



Your Dreams Our Goal
POORNIMA
UNIVERSITY



**FACULTY OF MANAGEMENT AND COMMERCE
PROGRAM: BBA**

SCHEMES & SYLLABUS

BATCH 2025-2028

INDEX

S. No	Contents	Page No.
1	Vision, Mission And Quality Policy Of University	
2	Knowledge Wheel	
3	Preamble	
4	About Program, Program Outcomes (POs), and Program Specific Outcomes (PSOs)	
5	Examination System	
6	Assessment & Grade Point Average: SGPA, CGPA	
7	Guidelines for MOOC Courses	
8	Teaching Scheme of all Semesters	
9	Teaching Syllabus of all Semesters	

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

Student Details

Name of Student:		
Name of Program:		
Semester:	Year:	Batch:
Faculty		



Your Dreams Our Goal **POORNIMA** **UNIVERSITY**

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

Vision

Our vision is to create knowledge based society with scientific temper, team spirit and dignity of labour to face global competitive challenges.

Mission

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

Quality Policy

To provide quality education through faculty development, updating of facilities and continual improvement for meeting norms laid down by the government, keeping the stakeholders satisfied. Poornima University has forged industrial alliances with Top MNC's worldwide which assures high educational standards, up to- date and forward-thinking curricula, and professional relevance. At Poornima University you will have a distinct advantage through exposure to the corporate standard environment through industry sponsored infrastructure and expert faculty. The University involves global industry leaders in many ways.

Knowledge Wheel

At Poornima, the academic atmosphere is a rare blend of modern technical as well as soft skills and traditional systems of learning processes.





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Program Educational Objectives (PEOs)

PEO I	Student would gain a thorough grounding in the fundamentals of business management.
PEO II	The program would equip the students to face the contemporary challenges in the field.
PEO III	The program seeks to prepare students for higher education in business at home and abroad and to meet competitive exams.
PEO IV	The program ensures that the students are groomed into up-to-date, assertive and effective business executives at entry level with strong leadership skills and social consciousness.
PEO V	The program aims to create entrepreneurial mind-set to setup their own venture.

About Program and Program Outcomes (PO):

Title of the Program: Bachelor of Business Administration

Nature of the Program: Undergraduate Program

Program Outcomes (POs):

Upon completion of BBA Degree program, the graduates will be able to:

PO1 Acquire knowledge in business management concepts and current practices

PO2 Apply problem-solving and critical thinking skills to provide viable solutions for business

PO3 Demonstrate effective communication skills in academic & professional contexts

PO4 Apply analytical and statistical tools for research and business problems

PO5 Demonstrate the ability to collaborate with others and work in a team

PO6 Explain and illustrate the importance of ethical conduct in personal conduct and business

PO7 Apply specific methods and tools of digital marketing and communication

PO8 Appreciate and demonstrate creativity and life-long learning in the context of Business

Program Specific Outcomes (PSOs):

Upon completion of BBA Degree program, the graduates will be able to:

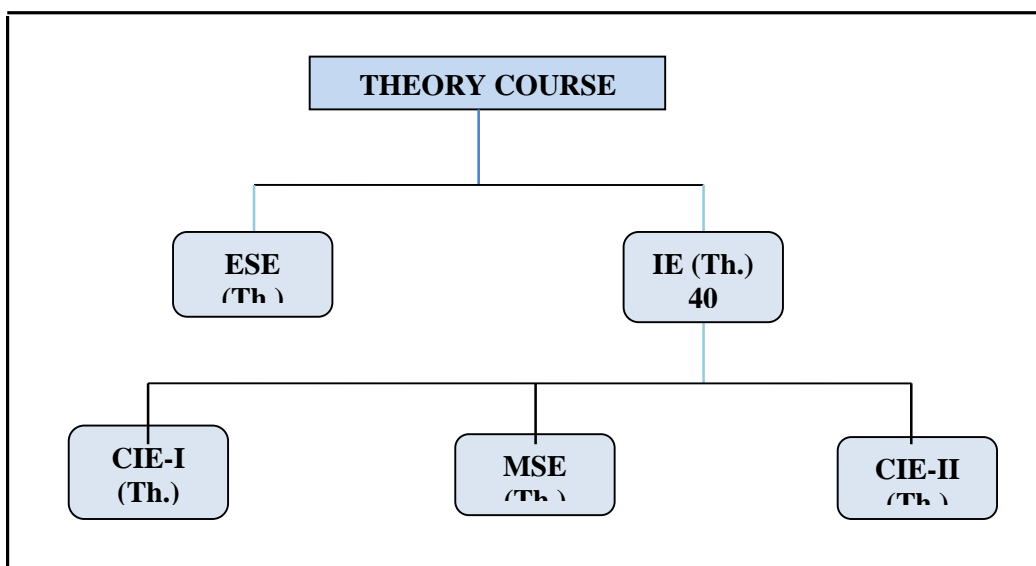
PSO1 Demonstrate knowledge of business management through experiential learning

