implemented by each institution, in alignment with university standards.
3. All records of phase-wise evaluations must be maintained by the respective institutions and should be readily available for inspection by the university whenever required.
4. Each student is required to undertake a research coursework on a relevant and contemporary topic within the domain of business and management.
5. The research must be based on at least 70% primary data (or datasets downloaded from credible sources like government websites, Kaggle, etc.) and up to 30% secondary data (including existing research papers, whitepapers, websites, etc.).
6. Students must submit the final research report with an appended plagiarism report showing no more than 10% similarity index.
7. At least one research paper should be published in conference proceedings of eminent institutions or journals of repute. Accepted papers in UGC-CARE/Scopus indexed journals or conferences of prestigious institutions may also be considered.
8. The institute must appoint an internal faculty guide for each student to monitor the progress of the research work and to award internal assessment marks accordingly.

Note:

i. The university will conduct external viva of 100 marks at the end of the semester

Refer to Research Project / Dissertation Manual attached as Annexure-1

Annexure-1

Research Project / Dissertation Manual for BBA-B & I Students

1. Introduction

The Research Project / Dissertation is a mandatory component of the Bachelor of Business Administration (BBA) program for students pursuing BBA(Fourth year) with Research . It is designed to encourage independent inquiry and the application of business theories to real-life situations through rigorous research under faculty supervision.

2. Objectives

- Apply classroom knowledge to practical business challenges.
- Develop analytical, critical thinking, and problem-solving skills.
- Cultivate academic writing and professional communication skills.
- Gain hands-on experience in business research and data interpretation.

3. Eligibility

Fourth Year BBA with Research students are required to undertake and successfully complete a research project/dissertation.

4. Selection of Topic

- The research topic must be aligned with business and management domains such as marketing, finance, human resources, operations, strategy, entrepreneurship, or international business.
- It can be based on primary data collection, case study analysis, or secondary data.
- The topic must be approved by the Faculty Guide and the Departmental Research Committee (DRC) of every affiliated college/ University..

5. Types of Institutions/Organizations for Research

Students may undertake research in collaboration with or based on data from the following types of institutions:

- Private Sector Companies – Startups, SMEs, MNCs
- Public Sector Enterprises – Banks, government corporations, utilities
- NGOs/Non-Profit Organizations – Working in education, health, development, etc.
- Educational Institutions – Schools, training centers, edtech firms
- Financial Institutions – Banks, NBFCs, insurance companies, fintechs
- Retail Chains & E-commerce – For customer behavior or supply chain research
- Healthcare Organizations – Hospitals, wellness centers (for HR, ops, or service quality studies)
- Tourism and Hospitality Sector – Hotels, travel agencies, tourism boards
- Consulting Firms or Research Agencies – For market research and strategy-related topics
- Government Departments – If permitted, for policy-related or development research

Note: Prior written permission from the organization (if required) and ethical clearance (if human subjects are involved) must be obtained.

6. Faculty Guide Allocation

Each student will be assigned a Faculty Guide for academic supervision. A faculty member may guide a limited number of students, as per departmental norms.

7. Research Proposal

Students must submit a detailed research proposal including:

- Title
- Background & Rationale
- Statement of the Problem
- Objectives
- Hypotheses (if applicable)
- Research Methodology
- Data Sources
- Tools of Analysis
- Expected Outcomes
- Timeline
- References

Note: Approval from the Faculty Guide and DRC is mandatory.

8. Project Report Structure

- Title Page
- Certificate (Institution + Faculty Guide)
- Acknowledgment
- Table of Contents
- Executive Summary
- Chapter 1: Introduction
- Chapter 2: Literature Review
- Chapter 3: Research Methodology
- Chapter 4: Data Analysis and Interpretation
- Chapter 5: Findings, Conclusions & Recommendations
- References
- Appendices
- Plagiarism Report

9. Formatting Guidelines

- Font: Times New Roman, Size 12
- Spacing: 1.5 line spacing

- Margins: 1 inch all sides
- Length: 40–60 pages (excluding annexures)
- Binding: Hard-bound(Dark green with golden embossing)
- Plagiarism: Should not exceed 10%

10. Submission & Evaluation

Evaluation (breakdown of 100 marks):

- Research Proposal: 5 marks
- Methodology & Data Collection: 8 marks
- Analysis & Interpretation: 12 marks
- Conclusions & Practical Implications: 5 marks
- Viva Voce: 10 marks
- Report Writing & Presentation: 10 marks
- Paper Publication/Acceptance: 50 marks

11. Viva Voce

Students must present their research before an evaluation panel. The presentation should summarize the study and highlight major findings and recommendations.

12. Ethical Considerations

- Maintain data confidentiality and participant anonymity.
- Acknowledge all sources and avoid plagiarism.
- Adhere to institutional ethical guidelines.