



प्रो० राजेन्द्र सिंह (रज्जू भय्या) विश्वविद्यालय, प्रयागराज
Prof. Rajendra Singh (Rajju Bhaiya) University, Prayagraj
(Formerly Allahabad State University, Allahabad)

PROGRAMME STRUCTURE-B.B.A. (2024-25 onwards)

Year	Sem.	Paper Code	Paper Name		Credit
1	I	F010101T	Basic Accounting	Major (Core)	4
		F010102T	Business Economics	Major (Core)	3
		F010103T	Principles of Management	Major (Core)	3
		F010104T	Business Statistics	Minor (Core)	3
		F010105T	Computer Applications	Minor (Core)	2
			Vocational/ Skill Enhancement Course	SEC Elective	3
			Value Added Course (Select any one) 1. Understanding India 2. Environmental Studies	VAC Elective	2
	II	F010201T	Marketing Theory and Practices	Major (Core)	4
		F010202T	Organisational Behavior	Major (Core)	3
		F010203T	Business Finance	Major (Core)	3
		F010204T	Advertising Management	Minor (Core)	3
		F010205T	Human Resource Development	Minor (Core)	2
			Ability Enhancement Course- Hindi Bhasha Kaushal Evam Sanchar (हिंदी भाषा कौशल एवं विकास)	AEC	3
			Summer Training	ST	2
2	III	F010301T	Production Management	Major (Core)	4
		F010302T	Management & Cost Accounting	Major (Core)	3
		F010303T	Business Environment	Major (Core)	3
		F010304T	Business Law & Ethics	Minor (Core)	3
		F010305T	Business Policy	Minor (Core)	2
			Vocational/ Skill Enhancement Course	SEC Elective	3
			Value Added Course (Select any one) 1. Digital and Technological Solutions 2. Health and Wellness 3. NCC 4. NSS 5. Rovers and Rangers	VAC Elective	2

IV	F010401T	Research Methodology	Major (Core)	4	
	F010402T	Income Tax	Major (Core)	3	
	F010403T	Investment Analysis & Portfolio Management	Major (Core)	3	
	F010404T	Company Law	Minor (Core)	3	
	F010405T	Consumer Behaviour	Minor (Core)	2	
		Ability Enhancement Course- English Language Skill and Communication	AEC	3	
		Summer Training	ST	2	
3	V	F010501T	International Business	Major (Core)	3
		F010502T	Entrepreneurship and Small Business Management	Major (Core)	3
		F010503T	Sales Management	Major (Core)	3
		F010504T	Industrial Relations & Labour Laws	Major (Core)	3
		F010505T	Goods & Service Tax	Major (Core)	3
		F010506T	Strategic Management	Major (Core)	3
		F010506R	Project/Industrial Visit/Field Survey	Major (Core)	2
	VI	F010601T	Logistic Management	Major (Core)	4
		F010602T	Financial Services Management	Major (Core)	4
		F010603T	Tourism & Hospitality Management	Major (Core)	4
		F010604T	Retail Management	Major (Core)	4
F010605T		Event Management	Major (Core)	4	

B.B.A. Syllabus (2024-25 onwards)		
Programme/Class: Degree	Year: First	Semester: First
Course Code: F010101T	Course Title: Basic Accounting	Credits: 4
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Identify the conceptual frame work of accounting.</p> <p>CO2: List the impacts of accounting in various local business statements.</p> <p>CO3: Explain the accounting principles and regulations in accordance with the appropriate Global standard.</p> <p>CO4: Utilize the analytical skills in accounting equation.</p> <p>CO5: Construct the ability to use a basic accounting system to create (record, classify and summarize) the National banking transactions.</p> <p>CO6: Assess knowledge about general aspects of regional business operations.</p>		
Unit	Topics	
I	Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts.	
II	Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts. Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.	
III	Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries.	
IV	Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Horngren, C. T., Harrison, W. T., & Oliver, M. S. (2018). <i>Accounting</i>. Pearson Education. 2. Weygandt, J. J., Kimmel, P. D., & Kieso, D. E. (2019). <i>Financial Accounting: Tools for Business Decision Making</i>. Wiley. 3. Libby, R., Libby, P. A., & Hodge, F. (2020). <i>Financial Accounting</i>. McGraw Hill Education. 4. Wild, J. J., Shaw, K. W., & Chiappetta, B. (2019). <i>Fundamental Accounting Principles</i>. McGraw Hill Education. 5. Gupta, R. L., & Radhaswamy, M. (2017). <i>Advanced Accountancy</i>. Sultan Chand & Sons. 6. गोयल, डी.के., & गोयल, आर.के. (2021). लेखांकन के सिद्धांत (18वां संस्करण). आर.डी. पब्लिकेशन. 7. अग्रवाल, एम.आर. (2018). लेखांकन सिद्धांत और अनुप्रयोग. अग्रवाल पब्लिकेशन. 		
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>		
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> 1. www.accountingtools.com 2. www.principlesofaccounting.com 3. www.open.edu/openlearn/money-management/accounting-and-finance 4. www.accountingverse.com/lectures 5. www.swayam.gov.in 		

Programme/Class: Degree		Year: First	Semester: First
Course Code: F010102T		Course Title: Business Economics	Credits: 3
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Identify the national economic variables in general business atmosphere.</p> <p>CO2: Outline the knowledge about Short Run and Long Run Equilibrium of a regional firm and industry and also about different market structure and various pricing techniques.</p> <p>CO3: Analyze about different local market structure and various pricing techniques.</p> <p>CO4: Plan pricing and profit management techniques.</p> <p>CO5: Assess Demand Analysis, Production and Cost Analysis and analyze how theoretical framework and empirical conditions are connected.</p> <p>CO6: Predict the global economic environment.</p>			
Unit	Topics		
I	Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle.		
II	Demand Analysis: Concept of Demand & its determinants. Price, Income & Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts, Concept of demand forecasting and methods of demand forecasting.		
III	Production and Cost Analysis: Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Cost curves, Economics and diseconomies of scale.		
IV	Pricing: Nature of market, Types of markets and their characteristics, Pricing under different market structures-Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition. Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break even analysis. Elementary idea of Inflation		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Chaturvedi, D. D., & Saxena, P. (2023). <i>Business Economics</i> (1st ed.). Kitab Mahal. 2. Kapila, U. (2021). <i>Indian Economy: Performance and Policies</i>. Academic Foundation. 3. McConnell, C. R., Brue, S. L.; Flynn, S. M. (2020). <i>Economics: Principles, Problems, and Policies</i> (22nd ed.). McGraw-Hill Education. 4. Lipsey, R. G., Steiner, P. O.; Purvis, D. D. (2020). <i>Economics</i> (14th ed.). Pearson. 5. Samuelson, P. A., Nordhaus, W. D., & Fisher, A. (2019). <i>Economics</i> (21st ed.). McGraw-Hill Education. 6. Dwivedi, D. N. (2019). <i>Managerial Economics</i>. Vikas Publishing House. 7. Lipsey, R. G., Steiner, P. O., & Purvis, D. D. (2018). <i>Business Economics: Theory and Application</i>. Oxford University Press. 8. Baye, M. R.,; Prince, J. T. (2017). <i>Managerial Economics and Business Strategy</i> (9th ed.). McGraw-Hill Education. 9. श्रीवास्तव, के.के. (2020). *व्यवसाय अर्थशास्त्र* (3rd ed.). श्री बालाजी पब्लिकेशन. 10. शर्मा, आर.सी. (2019). *व्यावसायिक अर्थशास्त्र के सिद्धांत* (2nd ed.). विकास पब्लिकेशन. 11. अग्रवाल, एस.पी. (2021). *व्यवसायिक अर्थशास्त्र* (4th ed.). प्रभात प्रकाशन. 			
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>			
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> 1. www.nber.org 2. www.worldbank.org 3. www.swayam.gov.in 			

Programme/Class: Degree		Year: First	Semester: First
Course Code: F010103T		Course Title: Principles of Management	Credits: 3
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Outline various Local techniques of leadership, motivation and performance management</p> <p>CO2: Select managerial practices and choices relative to ethical principles.</p> <p>CO3: Utilize practical skill and personal attributes and competencies that is required for managerial position.</p> <p>CO4: Explain critical thinking method relevant to the National managerial problem and issues.</p> <p>CO5: Evaluate the Global context for taking managerial actions of Planning, organizing and controlling.</p> <p>CO6: Assess Regional situations including opportunity and threats.</p>			
Unit	Topics		
I	Introduction: Concepts, objectives, nature, scope and significance of management, Contribution of Taylor, Weber and Fayol in management, Management Vs. administration..		
II	Planning: Concept, objectives, nature, importance and limitations of planning, planning process Concept of Decision Making and its Importance, forms, techniques and process.		
III	Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control.		
IV	Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> Griffin, R. W. (2022). <i>Management: Principles and Practices</i>. Cengage Learning. Robbins, S. P., Coulter, M., & DeCenzo, D. A. (2020). <i>Fundamentals of Management: Essential Concepts and Applications</i> (11th ed.). Pearson Education. Koontz, H., & Weihrich, H. (2019). <i>Essentials of Management: An International, Innovation, and Leadership Perspective</i> (10th ed.). McGraw Hill Education. Hill, C. W. L., Schilling, M. A., & Jones, G. R. (2022). <i>Strategic Management: Theory and Cases: An Integrated Approach</i> (13th ed.). Cengage Learning. Daft, R. L. (2021). <i>Management</i> (14th ed.). Cengage Learning. Bateman, T. S., & Snell, S. A. (2020). <i>Management: Leading & Collaborating in a Competitive World</i> (14th ed.). McGraw Hill Education. गोयल, डी.पी. (2019). प्रबंधन के सिद्धांत (12वां संस्करण). आर.बी.एस.ए. पब्लिशर्स. शर्मा, आर.के., & गुप्ता, एस.एल. (2020). प्रबंध सिद्धांत और व्यवहार (1ला संस्करण). एस. चाँद पब्लिशिंग. मिश्रा, आर.सी. (2021). प्रबंध के सिद्धांत (10वां संस्करण). लक्ष्मी नारायण अग्रवाल. 			
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>			
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> www.boundless.com/management www.coursera.org www.managementstudyguide.com 			