PSO2 Apply analytical and problem-solving skills to solve business issues

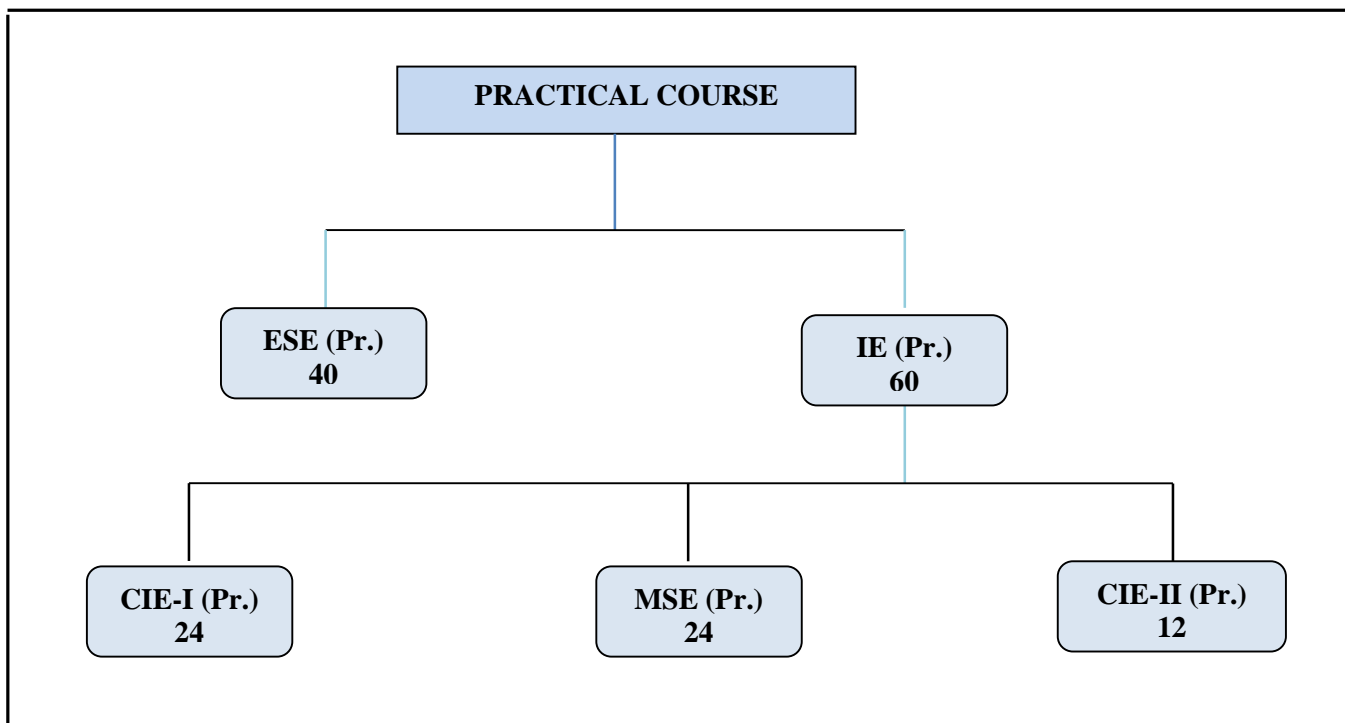
PSO3 Develop new dimensions of interdisciplinary knowledge to cater the needs of industry and society

Examination System :

Marks Distribution of Theory Course:



A. Marks Distribution of Practical Course :



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

CO Wise Marks Distribution:

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

Minimum Passing Percentage in All Exams:

S. No.	Program Name	Minimum Passing Percentage in		
		IE Component	ESE Component	Total Component

1	Course Work for PhD Registration	-	-	50%
2	B. Arch., FIRE Dept. (BBA, B. Com., MBA)	-	45%	50%
3	MBA, MCA, M.Des., M.Tech., M.Plan, MHA, MPH	-	40%	40%
4	B. Tech., B. Des., BVA, BCA, B.Sc., BBA, B.Com., B.A. & any other program	-	35%	35%

SGPA Calculation

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

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

where (as per teaching scheme & syllabus):

C_i is the number of credits of subject i ,

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

n = number of subjects in a course in the semester

CGPA Calculation

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

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

where (as per teaching scheme & syllabus):

C_i is the number of credits of subject i ,

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

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

Grading Table:

Table-A

Applicable for B.Arch., FIRE Courses
(BBA, B.Com, MBA), & PhD. Course Work

Table-B

Applicable for All Courses except Table-A

Academic Performance	Grade	Grade Point	Marks Range (in %)	Academic Performance	Grade	Grade Point	Marks Range (in %)
Outstanding	O	10	$90 \leq x \leq 100$	Outstanding	O	10	$90 \leq x \leq 100$
Excellent	A+	9	$80 \leq x < 90$	Excellent	A+	9	$80 \leq x < 90$
Very Good	A	8	$70 \leq x < 80$	Very Good	A	8	$70 \leq x < 80$
Good	B+	7	$60 \leq x < 70$	Good	B+	7	$60 \leq x < 70$
Above Average	B	6	$50 \leq x < 60$	Above Average	B	6	$50 \leq x < 60$
Fail	F	0	$x < 50$	Average	C	5	$40 \leq x < 50$
Absent	Ab	0	Absent	Pass*	P	4	$35 \leq x < 40$
				Fail	F	0	$x < 35$
				Absent	Ab	0	Absent

* Not applicable for master programs

CGPA to percentage conversion rule:

$$\text{Equivalent \% of Marks in the Program} = \text{CGPA} * 10$$

Award of Class

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

Guidelines for Massive Open Online Courses (MOOCs)

(Session 2025-26)

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

1. Introduction of MOOCs: SWAYAM-NPTEL

About SWAYAM-NPTEL

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

Some highlights:

- Largest online repository in the world of courses in engineering, basic sciences and selected humanities and management subjects
- YouTube channel for NPTEL – most subscribed educational channel, 1.3 billion views and 40+ lakhs subscribers
- More than 56000 hours of video content, transcribed and subtitled
- Most accessed library of peer-reviewed educational content in the world
- Translation of more than 12000 hrs of English transcripts in regional Indian languages

NPTEL Online Certification:

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

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

Completed courses: 3496;

Enrollments across courses: 1.58 CRORE +

Number of exam registrations: 15.1 LAKH +

All the statistics pertaining to completed courses are available at <https://beta.nptel.ac.in/courses>.

All courses are completely free to enroll and learn from. The certification exam is optional and comes at a fee of Rs 1000/course exam.

2. MOOCs at Poornima University:

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

(a) MOOCs as Credit Courses

(For this document, only those MOOCs will be considered which are available only on NPTEL platforms)

- Credit and Non-credit SWAYAM-NPTEL MOOCs can be opted by anyone, anytime, anywhere and in any language. However, prior-permission of the University Authorities is mandatory if the credits are to be transferred to regular degree.
- As Open Elective (for batches entered till 2022) / Multidisciplinary Courses (for batches admitted from 2023-24 onwards): Open Elective (for batches entered till 2022) courses were available at University level in offline mode till 2022-23 for which relevant booklets were published. From session 2023-24, Multidisciplinary Courses are introduced in lieu of open elective courses as per NEP 2020. These courses carry 02 credits. These category/type of courses (similar/different) are available as MOOC courses on SWAYAM-NPTEL platform which are being introduced from session 2023-24 onwards for all the students. The respective Deans / HODs shall provide all the information to all the students pertaining to MOOCs as per details given below:

1. Deans / HODs shall prepare a list of up to 10 appropriate MOOC courses (From NPTEL Only) of Minimum 02/03 credits each, well in advance (at-least 15 days prior to commencement of semester) and take approval from the Office of Dean, Academics / Pro-President, PU.
2. After approval, the respective Deans / HODs shall circulate a notice to all their respective students so that they can select any one course from the list, the credits (only 02) of which will be counted against Open Elective/ Multidisciplinary courses pertaining to that particular semester.
3. The tutor of the class shall monitor the progress (assignments, feedback, any problem etc.) on weekly basis and report to Head/Dean and provide the academic support to students as per requirement.