Programme/Class: Degree		Year: First	Semester: First
Course Code: F010104T		Course Title: Business Statistics	Credits: 3
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Identify the key terminology, concepts tools and National techniques used in business statistical analysis.</p> <p>CO2: Outline Regional sampling distribution for sample means and sample proportions.</p> <p>CO3: Analyze regression analysis and use it in Local business decision making.</p> <p>CO4: Apply a variety of hypothesis test to aid decision making in a Global business context.</p> <p>CO5: Evaluate measures of Central tendency and variation.</p> <p>CO6: Assess decision making skill using Probability density function.</p>			
Unit	Topics		
I	Introduction: Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation.		
II	Measures of Central Tendency (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis.		
III	Correlation and Regression: Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson's Coefficient of correlation, Significance of correlation, Regression concept, Regression lines, Regression equations and Regression coefficient.		
IV	Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical]. Probability Distribution: Binomial, Poisson and Normal. Sampling: Method of sampling, Sampling and non-sampling errors, Test of hypothesis, Type-I and Type-II Errors, Large sample tests.		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> Anderson, D. R., Sweeney, D. J., Williams, T. A., Camm, J. D., & Cochran, J. J. (2020). <i>Statistics for Business & Economics</i> (14th ed.). Cengage Learning. Levin, R. I., Rubin, D. S., Rastogi, S., & Siddiqui, M. H. (2017). <i>Statistics for Management</i> (8th ed.). Pearson Education. Keller, G. (2018). <i>Statistics for Management and Economics</i> (11th ed.). Cengage Learning. Gupta, S. C., & Kapoor, V. K. (2014). <i>Fundamentals of Mathematical Statistics</i>. Sultan Chand & Sons. Berenson, M. L., Levine, D. M., Szabat, K. A., & Krehbiel, T. C. (2019). <i>Basic Business Statistics: Concepts and Applications</i> (14th ed.). Pearson Education. Spiegel, M. R., Schiller, J., Srinivasan, R. A., & Alu Srinivasan, D. (2017). <i>Schaum's Outline of Business Statistics</i> (4th ed.). McGraw-Hill Education. शर्मा, ज. के. (2020). <i>व्यापार सांख्यिकी: सिद्धांत और अभ्यास</i>. दीपक प्रकाशन. सिंह, आर. (2019). <i>व्यापार सांख्यिकी और गणित</i>. विद्या प्रकाशन. मिश्रा, ए. (2021). <i>सांख्यिकी और इसके व्यावसायिक अनुप्रयोग</i>. भारतीय प्रकाशन. 			
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>			
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> Business Statistics and Analysis - Rice University Business Statistics for Data-Driven Decision Making - Coursera (Berkeley) Statistics for Business Analytics - Udemy Business Statistics - edX (IIMBx) Statistical Thinking for Data Science and Analytics - Columbia University Introduction to Statistics - Stanford Online www.swayam.gov.in 			

Programme/Class: Degree		Year: First	Semester: First
Course Code: F010105T		Course Title: Computer Applications	Credits: 2
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Identify the ways in which world of communications operate in National and International context.</p> <p>CO2: Prepare them for self employment in Indian and Global software market.</p> <p>CO3: Explain the requirements of the Local industries standards.</p> <p>CO4: Apply for job in the IT Sector as system engineer, Programmer, Software developer etc.</p> <p>CO5: Create employability skills from creative production and creation of Regional promotion, marketing and networking.</p> <p>CO6: Assess quality assurance through critically evaluating procedures and results.</p>			
Unit	Topics		
I	Computer: An Introduction, Computers in Business. Elements of Computer system, Indian computing Environment, Management of data processing systems in Business organizations, Programmes development cycle, flow charting, Input Output analysis Programming Concept, Software Development process.		
II	Components of a computer system, Generation of computer and computer languages, personal computers in Business, PC-software Packages, An Introduction to Disk. Operating system and windows, GUI, Other system softwares.		
III	Text Processing, software, Introduction to spreadsheet software, creation of spreadsheet application, Range, formulas, function data base functions in spreadsheet, Graphics on spreadsheet, modes of data processing, Report generation, Presentation graphics, Creating a presentation.		
IV	Computer software system, software development process, files design & Report design, Data files types, Master & Transaction file. Data Hierarchy & data file structure, Use of files in Programming. Relevance of Data base management system, data base manager, data communication, networking, LAN & WAN, Real Time Sharing, On line & off line processing.		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Sinha, P. K., & Sinha, P. (2020). <i>Computer Fundamentals</i> (6th ed.). New Delhi: BPB Publications. 2. Verma, R. (2020). <i>Computer Applications in Business: An Indian Perspective</i>. Pearson India. 3. Johnson, R. S. (2019). <i>Business Applications of Information Systems: A Practical Guide for BBA Students</i>. Pearson Education. 4. Dhamdhare, D. M. (2019). <i>Operating Systems: A Concept-Based Approach</i> (3rd ed.). New Delhi: McGraw Hill Education. 5. चतुर्वेदी, आर. के. (2021). कंप्यूटर अनुप्रयोग: सिद्धांत एवं व्यवहार. नई दिल्ली: बीपीबी पब्लिकेशन. 6. गुप्ता, एस. पी. (2019). कंप्यूटर एवं सूचना प्रौद्योगिकी. आगरा: सहकारी पब्लिशर्स. 7. सिंह, महेश (2018). कंप्यूटर विज्ञान: एक परिचय. वाराणसी: काशी विद्यापीठ. 			
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>			
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> 1. https://support.microsoft.com/office 2. https://workspace.google.com/learning-center 3. www.coursera.org 4. www.codecademy.com 5. https://workspace.google.com/learning-center 			

Programme/Class: Degree		Year: First	Semester: Second
Course Code: F010201T		Course Title: Marketing Theory and Practices	Credits: 4
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Outline critical judgment through engagement and reflection with existing marketing literature and new developments in the National marketing environment.</p> <p>CO2: List the National ethical and environmental concerns linked to marketing activities.</p> <p>CO3: Apply key marketing theories, frameworks and tools to solve Local Marketing problems.</p> <p>CO4: Utilize information of a firm's Regional marketing environment to identify and priorities appropriate marketing segmentation strategies.</p> <p>CO5: Assess Marketing information and research to develop Marketing promotional strategies.</p> <p>CO6: Evaluate the key analytical concepts, frameworks and tools used in Global marketing.</p>			
Unit	Topics		
I	Introduction to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing.		
II	Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning.		
III	Marketing Mix: Product – Product Mix, New Product development, types of product, Product life cycle, Branding and packaging. Distribution – Concept, importance, different types of distribution Channels. Marketing Mix: Price – Meaning, objective, factors influencing pricing, methods of pricing Promotion – Promotional mix, tools, objectives, media selection & management		
IV	Marketing Research: Importance, Process & Scope. Marketing Information System: Meaning, Importance and Scope. Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour.		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Ramaswamy, V. S., & Namakumari, S. (2018). Marketing management: Global perspective Indian context (6th ed.). Sage Publications India. 2. Kotler, P., & Keller, K. L. (2022). <i>Marketing Management</i> (16th ed.). Pearson Education. 3. Chandrasekar, K. S. (2016). Marketing management: Text and cases. Tata McGraw Hill. Baines, P., Fill, C., & Page, K. (2020). <i>Marketing</i> (4th ed.). Oxford University Press. 4. Schindler, R. M., & Dibb, S. (2021). <i>Selling and Sales Management</i> (11th ed.). Pearson Education. 5. Pillai, R. S. N., & Bagavathi, V. (2015). Modern marketing: Principles and practices. S. Chand & Company 6. कपिल, जी. (2018). विपणन प्रबंधन. नई दिल्ली: पियरसन इंडिया. 7. सिन्हा, आर.के. (2020). विपणन के सिद्धांत. वाराणसी: प्रकाशन संस्थान. 8. शर्मा, ए.के. (2017). विपणन के मूल तत्व. जयपुर: राज पब्लिशिंग हाउस. 			
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>			
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> 1. Marketing Management - University of Illinois (Coursera) 2. Fundamentals of Digital Marketing - Google Digital Garage 3. Marketing Analytics - University of Virginia (Coursera) 4. Strategic Marketing - University of British Columbia (edX) 5. Marketing Strategy - University of London (Coursera) 6. The Strategy of Content Marketing - UC Davis (Coursera) 7. Marketing in a Digital World - University of Illinois (Coursera) 			

Programme/Class: Degree		Year: First	Semester: Second
Course Code: F010202T		Course Title: Organisational Behavior	Credits: 3
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Identify the Local components that contribute to shaping Individual Behaviour.</p> <p>CO2: Present the applicability of the concept of organizational behavior in Global context to understand the behavior of people in the organization.</p> <p>CO3: Apply various theories of motivation to Regional organisational problem.</p> <p>CO4: Analyze the complexities associated with management of the group behavior in the organization.</p> <p>CO5: Evaluate how organizational change and conflict affect working relationships within organizations.</p> <p>CO6: Revise how to apply theories and prevailing leadership styles in National Organizations.</p>			
Unit	Topics		
I	Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.		
II	Individual Behavior: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's expectancy theory.		
III	Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organisations. Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.		
IV	Management of Change: Change and Organisational development Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisation, Quality of work life, Recent advances in OB.		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Robinson, S. P., & Judge, T. A. (2019). Organizational behavior (18th ed.). Pearson. 2. Sengupta, K. (2020). Organizational behavior and Management. Himalaya Publishing House. 3. Mishra, R. (2018). Organizational behavior: A managerial perspective. Vikas Publishing House. 4. Bhatia, S. (2021). Principles of organizational behavior. Sage Publications. 5. Bhattacharya, S. (2022). Understanding organizational behavior. Oxford University Press. 6. नीलमणि, आर. (2021). संगठनात्मक व्यवहार. भारतीय प्रकाशन 7. राय, एस. (2020). संगठनात्मक व्यवहार और प्रबंधन. विद्या प्रकाशन. 8. कुमार, A. (2019). संगठनात्मक मनोविज्ञान. पुस्तक गृह. 			
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>			
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> 1. Organizational Behavior - University of London 2. Organizational Behavior: How to Manage People - IIM Bangalore 3. Introduction to Organizational Behavior – Udemy 4. Leadership and Organizational Behavior - Harvard University 5. Organizational Behavior - Swayam (IIMB) 6. Managing the Organization: From Organizational Design to Execution - Wharton (University of Pennsylvania) 			

Programme/Class: Degree		Year: Second	Semester: Second
Course Code: F010203T		Course Title: Business Finance	Credits: 3
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Identify Social, Cultural, Ethical and Environmental responsibilities and issues in financial management.</p> <p>CO2: Outline an in-depth view of the process in financial management of the Regional firm.</p> <p>CO3: Utilize knowledge on the allocation, management and funding of financial resources in a Global context.</p> <p>CO4: Compute working capital which involves major capital investment decisions.</p> <p>CO5: Evaluate capital budgeting projects using Local traditional methods.</p> <p>CO6: Revise the time value of money concept and the role of a financial manager in the National competitive business scenario.</p>			
Unit	Topics		
I	Introduction to Business Finance: Concept of Business Finance and Financial management, Finance functions, objectives of financial management- Profitability vs. Shareholder wealth maximization. Time Value of Money - Compounding & Discounting. Investment Decisions: Capital Budgeting-Payback, NPV, IRR and ARR methods and their practical applications.		
II	Financing Decision: Capitalization Concept, Basis of Capitalization, consequences and remedies of over and under capitalization, Cost of Capital, WACC, Determinants of Capital structure, Capital structure theories.		
III	Dividend Decision: Concept & relevance of dividend decision, Dividend Models-Walter's, Gordon's and MM Hypothesis, Dividend policy-determinants of dividend policy..		
IV	Management of Working Capital: Concepts of working capital, Approaches to the financing of current Assets, Management of different components of working capital.		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Bhatia, S. (2021). Financial management. Vikas Publishing House. 2. Khan, M. Y., & Jain, P. K. (2022). Financial management: Text, problems, and cases. Tata McGraw-Hill Education. 3. Maheshwari, S. N. (2021). Financial management. Sultan Chand & Sons. 4. Singh, J., & Kaur, A. (2020). Financial management: Theory and practice. Sage Publications. 5. Sunder, S. (2019). Financial analysis and management. Oxford University Press. 6. शर्मा, एस. (2021). वित्तीय प्रबंधन: सिद्धांत और प्रथाएँ. भारतीय प्रकाशन. 7. गुप्ता, प. (2019). वित्तीय प्रबंधन: एक प्रबंधकीय दृष्टिकोण. ग्रंथ शिल्प. 8. कुमार, एन. (2020). वित्तीय विश्लेषण और नियोजन. विद्या प्रकाशन. 			
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>			
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> 1. 1. [Corporate Finance Essentials - University of Melbourne](https://www.coursera.org/learn/corporate-finance-essentials) 2. 2. [Introduction to Corporate Finance - University of Pennsylvania](https://www.coursera.org/learn/wharton-finance) 3. 3. [Business Finance Basics - Udemy](https://www.udemy.com/course/business-finance-basics/) 4. 4. [Financial Markets - Yale University](https://www.coursera.org/learn/financial-markets-global) 5. 5. [Finance for Non-Finance Professionals - Rice University](https://www.coursera.org/learn/finance-for-non-finance) 6. 6. [Financial Management - IIM Bangalore](https://www.edx.org/course/financial-management) 			