(b) Important points related to MOOCs at Poornima University

- Only one MOOC shall be allowed in a particular semester for the purpose of credit transfer in the beginning.
- No attendance will be taken for MOOC courses.
- The method of assessments of MOOC such as assignments and examination are completely associated with that particular MOOC and no internal exam (IE component) will be conducted by the department as well as by the Examination Cell.
- The respective Dean / HOD must submit the detail of course i.e., code, name and credit of MOOC opted against that particular course in particular semester attached with highlighting in the related examination scheme of syllabus of that semester signed by BOS Convener / HoD and Dean of Faculty to the office of Pro-President before commencement of the classes.
- The center of examination for MOOCs will be finalized by SWAYAM-NPTEL. All the responsibility related to registration for MOOCs, timely submission of assignments, examinations etc. will be borne by the students only.
- NPTEL will award a certificate to all the students passing the examination.
- The list of registered students in MOOC along with name of course will be submitted to the Examination Cell by the Deans / HoDs before commencement of the classes.

- An ESE Exam of each said MOOC course will also be conducted by the University as per University norms.

The award of marks/grading will be computed as given below:

Award of marks/grading	Remarks
1. 20% weightage taken from MOOC Certificate +80% weightage taken from ESE Exam of Poornima University OR 2. 100% of weightage taken from MOOC Certificate Note: The Higher Marks/Grades of the above two will be considered	The Certificate of MOOC to be Submitted as per date notified by COE, Poornima University

- Any student who would not be able to clear/pass the said course, will be required to appear as a back exam candidate of the University as per PU norms. Students who have not passed the MOOC exam are required to register and participate in the next semester for either the same subject or a similar subject (Ensuring at least 60% of the syllabus matches with the back subject and also approved by respective Dean) offered through NPTEL.
- The scorecard and related certificate of MOOC along with a consolidated list of students with marks of assignment and final exam will be submitted to the examination cell by the concerned Dean / HOD for further process. It is also recommended that alteration/changes/scaling in marks obtained by the students in any MOOC will not be considered.
- The exam registration fee of MOOC up to Max. INR 1000/- will be reimbursed to the student only after successful completion of the course in first attempt and submission of the fee receipt, score-card and certificate of the MOOC to the concerned department within stipulated time after declaration of the results.
- There will be no provision of re-evaluation of MOOC.

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

Attached Items:

BBA SCHEME
BATCH: 2025 -28

POORNIMA UNIVERSITY, JAIPUR
Faculty of Management and Commerce

Name of Program : BBA

Total Duration: 3 years

Credits: 120

Teaching Scheme for Batch 2025 - 28

Semester - I

Course Code	Name of Course	Teaching Scheme			Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	IE	ESE	Total	
A	Major (Core Courses)							
A.1	Theory							
BBXCBX1101	Principles of Management	3	0	0	40	60	100	3
BBXCBX1102	Financial Accounting	3	0	0	40	60	100	3
BBXCBX1103	Fundamentals of Marketing-I	3	0	0	40	60	100	3
A.2	Practical							
	Nil							
B	Minor Stream Courses / Department Electives							
B.1	Theory							
BBXCBX1104	Business Economics – I	3	0	0	40	60	100	3
BBXCBX1105	Human Behavior	3	0	0	40	60	100	3
BBXCBX1106	Business Statistics – I	2	0	0	40	60	100	2
B.2	Practical							
	Nil	-	-	-	-	-	-	-
C	Multidisciplinary Courses							
	Nil	-	-	-	-	-	-	-
D	Ability Enhancement Courses (AEC)							
BBXCBX1107	Compulsory English	2	0	0	40	60	100	2
E	Skill Enhancement Courses (SEC)							
BBXCBX1201	Spreadsheet for Business - I	1	0	2	60	40	100	1
F	Value Added Courses (VAC)							
BBXCBX1202	Human Values & Professional Ethics	0	0	2	60	40	100	1
G	Summer Internship / Research Project / Dissertation							
	Nil							
Total		20	0	4				
Total Teaching Hours		24						21

POORNIMA UNIVERSITY, JAIPUR
Faculty of Management and Commerce

Name of Program : BBA

Total Duration: 3 years

Credits: 120

Teaching Scheme for Batch 2025 -28

Semester - II								
Course Code	Name of Course	Teaching Scheme			Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	IE	ESE	Total	
A	Major (Core Courses)							
A.1	Theory							
BBXCBX2101	Fundamentals of Marketing-II	3	0	0	40	60	100	3
BBXCBX2102	Cost Accounting	3	0	0	40	60	100	3
BBXCBX2103	Business Law & IPR	3	0	0	40	60	100	3
BBXCBX2104	Basics of Negotiation Skills	2	0	0	40	60	100	2
B	Minor Stream Courses / Department Electives							
B.1	Theory							
BBXCBX2105	Group Behavior	3	0	0	40	60	100	3
BBXCBX2106	Business Economics – II	3	0	0	40	60	100	3
BBXCBX2107	Business Statistics – II	2	0	0	40	60	100	2
B.2	Practical							
	Nil	-	-	-	-	-	-	
C	Multidisciplinary Courses							
	-							
D	Ability Enhancement Courses (AEC)							
BBXCBX2201	Managerial Communication : Foundations and Strategies	0	0	2	60	40	100	1
E	Skill Enhancement Courses (SEC)							
BBXCBX2202	Spreadsheet for Business-II	1	0	2	60	40	100	1
G	Summer Internship / Research Project / Dissertation							
	Nil							
Total		20	0	4				21
Total Teaching Hours		24						

POORNIMA UNIVERSITY, JAIPUR
Faculty of Management and Commerce

Name of Program : **BBA** Total Duration: **3 years** Credits: **120**

Teaching Scheme for Batch 2025 - 28

Semester - III								
Course Code	Name of Course	Teaching Scheme			Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	IE	ESE	Total	
A	Major (Core Courses)							

A.1	Theory							
BBXCBX3101	Financial Management	3	0	0	40	60	100	3
BBXCBX3102	Research Methodology	3	0	0	40	60	100	3
BBXCBX3103	Entrepreneurship & Small Business Management	2	0	0	40	60	100	2
A.2	Practical							
B	Minor Stream Courses / Department Electives							
B.1	Theory							
BBXCBX3104	Operations Research	3	0	0	40	60	100	3
BBXCBX3105	Overview of Retail Banking	2	0	0	40	60	100	2
BDMCBX3108	Professional Elective-I (Digital Marketing)	3	0	0	40	60	100	3
BBBCBX3108	Professional Elective-II (Banking & Finance)		0	0	40	60	100	
BBACBX3108	Professional Elective-III (Business Analytics)		0	0	40	60	100	
BFTCBX3108	Professional Elective-IV (Fintech)		0	0	40	60	100	
B.2	Practical							
	Nil	-	-	-	-	-	-	-
C	Multidisciplinary Courses							
D	Ability Enhancement Courses (AEC)							
BBXCBX3201	Managing Self - SwaRoop	0	0	2	60	40	100	1
E	Skill Enhancement Courses (SEC)							
BBXCBX3202	Professional Skills for Managers-I	0	0	2	60	40	100	1
F	Value Added Courses (VAC)							
AULEMOO605	*Environmental Science (MOOC)	1	0	0	60	40	100	2
BBXCBX3106	Introduction to AI	2	0	0	40	60	100	2
G	Summer Internship / Research Project / Dissertation							
Total		16	0	4				19