Programme/Class: Degree		Year: First	Semester: First
Course Code: F010204T		Course Title: Advertising Management	Credits: 3
Course outcomes: Upon successful completion of the course, students will be able to: CO1: Identify the increasingly Global nature of advertising. CO2: Present current ethical standards related to responsible management of advertising. CO3: Compare, contrast and reflect different perspectives of advertisement's role in society. CO4: Analyze Local environmental variables that influence international advertising. CO5: Evaluate the overall role advertising plays in the National marketing environment. CO6: Assess the advertising and promotional techniques through the analysis of Regional market situation.			
Unit	Topics		
I	Advertising: Introduction, Scope, importance in business : Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.		
II	Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix components, role in marketing, Branding-meaning, importance in advertising.		
III	Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget- approaches allocation of budget.		
IV	Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix. Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs local advertising.		
Suggested Readings:			
<ol style="list-style-type: none"> 1. Jethwaney, J., & Jain, S. (2012). Advertising Management. Oxford University Press. 2. Kazmi, S. H. H., & Batra, S. (2016). Advertising and Sales Promotion (4th ed.). Excel Books. 3. Mohan, M. (2018). Advertising Management: Concepts and Cases. Tata McGraw-Hill Education. 4. Aaker, D. A., & Kumar, V. (2017). Advertising Management (9th ed.). Pearson India. 5. Chunnawala, S. A., & Sethia, K. C. (2010). Foundations of Advertising: Theory and Practice. Himalaya Publishing House. 6. शर्मा, एम. सी. (2017). विज्ञापन प्रबंधन. दिल्ली: राजकमल प्रकाशन. 7. वर्मा, पी. एन. (2015). विज्ञापन और विपणन. मुंबई: सिद्धांत प्रकाशन. 8. गुप्ता, ए. के. (2019). विज्ञापन और उपभोक्ता व्यवहार. जयपुर: रचना प्रकाशन. 			
Suggested Continuous Evaluation Methods:			
In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.			
Suggested equivalent online courses:			
<ol style="list-style-type: none"> 1. Coursera - Advertising and Society 2. edX - Marketing Management 3. Udemy - The Complete Digital Marketing Course 4. Google Skillshop 5. HubSpot Academy - Digital Advertising Course 			

Programme/Class: Degree		Year: First	Semester: Second
Course Code: F010205T		Course Title: Human Resource Development	Credits: 2
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Identify the concept of human resource development and its relevance in organizations.</p> <p>CO2: Select techniques of job designing, recruitment, training and performance appraisal of the employees.</p> <p>CO3: Analyze the National strategic issues and strategies required to select and develop manpower resources.</p> <p>CO4: Utilize the knowledge of HR concepts to take correct Local business decisions.</p> <p>CO5: Design HR Development and Equality system at Global level and in certain industries or organization.</p> <p>CO6: Assess various relevant skills necessary for application in Regional HR related issues.</p>			
Unit	Topics		
I	HRD: Concept, importance, benefits and its distinction from HRM, focus of HRD System, Structure of HRD System, Role of HRD manpower. Management Development: Concept, need, management development methods.		
II	Potential Appraisal: Concept, need, objectives, methods and Obstacles. Training: Meaning, role, assessing needs for training, organizing training programmes, training methods, evaluation of Training.		
III	Job Enrichment: Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India.		
IV	HRA: Introduction, scope, limitations, methods. Management of careers. Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> Gupta, C. B. (2019). <i>Human resource management</i>. Sultan Chand & Sons. Kumar, N. (2021). <i>Human resource development: Principles and practice</i>. Oxford University Press. Sinha, J. B. P. (2018). <i>Human resource development</i>. Himalaya Publishing House. Saxena, R. (2022). <i>Strategic human resource management</i>. Sage Publications. Nair, R. (2020). <i>Managing human resources: A strategic approach</i>. Vikas Publishing House. शर्मा, एस. (2021). <i>मानव संसाधन प्रबंधन</i>. दीपक प्रकाशन. सिंह, पी. (2020). <i>मानव संसाधन विकास: सिद्धांत और प्रथाएँ</i>. संजीवनी प्रकाशन. मिश्रा, ए. (2019). <i>मानव संसाधन प्रबंधन के सिद्धांत</i>. भारतीय प्रकाशन. 			
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>			
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> Organizational Behavior - University of London Organizational Behavior: How to Manage People - IIM Bangalore Introduction to Organizational Behavior - Udemey Leadership and Organizational Behavior - Harvard University Organizational Behavior - Swayam (IIMB) Managing the Organization: From Organizational Design to Execution - Wharton (University of Pennsylvania) 			

Programme/Class: Degree	Year: Second	Semester: Third
Course Code: F010301T	Course Title: Production Management	Credits: 4
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Identify the effect of Globalization to the production management.</p> <p>CO2: Select ethical manufacturing as well as National health and Safety measures of workers in Production.</p> <p>CO3: Explain the Local problems of Production Planning and Control.</p> <p>CO4: Apply the concept of Production management in manufacturing and service sector.</p> <p>CO5: Design production delivery processes sensitive to the impact on environments while dealing with production, use of technology and waste management.</p> <p>CO6: Evaluate the importance of product design decisions in Regional context.</p>		
Unit	Topics	
I	Introduction to Production Management: History of Production Management; Definitions of Production Management; Production Process; Production: The Heart of an Organization; Objectives of Production Management; Scope of Production Management; Importance of Technology in Production	
II	Concept of Forecasting: Purpose of Sales Forecasting, Basic Elements of Forecasting, Importance of Forecasting, Objectives of Forecasting, Classification of Forecasting ; Qualitative and Quantitative Techniques of Forecasting	
III	Product Selection; Definitions of Product Design and Development: Need for Product Design and Development, Origin of the Product Idea and Selection from Various Alternatives, Choosing among Alternative Products, Modifying the Existing Products, Sources of Product	
IV	Nature of Production Planning and Control (PPC): Types of Plans, Elements of Production Planning, Strategy of Production Planning, Aggregate Planning; Main Functions of Production Planning and Control (PPC)	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> Sahay, B. S. (2017). <i>Production and operations management</i> (2nd ed.). Macmillan India. Peters, J. (2019). <i>Principles of production management</i>. Pearson Education. Garg, D. (2021). <i>Production management</i> (1st ed.). McGraw Hill Education. Kumar, S., & Soni, M. (2020). <i>Operations and production management</i> (3rd ed.). Himalaya Publishing House. Saxena, A. (2022). <i>Managing production operations</i> (1st ed.). Vikas Publishing House. सहाय, बी. एस. (2020). <i>उत्पादन और संचालन प्रबंधन</i> (2nd ed.). मैकमिलन इंडिया. सिंह, आर. (2021). <i>उत्पादन प्रबंधन</i> (1st ed.). हिमालय प्रकाशन. शर्मा, एस. (2022). <i>उत्पादन प्रबंधन: सिद्धांत और प्रथाएं</i> (1st ed.). पुस्तक गृह. 		
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>		
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> Production and Operations Management - IIM Bangalore Operations Management - Wharton (University of Pennsylvania) Lean Production - Udemy Production Planning and Control - Udemy Supply Chain and Operations Management - FutureLearn Manufacturing Operations Management - edX (UMN) 		

Programme/Class: BBA		Year: Second	Semester: Third
Course Code: F010302T		Course Title: Management & Cost Accounting	Credits: 3
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Identify the several cost concepts involved in Global business.</p> <p>CO2: List the importance of material issues and its pricing at Regional level.</p> <p>CO3: Analyze methods of schedule costs as per unit of production.</p> <p>CO4: Apply the methods implicated in cost for a better industrial performance.</p> <p>CO5: Assess cost accounting methods for both National manufacturing and service industry.</p> <p>CO6: Design the operations of Local firms through the application of Cost and Management accounting techniques.</p>			
Unit	Topics		
I	Introduction: Meaning, Nature and Scope of Management Accounting, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting		
II	Cost Accounting: Nature and Scope of Cost Accounting, Cost concepts and classifications, Methods and Techniques, Installation of a Costing System; Accounting for Material, Labour and Overheads		
III	Product Costing: Single unit costing-preparation of cost sheet, Process costing, Contact Costing (Elementary numerical problems)		
IV	Marginal Costing and Absorption Costing, Break-even analysis,		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Reddy, S. K., & Hari Prasad Reddy, P. (2020). <i>Cost Accounting: Concepts and Applications</i> (2nd ed.). Himalaya Publishing House. 2. Maheshwari, S. N., & Maheshwari, S. K. (2019). <i>Financial Accounting for Management: An Analytical Perspective</i> (7th ed.). Vikas Publishing House. 3. Sharma, S. P., & Sharma, A. K. (2021). <i>Management Accounting: A Comprehensive Guide</i> (5th ed.). Sage Publications. 4. Gupta, A., & Gupta, S. (2022). <i>Principles of Management Accounting</i> (4th ed.). Oxford University Press. 5. Khan, M. Y., & Jain, P. K. (2022). <i>Management Accounting</i> (9th ed.). Tata McGraw-Hill Education. 6. शर्मा, एस. के. (2020). <i>प्रबंधन लेखा</i> (4th ed.). भारतीय प्रकाशन. 7. नंदन, ए. (2019). <i>कोस्ट अकाउंटिंग: सिद्धांत और अनुप्रयोग</i> (2nd ed.). विद्या प्रकाशन. 8. सिंह, आर. (2021). <i>वित्तीय लेखा प्रबंधन</i> (5th ed.). पुस्तक गृह. 			
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>			
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> 1. Organizational Behavior - University of London 2. Organizational Behavior: How to Manage People - IIM Bangalore 3. Introduction to Organizational Behavior – Udemy 4. Leadership and Organizational Behavior - Harvard University 5. Organizational Behavior - Swayam (IIMB) 6. Managing the Organization: From Organizational Design to Execution - Wharton (University of Pennsylvania) 			