POORNIMA UNIVERSITY, JAIPUR

Faculty of Management and Commerce

Name of Program : BBA

Duration: 3 years

Total Credits: 120

Teaching Scheme for Batch 2025 - 28

Semester – IV

Course Code	Name of Course	Teaching Scheme			Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	IE	ESE	Total	
A	Major (Core Courses)							
A.1	Theory							
BBXCBX4101	Consumer Behavior & Sales Management	3	0	0	40	60	100	3
BBXCBX4102	Management Accounting	3	0	0	40	60	100	3
BBXCBX4103	Digital Marketing	2	0	0	40	60	100	2
BBXCBX4104	Marketing Research	2	0	0	40	60	100	2
BBXCBX4105	Overview of Insurance	2	0	0	40	60	100	2
B	Minor Stream Courses / Department Electives							
B.1	Theory							
BBBCBX4109	Professional Elective-VI (Banking & Finance)	3	0	0	40	60	100	3
BBACBX4109	Professional Elective-VII(Business Analytics)		0	0	40	60	100	
BDMCBX4109	Professional Elective-V (Digital Marketing)		0	0	40	60	100	
BFTCBX4109	Professional Elective-VIII (Fintech)		0	0	40	60	100	
B.2	Practical							
C	Multidisciplinary Courses							
BBXCBX4106	Productions and Operations Management	3	0	0	40	60	100	3
D	Ability Enhancement Courses (AEC)							
BBXCBX4201	Communication & Workplace Skills	0	0	2	60	40	100	1
E	Skill Enhancement Courses (SEC)							
BBXCBX4202	Social Media Management	0	0	2	60	40	100	1
F	Value Added Courses (VAC)							
BBXCBX4107	Indian Constitution and Electoral Procedure (as a part of IKS)	2	0	0	40	60	100	2
G	Summer Internship / Research Project / Dissertation							
	Nil							
Total		17	0	4				19
Total Teaching Hours		21						

POORNIMA UNIVERSITY, JAIPUR

Faculty of Management and Commerce

Name of Program : **BBA**

Total Duration: **3 years**

Credits: **120**

Teaching Scheme for Batch 2025 - 28

Semester – V

Course Code	Name of Course	Teaching Scheme			Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	IE	ESE	Total	
A	Major (Core Courses)							
A.1	Theory							
BBXCBX5101	Product and Brand Management	3	0	0	40	60	100	3
BBXCBX5102	Fundamentals of Services Management	3	0	0	40	60	100	3
BBXCBX5103	Integrated Marketing Communication	3	0	0	40	60	100	3
BBXCBX5104	Company Law	3	0	0	40	60	100	3
A.2	Practical							
B	Minor Stream Courses / Department Electives							
B.1	Practical							
BDMCBX5209	Professional Elective-IX (Digital Marketing)	0	0	4	60	40	100	2
BBBCBX5209	Professional Elective- X (Banking & Finance)	0	0	4	60	40	100	
BBACBX5209	Professional Elective-XI (Business Analytics)	0	0	4	60	40	100	
BFTCBX5209	Professional Elective-XII (Fintech)	0	0	4	60	40	100	
B.2	Practical							
	Nil	-	-	-	-	-	-	-
C	Multidisciplinary Courses							
D	Ability Enhancement Courses (AEC)							
E	Skill Enhancement Courses (SEC)							
BBXCBX5201	Professional Skills for Managers – II	0	0	2	60	40	100	1
BBXCBX5202	Reasoning & Aptitude Skills - I	0	0	2	60	40	100	1
F	Value Added Courses (VAC)							
BBXCBX5105	Stock Market Investment	2	0	0	60	40	100	2
G	Summer Internship / Research Project / Dissertation							
BBXCBX5203	Project Studies	0	0	2	60	40	100	6
Total		14	0	6				
Total Teaching Hours		20						22

POORNIMA UNIVERSITY, JAIPUR
Faculty of Management and Commerce

Name of Program : **BBA** Total Duration: **3 years** Credits: **120**

Teaching Scheme for Batch 2025 - 28

Semester – VI

Course Code	Name of Course	Teaching Scheme			Marks Distribution			Credits
		Lecture (L)	Tutorial (T)	Practical (P)	IE	ESE	Total	
A	Major (Core Courses)							
A.1	Theory							
BBXCBX6101	Retail Management	3	0	0	40	60	100	3
BBXCBX6102	Strategic Management	3	0	0	40	60	100	3
A.2	Practical							
B	Minor Stream Courses / Department Electives							
B.1	Theory							
BBBCBX6109	Professional Elective- XIV(Banking & Finance)	3	0	0	40	60	100	3
BFTCBX6109	Professional Elective-XVI (Fintech)	3	0	0	40	60	100	
BDMCBX6109	Professional Elective-XIII (Digital Marketing)	3	0	0	40	60	100	
BBACBX6109	Professional Elective-XV (Business Analytics)	3	0	0	40	60	100	
B.2	Practical							
C	Multidisciplinary Courses							
BBXCBX6103	Human Resource Management – Functions & Practices	3	0	0	40	60	100	3
BBXCBX6104	Personal Financial Planning	2	0	0	40	60	100	2
BBXCBX6105	Introduction to Financial Markets	2	0	0	40	60	100	2
D	Ability Enhancement Courses (AEC)							
E	Skill Enhancement Courses (SEC)							
BBXCBX6201	Leadership & Management Skills / Communication Skills for Managers-II	0	0	2	60	40	100	1
BBXCBX6202	Reasoning and Aptitude Skills - II	0	0	2	60	40	100	1
F	Value Added Courses (VAC)							
BBXCBX6203	Yoga	0	0	2	60	40	100	1
BBXCBX6106	Introduction to Vedic Mathematics (as a part of IKS)	2	0	0	40	60	100	2
G	Summer Internship / Research Project / Dissertation							
Total		15	0	6				
Total Teaching Hours		21						18