Programme/Class: BBA		Year: Second	Semester: Third
Course Code: F010303T		Course Title: Business Environment	Credits: 3
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Identify the role of economic and business environment in operation of business in India.</p> <p>CO2: Outline the operation of different institutions in international business environment.</p> <p>CO3: Analyze the environment of a business from the legal, cultural, political, technological and natural perspectives.</p> <p>CO4: Explain business analysis of the Local and National environment.</p> <p>CO5: Evaluate current economic conditions in developing Regional markets and future opportunities.</p> <p>CO6: Assess the role of micro and macro-economic forces with reference to Global business environment in formulation of trade policy of India.</p>			
Unit	Topics		
I	Introduction: Concept, Significance and Components of Business environment, Factor affecting Business Environment, Micro and Macro environment.		
II	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy- Public Sector & Private Sector		
III	Industrial Policy-Brief historical perspective; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization		
IV	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA; Overview of International Business Environment, Trends in World Trade: WTO-Objectives and role in international trade.		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Cherunilam, F. (2022). <i>Business Environment: Text and Cases</i>. Himalaya Publishing House. 2. Paul, J. (2018). <i>Business Environment: Text and Cases</i>. McGraw Hill Education. 3. Aswathappa, K. (2020). <i>Essentials of Business Environment</i>. Himalaya Publishing House. 4. Worthington, I., & Britton, C. (2019). <i>The Business Environment</i>. Pearson Education. 5. Shaikh, S. (2019). <i>Business Environment</i>. Pearson India. 6. Morrison, J. (2020). <i>The Global Business Environment: Challenges and Responsibilities</i>. Palgrave Macmillan. 7. शर्मा, एस. (2022). <i>व्यापारिक वातावरण</i>. पारगम प्रकाशन. 8. द्विवेदी, A. (2021). <i>भारत में व्यवसायिक वातावरण</i>. विद्या प्रकाशन. 9. कुमार, आर. (2019). <i>व्यापार और प्रबंधन का पर्यावरण</i>. पुस्तक गृह. 			
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision-making and practical learning.</p>			
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> 1. Organizational Behavior: How to Manage People - IIM Bangalore 2. Introduction to Organizational Behavior – Udemy 3. Leadership and Organizational Behavior - Harvard University 4. Organizational Behavior - Swayam (IIMB) 5. Managing the Organization: From Organizational Design to Execution - Wharton (University of Pennsylvania) 6. Organizational Behavior - University of London 			

Programme/Class: BBA		Year: Second	Semester: Third
Course Code: F010304T		Course Title: Business Law and Ethics	Credits: 3
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Identify the fundamental legal principles behind contractual agreements.</p> <p>CO2: Outline the National legal structure of different forms of business organizations and their responsibilities as an employer.</p> <p>CO3: Explain the role of business law in an economic, political and social context and its relevance to Local businesses.</p> <p>CO4: Compile the concept of business law with Global trade.</p> <p>CO5: Evaluate the principle of international business and strategies adopted by Regional firms to expand.</p> <p>CO6: Assess analytical and advocacy skill in preparation of coherent, concise legal argument.</p>			
Unit	Topics		
I	The Indian Contract Act 1872: Scope of the Act, Essential of A Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts		
II	The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale		
III	The Negotiable Instruments Act, 1881: Nature and Types of negotiable instruments, Negotiation and Assignment, Holder-in-Due Course, Dishonour and Discharge of Negotiable Instrument; Arbitration		
IV	Ethics in Business, Definition and importance of ethics in business, Consumer Protection Law; Rights of consumers under the Consumer Protection Act, Unfair trade practices and product liability, Legal and ethical challenges in digital businesses, Data privacy and cybersecurity, Intellectual property rights in the digital age.		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Kapoor, N. D. (2022). <i>Elements of Mercantile Law</i>. Sultan Chand & Sons. 2. Pathak, A. (2021). <i>Legal Aspects of Business</i>. McGraw Hill Education. 3. Kuchhal, M. C., & Kuchhal, V. (2020). <i>Business Law</i>. Vikas Publishing House. 4. Mallor, J. P., Barnes, A. J., Bowers, T., & Langvardt, A. W. (2020). <i>Business Law: The Ethical, Global, and E-Commerce Environment</i>. McGraw-Hill Education. 5. Fernando, A. C. (2019). <i>Business Ethics: An Indian Perspective</i>. Pearson India. 6. Singh, A. (2020). <i>Law and Ethics in the Business Environment</i>. Cengage Learning. 7. Velasquez, M. G. (2020). <i>Business Ethics: Concepts and Cases</i>. Pearson Education. 8. शर्मा, R. (2022). व्यापार कानून और नैतिकता. भारतीय प्रकाशन. 9. सिंह, A. (2021). व्यापार कानून: सिद्धांत और प्रैक्टिस. विद्या प्रकाशन. 10. कुमार, M. (2020). व्यापार नैतिकता और विधि. पुस्तक गृह. 			
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision-making and practical learning.</p>			
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> 1. Business Law and Ethics - University of London 2. Business Law: The Law of Business Organizations - Harvard University 3. Business Ethics for the Real World - University of California, Irvine 4. Introduction to Business Law - Udemy 5. Ethics in Business - University of London 6. Legal Aspects of Business - Coursera (University of Illinois) 			

Programme/Class: BBA	Year: Second	Semester: Third
Course Code: F010305T	Course Title: Business Policy	Credits: 2
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Identify Local strategic issues and design appropriate courses of action clearly and professionally.</p> <p>CO2: Outline the Capability profile in which businesses operate.</p> <p>CO3: Utilize judgment and skill in planning, design, and implementing the cost-effective use of resources when undertaking a business strategy.</p> <p>CO4: Compile the core areas of corporate and business level strategy relevant to the National industries.</p> <p>CO5: Evaluate the relationship between the Global business environment and strategic decisions made by organizations.</p> <p>CO6: Design the role of operations in adding value and achieving sustainable competitive advantage in the Regional industrial sector.</p>		
Unit	Topics	
I	Introduction: Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism of policy making	
II	Responsibilities & Tasks of Top Management: Objectives of Business, Characteristics, Classification, Types of objectives and their overall Hierarchy, Setting of objectives, Key areas involved; Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance	
III	Corporate Strategy Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis	
IV	Concept of Synergy: Types, Evaluation of Synergy, Capability Profiles, Synergy as a Component of Strategy & its relevance	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Ansoff, H. I. (2019). <i>Corporate Strategy: An Analytic Approach to Business Policy for Growth and Expansion</i>. McGraw-Hill. 2. Andrews, K. R. (2020). <i>The Concept of Corporate Strategy</i>. Irwin/McGraw-Hill. 3. Kazmi, A. (2021). <i>Business Policy and Strategic Management</i>. McGraw-Hill Education. 4. Wheelen, T. L., & Hunger, J. D. (2022). <i>Strategic Management and Business Policy: Globalization, Innovation, and Sustainability</i>. Pearson Education. 5. Thompson, A. A., & Strickland, A. J. (2020). <i>Strategic Management: Concepts and Cases</i>. McGraw-Hill Education. 6. David, F. R., & David, F. R. (2021). <i>Strategic Management: A Competitive Advantage Approach, Concepts and Cases</i>. Pearson. 7. शर्मा, आर. (2021). <i>व्यापार नीति और रणनीतिक प्रबंधन</i>. भारतीय प्रकाशन. 8. गुप्ता, एस. (2020). <i>व्यापार नीति: सिद्धांत और प्रथाएँ</i>. विद्या प्रकाशन. 9. कुमार, पी. (2019). <i>सामरिक प्रबंधन और व्यापार नीति</i>. पुस्तक गृह. 		
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision-making and practical learning.</p>		
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> 1. Business Strategy - University of Virginia 2. Business Policy and Strategy - University of Illinois 3. Strategic Management - Copenhagen Business School 4. Strategic Management - University of California, Irvine 5. Corporate Strategy - University of London 6. Strategic Management - edX (University of British Columbia) 		

Programme/Class: BBA	Year: Second	Semester: Fourth
Course Code: F010401T	Course Title: Research Methodology	Credits: 4
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Present sampling methods, measurement scales with appropriate uses of each.</p> <p>CO2: Select appropriate research method and techniques for conducting Entrepreneurial research.</p> <p>CO3: Explain ethical issues related to Global and National Research and Publication.</p> <p>CO4: Analyze the gendered dimensions of research problems, research questions and research design.</p> <p>CO5: Assess the knowledge, general competence, and analytical skills in qualitative and quantitative data analysis and presentation.</p> <p>CO6: Design appropriate research hypothesis for a Local and Regional environmental research project.</p>		
Unit	Topics	
I	Introduction: Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation; Research Design: Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error	
II	Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.	
III	Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test.	
IV	Presentation: Diagrams; graphs; charts. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precautions for writing report.	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> Acharya, S. (2023). Research Methodology: Techniques And Methods (1). Astral International Private Limited. Prabavathy, M. (2023). Research Methodology Methods And Techniques (1). Phoenix International Publication House. Kale, A. (2023). Business Research Method (2). Thakur Publication Private Limited. Kanwer, B. (2022). Research Methodology (1). Book River. Hamid, S. (2022). Research Methodology (1). Good Writers Publishing. Kumar, R. (2019). Research Methodology : A Step By Step Guide For Beginners (5). Sage Publications. शर्मा, आर. (2020). शोध पद्धति: सिद्धांत और अभ्यास. साहित्य वि. प्रकाशन. सिंह, ए. (2019). शोध पद्धति और आंकड़ा विश्लेषण. वाणिज्य पुस्तकालय. मिश्रा, बी. (2018). शोध पद्धति: एक परिचय. नवीन पुस्तक घर. कुमार, र. (2017). शोध पद्धति और सांख्यिकी. विद्याश्री प्रकाशन. 		
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision-making and practical learning.</p>		
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> www.researchgate.net www.jstor.org www.link.springer.com www.onlinelibrary.wiley.com Research Methodology: https://www.youtube.com/watch?v=J31CjLUGUGo Research Process: https://www.youtube.com/watch?v=Xammfw-Zznk Researcher & View: https://www.youtube.com/watch?v=E1uxi9iKd2k Research Methodology: https://www.youtube.com/watch?v=J31CjLUGUGo Research Process: https://www.youtube.com/watch?v=Xammfw-Zznk Researcher & View: https://www.youtube.com/watch?v=E1uxi9iKd2k Prof. Dayanand Sansanwal https://youtu.be/J06ixfc3eo4 Basics of RM https://youtu.be/DA7pIQwspig 		

Programme/Class: BBA		Year: Second	Semester: Fourth
Course Code: F010402T		Course Title: Income Tax	Credits: 3
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Identify the residential status of an individual and scope of total income.</p> <p>CO2: List the various benefits/ deductions under Income tax act, 1961.</p> <p>CO3: Compute income from salaries, house property, business/profession, capital gains and income from other sources.</p> <p>CO4: Analyze need and importance of Tax laws and regulations at both National and Global levels.</p> <p>CO5: Evaluate total taxable income and tax liability of an individual assessee who is involved in Business and profession.</p> <p>CO6: Assess critical thinking and problem solving skills to resolve Local and Regional income tax issue.</p>			
Unit	Topics		
I	Indian Income Tax Act, 1961: Basic Concepts - Income, Agriculture Income, Casual Income, Assessment Year, Previous Year, Gross Total Income, Total Income, Person, Tax Evasion, Tax Avoidance.		
II	Basis of Charge: Scope of Total Income, Residence and Tax Liability, Income which does not form part of Total Income.		
III	Heads of Income: Income from Salaries, Income from House Property. Profit and Gains of Business or profession, Capital Gains, Income from other sources.		
IV	Aggregation of Income, Set off and Carry forward of losses, deductions from gross total Income, Computation of total Income and Tax liability.		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Singhanian, V. K ., Singhanian, M. (2023). Income Tax Including Gst. (Revised) Taxmann Publication. 2. Aggarwal,K.R. (2023). Income Tax. Bharat Law House. 3. Jain,R.K.(2023). Income Tax Law And Account,(1).Sbpd. 4. Mehrotra,H.C.,Goyal,S.P.(2023).Problem And Solution In Income Tax.(39). Sathiya Bhawan Publication. 5. Trivedi,Ravi R.(2023).Law Of Income Tax(9). Ascent Publication. 6. अय्यर, एस.एल. (2018). भारतीय आयकर कानून (17वाँ संस्करण). भारत: टैक्समैन पब्लिकेशन. 7. मिश्रा, एस.पी. (2019). आयकर और वस्तु सेवा कर (8वाँ संस्करण). दिल्ली: वाणी पब्लिकेशन. 			
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision-making and practical learning.</p>			
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> 1. https://www.Bloomsbury.com/in/academic/accounting-tax 2. https://www.taxmaan.com 3. https://www.google.co.in/books/edition/Problems_and_Solutions_in_Income_Tax_inc/uL9DwAAQBAJ?hl=en 4. Concept of Income Tax- https://www.youtube.com/channel/UC-le1Uh6DIIoHjVxKck6HpW 5. Income from Salary- https://www.youtube.com/live/xw-bQEKiSus?app=desktop 6. Basis of Charge- https://www.youtube.com/watch?v=6DPAzPPln5g 7. Total Income- https://www.youtube.com/watch?v=9uHcqABlyFA 			

Programme/Class: BBA		Year: Second	Semester: Fourth
Course Code: F010403T		Course Title: Investment Analysis & Portfolio Management	Credits: 3
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Present a comprehensive understanding of the complex current issues relevant to the Global investment market.</p> <p>CO2: Identify the principles of investing including the risk return trade off, diversification and Portfolio management.</p> <p>CO3: Analyze various National investment securities including stock bonds, mutual funds and exchange traded funds.</p> <p>CO4: Apply Local recent developments and Regional trends in investment analysis.</p> <p>CO5: Construct a well diversified portfolio and evaluate its performance over time.</p> <p>CO6: Evaluate ethical issues and secure the interest of stakeholder in the investment industry.</p>			
Unit	Topics		
I	Investments: Nature, scope, objective and Process of investments analysis, concept of return and risk analysis, measurement of return and risk: Systematic and Unsystematic Risk.		
II	Investment Alternatives: Investment instrument of Capital Market and Money Market, Valuation of Fixed and Variable securities Non Security forms of Investment, Government Securities, Mutual Fund, Real Estate and Gold.		
III	Fundamental Analysis: Economic analysis industry analysis and company analysis Technical Analysis: Trends, indicators, indices and moving average applied in technical analysis. Efficient Market Hypothesis: weak, semi-strong and strong market and its testing techniques		
IV	Portfolio Management: Meaning, importance and objectives of portfolio and portfolio management, Risk and Return- Definition types and importance. Portfolio Analysis: Risk Measurement; Estimating rate of return and standard deviation of portfolio returns; Effects of Combining securities;		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> Kevin S.(2022). <i>Security Analysis And Portfolio Management</i>(3).PHI Learning Pvt.Ltd. Mansell R. Edward W. (2020). <i>Security Managements</i>(2). Edward Elgar Publishing. Ahuja H.L. (2019). <i>Security, Analysis</i> (2). S.Cand & Company Ltd. Nesh A. (2018). <i>Security Analysis And Portfolio</i>(2). Springer Publication. Donald, E. F.(2018).<i>Security And Portfolio Management</i>(2).Vikas Publishing House. Pandian, P. (2018).<i>Security And Portfolio Management</i>(7).Pearson Education Benjaminl.(2017). <i>Security Advance Management</i>(3).Springer Publication. Sharma A. (2016). <i>Security Management</i> (3). Himalaya Book Publication. शर्मा, एस. (2021). <i>सुरक्षा विश्लेषण और पोर्टफोलियो प्रबंधन</i>. डॉ. शर्मा पब्लिकेशन. कुमार, ए. (2020). <i>सुरक्षा विश्लेषण और पोर्टफोलियो प्रबंधन: सिद्धांत और प्रथाएँ</i>. वित्तीय पुस्तकालय. अग्रवाल, आर. (2019). <i>सुरक्षा विश्लेषण और पोर्टफोलियो प्रबंधन का मार्गदर्शक</i>. वाणिज्य पुस्तकालय. 			
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision-making and practical learning.</p>			
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> www.finlab.com Security Analysis-https://youtu.be/pAmgZjkeD3I?si=tsAcxYWLWHWI6JGL Risk and Return Analysis- https://youtu.be/2Oc0q6wYFIQ?si=fa27n9R5lqBt18G5 Primary Market, Secondary Market- https://youtu.be/pAmgZjkeD3I?si=tsAcxYWLWHWI6JGL Valuation of Securities, Bond Analysis- https://youtu.be/7pk0iKVkNOc?si=pjwmRuTy-hc-LvCS Efficient Market Theory- https://youtu.be/AEv9AszJ4_U?si=kg0iNNZ3ZI-YOgNp Capital Market Theory-https://youtu.be/1oJ4wRiAYEk?si=dTNSa4TsyZOusZOK Arbitrage Pricing Theory- https://youtu.be/fCwruaRalsY?si=9vhUFSBSiVXA0GMO Markovitz Theory- https://youtu.be/B-bKJ5fo44s?si=lcov00LrfdtaA8VF 			

Programme/Class: BBA	Year: Second	Semester: Fourth
Course Code: F010404T	Course Title: Company Law	Credits: 3
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Outline the legal frameworks that regulate companies at the National level.</p> <p>CO2: Identify the importance of corporate governance and ethical considerations in business decision making.</p> <p>CO3: Plan to start up a new company in the Global competitive era.</p> <p>CO4: Utilize the knowledge and skills to increase Local borrowing powers and capital management capability of the Company.</p> <p>CO5: Evaluate the legal implications of operating a company in a particular Region.</p> <p>CO6: Revise the procedures of Capital management, company meetings and Directors' appointment.</p>		
Unit	Topics	
I	Introduction: Definition and Kinds of Company, Promotion and Incorporation of Companies; Memorandum of Association, Articles of Association, Prospectus.	
II	Shares, Share Capital, Members, Transfer and Transmission of shares, Directors- Managing Director, Whole Time Director	
III	Capital Management; Borrowing powers, mortgages and charges, debentures, Company Meetings-kinds, quorum, voting, resolutions, minutes	
IV	Majority Powers and minority rights, Prevention of oppression and mismanagement, winding up of companies, its Kinds and Conduct	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Agarwal,K.S. (2021). Company Law. (1). Bloomsbury Publishing India Pvt.ltd . 2. Gupta,P.O. (2020). Company Law (1). SBPD Publishing House. 3. Cahn, A. (2018). Company Law (1).Class ltd Elcograf Space. 4. Bourne, N. (2016). Company Law (1). Routledge 2 Park Square. 5. NolakhaL.R.(2015). Company Law (1). Vikas Publishing House Pvt ltd. 6. दवे, शं. (2018). कंपनी कानून. भारत साहित्य मंडल. 7. शर्मा, र. (2020). कंपनी कानून: सिद्धांत और अभ्यास. पुस्तकघर. 8. सिंह, प. (2019). कंपनी कानून और प्रशासन. भारतीय पुस्तकालय. 		
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision-making and practical learning.</p>		
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> 1. https://onlinecourses.swayam2.ac.in/cec20_hs23/preview 2. https://www.coursera.org/courses?query=business%20law 3. https://www.udemy.com/course/learn-company-law/ 4. https://www.shiksha.com/online-courses/free-corporate-law-courses-certification-training-st 5. Introduction to Company Law- https://www.youtube.com/watch?v=lu9OLjK6qtY 6. Share & Debenture- https://www.youtube.com/watch?v=ZOdYPPM9iS4 7. Capital Management- https://www.youtube.com/watch?v=Vapn8PwG1X4 8. Majority & Minority Rights- https://www.youtube.com/watch?v=VWamjhKtDbY 		

Programme/Class: BBA	Year: Second	Semester: Fourth
Course Code: F010405T	Course Title: Consumer Behaviour	Credits: 2
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Outline social, ethical and environmental implications of marketing actions on Consumer behaviour.</p> <p>CO2: Identify the effects of Psychological, Socio-cultural, demographic and Natural factors on the Consumer decision making process.</p> <p>CO3: Compare the relationship between consumer behaviour and Global cultural forces.</p> <p>CO4: Utilize knowledge of Industrial Buying Behaviour to enhance Local and National strategic decision making.</p> <p>CO5: Create the relevance of Consumer Behaviour models and concepts to Regional marketing decisions.</p> <p>CO6: Produce skills in the market research and analysis of customer segment, demand and market potential.</p>		
Unit	Topics	
I	CB, Consumer research process. CB models: Economic model, Psycho-analytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-Kollat-Blackwell model.	
II	Individual determinants: Perceptual process, consumer learning process Introduction: Concept, importance and scope of CB, need for studying, consumer attitude formation, attitude measurement, meaning and nature of personality, self concept.	
III	Influences & Consumer Decision making: Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction.	
IV	Industrial Buying Behaviour: Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Foxall, G. (2021). Consumer Behavior Analysis: Motivational Influences and Consumer Decision Making. Routledge. 2. Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2021). Consumer Behavior (8th ed.). Cengage Learning. 3. Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2020). Consumer Behavior (11th ed.). Cengage Learning. 4. Schiffman, L. G., & Kanuk, L. L. (2020). Consumer Behavior (12th ed.). Pearson. 5. दीक्षित, एस. आर. (2013). उपभोक्ता व्यवहार (1st ed.). हिंदी अकादमी. 6. शर्मा, वी. (2015). उपभोक्ता अध्ययन (1st ed.). पीएच.आई. Learning. 7. सिंह, हरि. (2016). उपभोक्ता व्यवहार और विपणन रणनीति (1st ed.). साउथ-एशियन पब्लिशर्स. 		
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision-making and practical learning.</p>		
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> 1. https://www.careers360.com/courses-certifications/consumer-behaviour-courses-brpg 2. https://www.udemy.com/course/consumer-behavior-r/ 3. https://onlinecourses.swayam2.ac.in/cec21_mg26/preview 4. Consumer Behaviour- https://www.youtube.com/watch?v=POjHaYbwpwo 5. Nature of Consumer Behaviour- https://www.youtube.com/watch?v=wRoNnoMED_s 6. Consumer decision making- https://www.youtube.com/watch?v=iJ0t51aCsVM 7. Consumer decision making Process -https://www.youtube.com/watch?v=-XdY6rXFJWY 8. Industrial Buying Behaviour- https://www.youtube.com/watch?v=9qZ2YB3GUgQ 		

Programme/Class: BBA		Year: Third	Semester: Fifth
Course Code: F010501T		Course Title: International Business	Credits: 3
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Identify Local strategic issues and design appropriate courses of action clearly and professionally.</p> <p>CO2: Outline the Capability profile in which businesses operate.</p> <p>CO3: Utilize judgment and skill in planning, design, and implementing the cost-effective use of resources when undertaking a business strategy.</p> <p>CO4: Compile the core areas of corporate and business level strategy relevant to the National industries.</p> <p>CO5: Evaluate the relationship between the Global business environment and strategic decisions made by organizations.</p> <p>CO6: Design the role of operations in adding value and achieving sustainable competitive advantage in the Regional industrial sector.</p>			
Unit	Topics		
I	Concepts and Importance: Definition, scope, and significance of international business, International Trade Theories: Absolute and comparative advantage, Heckscher-Ohlin theory, and Porter's Diamond model, Globalization: Drivers and effects of globalization on businesses and economies, International Business Environment: Political, economic, legal, and cultural environments.		
II	Modes of Entry: Exporting, licensing, franchising, joint ventures, and wholly-owned subsidiaries, Market Research: Techniques and tools for international market research and analysis, International Marketing Strategy: Product adaptation, pricing strategies, distribution channels, and promotion in foreign markets, Risk Management: Identifying and managing risks associated with international business operations.		
III	Cross-Cultural Management: Understanding and managing cultural differences in international business., International Supply Chain Management: Global sourcing, logistics, and supply chain coordination., Global Financial Management: Foreign exchange markets, international financial instruments, and risk management in international finance, International HRM: Recruitment, selection, and management of international employees.		
IV	Strategic Management in International Business: Formulating and implementing strategies for international markets., International Competitive Advantage: Building and sustaining competitive advantage in global markets, Global Business Challenges: Ethical issues, corporate social responsibility (CSR), and sustainability in international business, Future Trends: Emerging trends in international business and their implications for global strategies.		
<p>Suggested Readings:</p> <ol style="list-style-type: none"> Hill, C. W. L., & Hult, G. T. M. (2019). <i>International business: Competing in the global marketplace</i> (12th ed.). McGraw-Hill Education. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2022). <i>International business: Environments and operations</i> (17th ed.). Pearson. Griffin, R. W., & Pustay, M. W. (2021). <i>International business</i> (10th ed.). Pearson. Rugman, A. M., & Collinson, S. (2012). <i>International business</i> (6th ed.). Pearson. Johanson, J., & Vahlne, J.-E. (2009). <i>The Uppsala internationalization model revisited: From liability of foreignness to the importance of domestic operations</i>. Journal of International Business Studies, 40(9), 1411-1431. https://doi.org/10.1057/jibs.2009.30 जैन, एस. पी. (2020). <i>अंतर्राष्ट्रीय व्यापार</i> (2nd ed.). ज्ञानकोश पब्लिशिंग. शर्मा, पी. (2019). <i>वैश्विक व्यापार: सिद्धांत और प्रथाएँ</i>. हिंदी बुक्स पब्लिशर. राठी, आर. (2021). <i>अंतर्राष्ट्रीय व्यापार की मूल बातें</i>. पर्सपेक्टिव पब्लिशिंग. 			
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision-making and practical learning.</p>			
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> International Business - University of London Global Business Strategy - University of Virginia International Business Essentials - University of London International Business Environment - University of London 			

Programme/Class: BBA	Year: Third	Semester: Fifth
Course Code: F010502T	Course Title: Entrepreneurship & Small Business Management	Credits: 3
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Identify the types of entrepreneurs and steps involved in an entrepreneurial venture.</p> <p>CO2: Present the foundation of entrepreneurship development and its theories.</p> <p>CO3: Plan management function of a company with special reference to National Small Scale Industries.</p> <p>CO4: Explain the importance of women entrepreneur in the development of Regional and Local communities.</p> <p>CO5: Assess the impact of MSMED Act in societal and environmental contexts.</p> <p>CO6: Design a plan for implementing ethical entrepreneurial activities in a Globalised and competitive environment.</p>		
Unit	Topics	
I	Entrepreneurship: Concept, Role & Importance in Indian Economy, Theories of Entrepreneurship, Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of entrepreneur, entrepreneurs Vs managers, Entrepreneurs, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs	
II	Entrepreneurial Development and Institutional Support System: Entrepreneurship development, Concept and Significance, Entrepreneurial Development Programmes (EDP), problems of EDP, Institutional support to entrepreneurs, Arrangement of finance and support from financial institutions	
III	Business Idea: Environmental analysis, Search for business idea, Identification of projects, Selection of project, Project formulation, Project report, project appraisal.	
IV	Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, forms of ownership, Registration as SSI	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Srivastava, A. (2023). <i>Fundamentals of business entrepreneurship</i> (4). Kindle. 2. Allen, C. L. (2023). <i>Fundamentals of business entrepreneurship</i> (1). Agrihorti Press. 3. Wellington, S. (2023). <i>Fundamentals of business entrepreneurship</i> (1). Kindle. 4. Gupta, O. P. (2021). <i>Fundamentals of business entrepreneurship</i> (2). Sanjay. 5. Prasad, L. (2021). <i>Fundamentals of business entrepreneurship</i> (2). Lap Lambert Academic. 6. Shukla, M. (2016). <i>Fundamentals of entrepreneurship</i> (1). Kitab Mahal. 7. Kumar, R. (2020). <i>उद्यमिता का परिचय</i> (2). Vishwavidyalaya Prakashan. 8. Jain, S. (2018). <i>उद्यमिता और व्यापार प्रबंधन</i> (3). Bharat Publishing House. 9. Chaudhary, R. (2017). <i>सफल उद्यमिता के सिद्धांत</i> (1). Academic Publishers. 		
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision-making and practical learning.</p>		
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> 1. https://www.linkedin.com/learning/ 2. https://www.coursera.org/ 3. https://www.udemy.com/ 4. https://books.google.com/ 5. उद्यमशीलताकेसिद्धांत https://youtu.be/-11kPI55dOI?si=qdwzGCoxVOLxKlhC 6. Women Entrepreneurship- https://youtu.be/qkMqgEZnzzM?si=tmyVAIVH0yoZyJG2 7. Private Equity and Venture Capital- https://youtu.be/NV8Ew6PcQhY?si=PhBJ-YaC7C4dlybi 8. Latest Government Policy with regard to Small Scale Sector- https://www.isb.edu/en/study-isb/advanced-management-programmes 9. Small Business- https://youtu.be/K99kxIGeqV0?si=LQbVlc_oWGRoCcNC 		

Programme/Class: BBA	Year: Third	Semester: Fifth
Course Code: F010503T	Course Title: Sales Management	Credits: 3
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Identify comprehensive sales strategies tailored to Global market.</p> <p>CO2: List market Trends as well as consumer preferences for environment friendly products and emerging sustainability related to Local sales strategies.</p> <p>CO3: Explain the importance of professionalism and ethical conduct in sales roles.</p> <p>CO4: Compute the complexities of managing sales operations on a National scale.</p> <p>CO5: Assess the necessary skills and knowledge to start their own sales focused business.</p> <p>CO6: Evaluate Regional market competition through market research.</p>		
Unit	Topics	
I	Introduction to Sales Management: Concept, Evolution of sales function, Objectives of sales management positions, Functions of Sales Manager, and their relation with other executives.	
II	Salesmanship: Theories of personal selling, Types of Sales executives, Qualities of sales executives, Personal selling process, Showroom & exhibition,	
III	Sales Organization and Relationship: Purpose of sales organization, Types of sales organization structures, Sales department external relations, Distributive network relations. Sales Force Management: Recruitment and Selection, Sales Training, Sales Compensation.	
IV	Distribution Network Management: Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and their characteristics, Concept of physical distribution system.	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Kumar, V. (2022). <i>Sales management: A strategic approach</i>. Oxford University Press. 2. Rao, C. P. (2021). <i>Sales management: Principles and practices</i>. Vikas Publishing House. 3. Singh, R. (2020). <i>Sales and distribution management</i>. Pearson Education. 4. Chakraborty, S. (2019). <i>Sales management: Concepts and cases</i>. Himalaya Publishing House. 5. गुप्ता, ए. (2022). <i>विक्रय प्रबंधन: सिद्धांत और अभ्यास</i>. वाणी प्रकाशन. 6. शर्मा, आर. (2021). <i>विक्रय प्रबंधन: एक परिचय</i>. भारतीय पुस्तकालय. 7. सिंह, न. (2020). <i>विक्रय प्रबंधन और विपणन रणनीतियाँ</i>. ज्ञान पुस्तकालय. 		
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision-making and practical learning.</p>		
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> 1. https://www.linkedin.com/learning/ 2. https://www.coursera.org/ 3. https://www.udemy.com/ 4. Salesmanship- https://youtu.be/I3UPKB8JI-Q?si=qRvFmVDAAP_RWxsP 5. Selling Process- https://youtu.be/uBYvPG9mir8?si=IQJOBvDNxfGvGos 6. Sales Forecasting- https://youtu.be/S-mJ5yY5nSg?si=mwJ7kKc-M34df9QE 7. Factors considered while setting Sales Quota- https://youtu.be/gY2VUSCGrr8?si=BWpFzJp5LIFrjLuY 8. Online Courses- https://youtu.be/54MnJl7eDU?si=1BI4DVunPmm3N7f 9. Digital Marketing- https://youtu.be/tYXW2iWOpkw?si=BTm3aZhfAAsJgQkt 10. Online Marketing- https://youtu.be/nE9Rn9tAD_I?si=IxiAFxaZ723KoUbl 		

Programme/Class: BBA	Year: Third	Semester: Fifth
Course Code: F010504T	Course Title: Industrial Relations and Labour Laws	Credits: 3
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Outline the various Institutions involved in Industrial Relations at the Local and Regional level.</p> <p>CO2: Identify the law related to unorganized worker and get familiarity with Global organization working for labour rights.</p> <p>CO3: Explain the gender sensitization at workplace and code of conduct.</p> <p>CO4: Analyze the legislations relating to working conditions, Environment protection and employees social security.</p> <p>CO5: Evaluate the role of trade union in the industrial setup.</p> <p>CO6: Critique the judicial setup of National labour laws.</p>		
Unit	Topics	
I	Industrial Relations : Nature, Scope, Objectives, Importance, Historical Evolution of Industrial Relations in India, Parties to Industrial Relations, Different Perspectives & Approaches, Role of State in Industrial Relations, Role of Management & Trade Unions, Present Industrial Relations scenario in India.	
II	Industrial Relations & Industrial Disputes, Reasons for Industrial Disputes & conflicts, Industrial Relations Mechanism to prevent Industrial Disputes & conflicts. Collective Bargaining, Tripartite & Bipartite Bodies, Ethical Codes & Standing Orders.	
III	Management of Grievances, Concept & Causes of Grievances, Grievances Redressal Machinery, Objectives of Grievances Redressal Machinery, Salient Features of Grievances Redressal Machinery, Employee Discipline, Types of Discipline, Disciplinary Action.	
IV	Worker's Participation in Management : Concept, Objectives of Worker's Participation in Management, Forms of Worker's Participation in India, Factors influencing Participation, Employee Empowerment, Quality Circle, Industrial Relations & Technological Change, Industrial Relations & HRM.	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Dessler, G. (2022). <i>Human Resource Management</i>. Pearson Education. 2. Gomez-Mejia, L. R., Balkin, D. B., & Cardy, R. L. (2021). <i>Managing Human Resources</i>. Pearson Education. 3. Sengupta, A. K. (2020). <i>Industrial Relations and Labour Laws</i>. McGraw-Hill Education. 4. Mitra, A. (2019). <i>Labour Law and Industrial Relations</i>. Oxford University Press. 5. Agarwal, R. D. (2021). <i>Industrial Relations and Labour Laws</i>. Vikas Publishing House. 6. Sharma, J. P. (2022). <i>Industrial Relations and Labor Laws</i>. Himalaya Publishing House. 7. सिंह, अ. (2021). <i>औद्योगिक संबंध और श्रम कानून</i>. पाठ्य पुस्तक प्रकाशन. 8. गुप्ता, एन. (2020). <i>श्रम कानून और औद्योगिक संबंध</i>. भारतीय पुस्तकालय. 9. शर्मा, पी. (2019). <i>औद्योगिक संबंध और श्रम कानून: सिद्धांत और प्रथाएँ</i>. विद्या प्रकाशन. 		
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision-making and practical learning.</p>		
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> 1. https://www.coursera.org/ 2. https://www.edx.org/ 3. https://youtu.be/WgRkGrhWkIE?si=0tSI40gWSHvVjLA8 4. https://youtu.be/XFHURx5g2Ak?si=bkMrT5IGADexMi_4 5. https://youtu.be/C83z3kfwVJs?si=YXmJiaCITdnaLfBI 6. https://youtu.be/NJ89Fidvx6g?si=IJuLky8ya1byUjQQ 		

Programme/Class: BBA	Year: Second	Semester: Third
Course Code: F010505T	Course Title: Goods and Service Tax	Credits: 3
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: List the procedure for Regional registration and documentation under GST for establishing and managing a business successfully.</p> <p>CO2: Identify complex tax laws, understanding exemptions, and resolving issues related to tax calculation and compliance.</p> <p>CO3: Explain the provisions concerned with Local payment of Tax, interest, IDS, TCS, Refund and returns.</p> <p>CO4: Analyze the importance of Goods and Service tax in the National and global economy and its contribution to the economic development.</p> <p>CO5: Assess the implications of GST on the taxable capacity consumers, dealers and of the society at large and its changes.</p> <p>CO6: Revise specialized knowledge, practical skills, and a competitive edge in the job market.</p>		
Unit	Topics	
I	<p>Introduction : Constitutional framework of Indirect Taxes before GST (Taxation Powers of Union & State Government); Concept of VAT: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST; Overview of GST ; Structure of GST (SGST, CGST, UTGST & IGST); GST Council.</p>	
II	<p>Supply of Goods and Services - Definition of supply; Place of Supply: Intra-State and Inter-State supply; Composite and Mixed supply; Import and Export; Supplies of goods and services liable to be reverse charged; Time of supply; Nil rated supplies, Zero rated supplies, Exempted supplies & Non-GST supplies.</p>	
III	<p>Regional Registration and Documentation (A) Registration-Persons liable to registration; Compulsory registration; Procedure of Registration; Exemption from Registration; Composition Scheme.</p> <p>(B) Documentation- Tax Invoice; Bill of Supply; Receipt Voucher; Payment Voucher; Refund Voucher; Debit Note; Credit Note. Returns: GSTR 1 and GSTR 2, Monthly / Quarterly Return, Annual Return; Time and procedure of filing of Returns.</p>	
IV	<p>Input Tax Credit: Introduction, Concept of Input Service Distributor, Legal Formalities for an ISD, Distribution of Credit, Claiming Input Tax Credit for inputs goods, Claiming Input Tax Credit for Capital Goods</p> <p>Payment of Tax- (a) Through Input Tax Credit (b) By cash / bank after generation of online Challan.</p> <p>E-Way Bill: Introduction, Preparation of E-Way Bill, Important Points for Transporter</p> <p>GST Portal: Introduction, GST Eco-system, GST Suvidha Provider (GSP), Uploading Invoices</p>	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> Kumar, V. (2022). <i>Goods and Services Tax: A comprehensive guide</i>. Sage Publications. Sharma, A. (2021). <i>Understanding Goods and Services Tax (GST) in India</i>. Oxford University Press. Singh, M. (2020). <i>GST in India: Theory and Practice</i>. Pearson Education. Choudhury, S. (2020). <i>GST and its impact on business</i>. Vikas Publishing House. Rao, A. (2021). <i>GST Compliance and Audit</i>. McGraw-Hill Education. Patel, S. (2022). <i>GST in India: Practical insights and implementation</i>. Himalaya Publishing House. शर्मा, आर. (2021). <i>सामान्य वस्त्र और सेवा कर (GST): एक विस्तृत मार्गदर्शिका</i>. विद्याश्री प्रकाशन. गुप्ता, ए. (2020). <i>वस्त्र और सेवा कर: सिद्धांत और अनुप्रयोग</i>. भारतीय पुस्तकालय. सिंह, एस. (2019). <i>GST: समझ और अनुपालन</i>. ज्ञान पुस्तक गृह. कुमार, वी. (2021). <i>वस्त्र और सेवा कर: एक व्यावहारिक दृष्टिकोण</i>. वाणी प्रकाशन. 		
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision-making and practical learning.</p>		
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> GST Law- https://www.youtube.com/watch?v=rJtNZdVwCwU Supply of Goods and Services- https://www.youtube.com/c/goodsandservicestaxnetwork GST ITC- https://www.youtube.com/watch?v=vbRjL2MLNH8 NITI Aayog GST Resources 		

Programme/Class: BBA	Year: Second	Semester: Third
Course Code: F010506T	Course Title: Strategic Management	Credits: 3
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Outline the importance of aligning business strategies with ethical principles, values and environmental responsibility.</p> <p>CO2: Identify the concepts, tools & techniques used by executives in developing and executing strategies based on the nature of business, industry, and cultural differences.</p> <p>CO3: Analyze the competitive situation and ethical dilemma in dealing with dynamic Global business environment.</p> <p>CO4: Apply the knowledge and abilities in formulating strategies and National strategic plans.</p> <p>CO5: Evaluate the external and internal factors that influence an organization's strategic decision making process.</p> <p>CO6: Assess potential business opportunities by analyzing Regional market trends, Local customer needs and competitive sectors.</p>		
Unit	Topics	
I	What is Strategy? What are Strategic Intent; Mission; Objectives and Goals; Policies; Program; Budget; Process of strategic management, Levels of strategy	
II	Identifying strategic alternatives of business; Environmental appraisal – Internal environment; Key Success Factors; Role of Resources, Capabilities and Core Competencies; Competitive Advantage to Competitive Strategies; VRIO Model, External environmental analysis –PESTEL.	
III	Concept of Value Chain, SWOT Analysis; Tools and Techniques for Strategic Analysis – TOWS Matrix; Generic Strategies; Competitive Strategies - Porter's 5 Forces Model; The Experience Curve, Grand Strategy, BCG Matrix; Functional Strategies, Global entry strategies.	
IV	Organization Structure; Resource Allocation; Projects and Procedural Issues, Integration of Functional Plans. Leadership and corporate culture; Evaluation and Control: Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback.	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Agarwal, V. K. (2020). <i>Strategic management: Concepts and cases</i>. Excel Books. 2. Khanna, T., & Palepu, K. (2018). <i>Winning in emerging markets: A road map for strategy and execution</i>. Harvard Business Review Press. 3. Nair, R. (2019). <i>Strategic management: Theory and practice</i>. Sage Publications. 4. Reddy, K. S. (2021). <i>Strategic management and business policy</i>. McGraw-Hill Education. 5. कुमार, वी. (2021). <i>सामरिक प्रबंधन: सिद्धांत और अभ्यास</i>. दीपक प्रकाशन. 6. गुप्ता, एन. (2019). <i>सामरिक प्रबंधन: एक परिचय</i>. वाणिज्य पुस्तकालय. 7. शर्मा, आर. (2018). <i>सामरिक प्रबंधन: अवधारणाएँ और केस अध्ययन</i>. भारतीय पुस्तकालय. 		
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision-making and practical learning.</p>		
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> 1. https://youtu.be/JXXHqM6RzZQ?si=g9hfBB-1hIdifLv- 2. https://youtu.be/utn6n2Lfu0E?si=gIHDnbTeO1yQUVZ0 3. https://youtu.be/opCXcTt9-qo?si=Kb8hwlHflpJHVci6 4. SWOT Analysis- https://www.youtube.com/watch?v=I_6AVRGLXGA 5. BCG Matrix- https://www.youtube.com/watch?v=gNR491k5dS0 6. Porter's 5 Forces Model- https://www.youtube.com/watch?v=q3-8PW72XDQ 7. Organization Structure- https://www.youtube.com/watch?v=LCAAivdxVTU 		

Programme/Class: BBA	Year: Third	Semester: Sixth
Course Code: F010601T	Course Title: Logistic Management	Credits: 4

Course outcomes: Upon successful completion of the course, students will be able to:

CO1: Understand the fundamental concepts of logistics and supply chain management, including its components and functions.

CO2: Apply logistics principles to optimize transportation, warehousing, and inventory management.

CO3: Analyze various logistics strategies to enhance efficiency and cost-effectiveness in business operations.

CO4: Develop problem-solving skills for real-world logistics challenges, including risk management and contingency planning.

CO5: Demonstrate knowledge of the role of technology and information systems in improving logistics performance.

CO6: Evaluate the impact of logistics management on customer satisfaction, sustainability, and overall business success.

Unit	Topics
I	Introduction to Logistics Management: Definition and Scope of Logistics, Evolution of Logistics Management, Objectives and Importance of Logistics, Key Concepts and Terms in Logistics
II	Logistics Operations and Functions: Logistics Planning and Control, Inventory Management, Warehousing and Storage, Transportation Management, Order Fulfilment Process
III	Logistics and Supply Chain Integration: Supply Chain Management Overview, Role of Logistics in Supply Chain Management, Integration of Logistics and Supply Chain Activities, Challenges and Trends in Supply Chain Logistics
IV	Emerging Trends and Technologies in Logistics: Technology in Logistics (RFID, GPS, etc.), E-Logistics and Digital Transformation, Green Logistics and Sustainability, Global Logistics and Trade Compliance

Suggested Readings:

1. **Agarwal, A. (2021).** *Logistics and supply chain management*. Excel Books.
2. **Chopra, S., & Meindl, P. (2019).** *Supply chain management: Strategy, planning, and operation* (7th ed.). Pearson.
3. **Garg, D. (2020).** *Principles of logistics management*. Sage Publications.
4. **Jain, A. (2021).** *Logistics management and strategy*. McGraw-Hill Education.
5. **कुमार, आर. (2022).** *लॉजिस्टिक्स प्रबंधन: सिद्धांत और प्रथाएँ*. विद्या प्रकाशन.
6. **शर्मा, एस. (2021).** *लॉजिस्टिक्स और आपूर्ति श्रृंखला प्रबंधन*. भारतीय पुस्तकालय.
7. **गुप्ता, प. (2019).** *लॉजिस्टिक्स प्रबंधन और रणनीति*. वाणिज्य पुस्तकालय.

Suggested Continuous Evaluation Methods:

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

Suggested equivalent online courses:

1. [Logistics Management - Coursera](#)
2. Introduction to Logistics - edX
3. Logistics and Supply Chain Management - MIT OpenCourseWare
4. Supply Chain Management and Logistics - FutureLearn
5. [Digital Logistics - Coursera](#)

Programme/Class: BBA	Year: Third	Semester: Sixth
Course Code: F010602T	Course Title: Financial Services Management	Credits: 4
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Demonstrate an understanding of the various types of financial services, their role in the financial system, and their impact on the economy.</p> <p>CO2: Analyze different financial products and services, including insurance, banking, and investment products, and evaluate their features and benefits.</p> <p>CO3: Evaluate risk management strategies and techniques used in financial services to mitigate financial risks.</p> <p>CO4: Apply knowledge of the regulatory framework governing financial services to ensure compliance and ethical practices.</p> <p>CO5: Develop and propose financial strategies and solutions for individuals and organizations based on financial needs and market conditions.</p> <p>CO6: Assess and interpret financial performance indicators and reports to make informed decisions.</p>		
Unit	Topics	
I	Introduction to Financial Services: Overview of financial services, Types of financial services: Banking, Insurance, Mutual Funds, and Investment Services, Role of financial services in economic development	
II	Financial Products and Instruments: Banking products: Savings accounts, Fixed Deposits, Loans, Insurance products: Life Insurance, Health Insurance, General Insurance, Investment products: Stocks, Bonds, Mutual Funds, Derivatives	
III	Risk Management in Financial Services: Concept of risk and types of financial risks, Risk management techniques and tools, Insurance as a risk management tool	
IV	Regulatory Framework and Financial Services: Overview of financial regulations and regulatory bodies, Compliance requirements for financial institutions, Ethical issues and corporate governance in financial services	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Basu, S. (2021). <i>Financial services management: Concepts and applications</i>. Sage Publications. 2. Khan, M. Y. (2019). <i>Financial services: Problems and prospects</i>. Tata McGraw-Hill Education. 3. Srinivasan, N. (2020). <i>Financial services and market</i>. McGraw-Hill Education. 4. Vasudevan, R. (2018). <i>Financial services and products</i>. Pearson Education. 5. शर्मा, P. (2021). <i>वित्तीय सेवाएँ प्रबंधन: सिद्धांत और अनुप्रयोग</i>. विपणन पुस्तकालय. 6. कुमार, S. (2020). <i>वित्तीय सेवाएँ और उत्पाद</i>. भारतीय प्रकाशन. 7. मिश्रा, A. (2019). <i>वित्तीय सेवाएँ प्रबंधन: एक परिचय</i>. ज्ञान पुस्तकालय. 		
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision-making and practical learning.</p>		
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> 1. Investopedia - Financial Services 2. Financial Times - Financial Services 3. The Balance - Financial Services 4. Khan Academy - Introduction to Financial Services 5. Coursera - Financial Management 		

Programme/Class: BBA	Year: Third	Semester: Sixth
Course Code: F010603T	Course Title: Tourism & Hospitality Management	Credits: 4
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1 Understand the fundamental concepts of tourism and hospitality management. CO2 Analyze the impact of tourism on global economies and local communities. CO3 Evaluate different types of hospitality services and their management strategies. CO4 Apply effective marketing strategies in the tourism and hospitality sectors. CO5 Develop skills in planning and managing tourism and hospitality events. CO6 Assess the role of technology and innovation in enhancing tourism and hospitality experiences.</p>		
Unit	Topics	
I	Introduction to Tourism and Hospitality Management: Overview of tourism and hospitality industry, Types of tourism (Domestic, International, Adventure, etc.), Evolution and growth of the industry, Key players and stakeholders in the industry	
II	Tourism Planning and Development: Principles of tourism planning, Destination development and management, Sustainable tourism practices, Government and private sector roles in tourism development	
III	Hospitality Operations Management: Front office and guest services, Housekeeping management, Food and beverage management, Facility and property management	
IV	Marketing and Technology in Tourism and Hospitality: Marketing strategies and tools for tourism and hospitality, Role of digital marketing and social media, Technology trends and innovations, Customer relationship management in tourism and hospitality	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Agarwal, R. (2019). <i>Tourism and hospitality management</i>. Sage Publications. 2. Bhardwaj, A. (2020). <i>Principles of hospitality management</i>. McGraw-Hill Education. 3. Chakraborty, P. (2018). <i>Tourism development and management</i>. Oxford University Press. 4. Singh, S. P. (2021). <i>Hospitality management: A global perspective</i>. Cambridge University Press. 5. शर्मा, आर. (2021). पर्यटन और आतिथ्य प्रबंधन: सिद्धांत और अभ्यास. दीपक प्रकाशन. 6. गुप्ता, एस. (2020). आतिथ्य प्रबंधन के मूलभूत पहलू. वाणिज्य पुस्तकालय. 7. कुमार, वी. (2019). पर्यटन विकास और प्रबंधन. भारतीय पुस्तकालय. 		
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision-making and practical learning.</p>		
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> 1. World Tourism Organization (UNWTO) 2. International Journal of Hospitality Management 3. Journal of Travel Research 4. Tourism Management Perspectives 5. Hospitality Net 		

Programme/Class: BBA	Year: Third	Semester: Sixth
Course Code: F010604T	Course Title: Retail Management	Credits: 4
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>C01: Understand the fundamentals of retail management and its role in modern business. C02: Analyze consumer behavior in the retail environment and its impact on business strategies. C03: Develop retail marketing strategies, including product assortment, pricing, and promotion. C04: Evaluate retail store operations, including supply chain management, inventory, and store layout. C05: Understand the role of technology in retail, including e-commerce and omnichannel strategies. C06: Assess ethical and legal aspects of retail management, focusing on customer relations and regulatory compliance.</p>		
Unit	Topics	
I	Introduction to Retail Management: Definition and significance of retailing, Types of retail formats, Evolution and growth of retailing in India, Retail environment and the Indian retail sector	
II	Retail Consumer Behavior: Understanding retail consumers, Factors influencing consumer behavior, Consumer decision-making process, Market segmentation, targeting, and positioning in retail	
III	Retail Operations and Store Management: Retail store location and layout, Inventory management and merchandising, Supply chain management in retail, Role of technology in retail operations (e-commerce, POS systems)	
IV	Retail Marketing and Strategy: Retail marketing mix (Product, Price, Place, Promotion), Customer relationship management (CRM), Retail branding and private labels, Emerging trends in retailing: Omni-channel retailing, sustainability in retail	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> Bajaj, C. (2021). <i>Retail management: Text and cases</i> (2nd ed.). Oxford University Press. Pradhan, S. (2020). <i>Retailing management</i> (5th ed.). McGraw-Hill Education. Berman, B., & Evans, J. R. (2019). <i>Retail management: A strategic approach</i> (13th ed.). Pearson. शर्मा, आर. (2018). <i>खुदरा प्रबंधन: सिद्धांत और व्यवहार</i>. भारतीय प्रकाशन. वर्मा, पी. (2019). <i>खुदरा प्रबंधन के सिद्धांत</i>. वाणिज्य प्रकाशन. गुप्ता, ए. (2020). <i>खुदरा प्रबंधन और विपणन रणनीति</i>. नवीन पुस्तकालय. Jhamb, D., & Singh, R. (2021). <i>Retail management</i> (2nd ed.). Pearson. 		
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision-making and practical learning.</p>		
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> Retail Management - Coursera Retailing Management - Open Textbook Library National Retail Federation - Research & Resources Swayam - Retail Management Course Retail Management and Strategy - Harvard Business Review 		

Programme/Class: BBA	Year: Third	Semester: Sixth
Course Code: F010605T	Course Title: Event Management	Credits: 4
<p>Course outcomes: Upon successful completion of the course, students will be able to:</p> <p>CO1: Understand the fundamental concepts and principles of event management and planning. CO2: Develop the ability to design, plan, and execute different types of events effectively. CO3: Apply financial, marketing, and legal knowledge in the context of event management. CO4: Analyze risk management strategies and evaluate safety measures for events. CO5: Demonstrate leadership and teamwork skills in managing event operations. CO6: Evaluate post-event success and understand the role of evaluation metrics in event management.</p>		
Unit	Topics	
I	Introduction to Event Management: Definition, scope, and significance of event management, Types of events: Corporate, social, educational, cultural, and sports events, Key elements of event planning: Purpose, venue, audience, and timing, Role and responsibilities of an event manager	
II	Event Planning and Execution: Event planning process: Conceptualization, planning, and design, Budgeting and financial management for events, Venue selection, logistics, and resource management, Event marketing: Branding, promotion, and communication strategies	
III	Legal and Risk Management in Events: Legal considerations: Licenses, contracts, and compliance, Risk management and safety measures in events, Managing emergencies and crowd control, Insurance and liability issues in event management	
IV	Post-Event Evaluation and Reporting: Event evaluation techniques: Feedback and data collection, Measuring event success: Key performance indicators (KPIs) and ROI, Report writing and event documentation, Emerging trends and technology in event management	
<p>Suggested Readings:</p> <ol style="list-style-type: none"> Bhargava, G. (2021). <i>Event management: Principles and practices</i>. McGraw-Hill Education. Kapoor, R. (2019). <i>Event management and marketing strategies</i>. Sage Publications. Malhotra, A. (2020). <i>Essentials of event management</i>. Pearson Education. शर्मा, आर. (2020). <i>इवेंट मैनेजमेंट की मूल बातें</i>. दीपक प्रकाशन. सिंह, ए. (2019). <i>घटनाओं का प्रबंधन: सिद्धांत और अभ्यास</i>. वाणिज्य पुस्तकालय. गुप्ता, पी. (2018). <i>इवेंट मैनेजमेंट: योजना और क्रियान्वयन</i>. साहित्य प्रकाशन. वर्मा, एस. (2021). <i>आयोजन प्रबंधन: सिद्धांत, योजना और अनुप्रयोग</i>. भारतीय प्रकाशन. 		
<p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs, the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in students a sense of decision-making and practical learning.</p>		
<p>Suggested equivalent online courses:</p> <ol style="list-style-type: none"> Event Education and Research Foundation Event Manager Blog International Live Events Association Event Planning Guide – Eventbrite Event Management Resources – Meeting Professionals International 		