PROFESSIONAL ELECTIVE COURSES
(Session 2025 -28)

For Digital Marketing		For Banking and Finance		For Business Analytics		For Fintech	
Code	Name	Code	Name	Code	Name	Code	Name
	Marketing for Digital Economy		Banking and Finance & Business Exposure		Introduction to Business Analytics		Fundamentals of Digital Banking & Financial Technology
	Internet of Things		Financial Services		Database Management System		Digital Strategic Ecosystem, Payment and Insurance
	Web Design and Development		Analysis of Financial Statements & Reporting		Statistical Data Modeling using 'R'		Banking and Fintech Law
	SEM & SEO		Business Taxation		Big Data Analysis		Cryptocurrencies and Blockchain

SEMESTER I

Code: BBXCBX1101

Principles of Management

3 Credits [LTP: 3-0-0]

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Memorize the basic aspect of management thinking and study the role and functions of different managers	Remember
CO2	Interpret the different approaches of management thoughts to understand philosophy of management thinking	Apply
CO3	Discuss the importance of functions of management and their roles & ability to organize various programmes and events. .	Understand
CO4	Explain the relevance of control and discuss the importance of decision making that ultimately benefit the organization through new ideas and Increased commitment.	Understand
CO5	Relate the concept of change and compare it with the new systems and trends in modern management	Analyze

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	-	3	-	-	1	1	2	1	-	2
CO2	-	1	-	2	1	2	2	1	-	2	-
CO3	1	2	2	3	1	1	2	1	2	-	2
CO4	2	1	2	2	1	-	1	2	-	2	3
CO5	3	1	1	3	-	1	1	-	2	1	-
WT. AVG	2	1.25	2	2.5	1	1.25	1.4	1.5	1.66	1.66	2.33

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Nature of Management	09
2.	Evolution of Management Thoughts	09
3.	Major Managerial Functions	09
4.	Functions of Management	09
5.	Recent Trends in Management	09

D. DETAILED SYLLABUS

Unit	Unit Details
1.	Nature of Management
	<ul style="list-style-type: none"> ● Meaning & Importance, ● Functions, Role of Management ● Management as an Art, Science, Profession & a Social System ● Concept of Management, Administration ● Organisation & University of Management
2.	Evolution of Management Thoughts
	<ul style="list-style-type: none"> ● Concept of Management Thoughts ● Contribution of Frederick Taylor, Elton Mayo, Henry Fayol and Peter Drucker ● Indian Management Ethos (Indian) ● Different styles example (JRD Tata, Dhirubhai Ambani, NR Narayana Murthy, Verghese Kurian)
3.	Major Managerial Functions
	<ul style="list-style-type: none"> ● Forecasting : meaning, need, types ● Methods, advantages, disadvantages ● Planning : meaning, need, types, methods ● Advantages, disadvantages ● Organising : meaning, concept ● Delegation of authority: meaning, importance ● Decentralisation : Concepts, Meaning & Importance
4.	Functions of Management
	<ul style="list-style-type: none"> ● Decision Making: Types ● Process, Technique ● Directions, Nature & Principles ● Motivation: Meaning, Importance, Nature ● Principles & Theories ● Controlling: Meaning, Needs ● Process, Techniques
5.	Recent Trends in Management
	<ul style="list-style-type: none"> ● Management of Change ● Management of Crises ● Total Quality of Management (TQM) : Meaning, Merits, Demerits ● Stress Management : Principles, Concept, Merits ● Knowledge Management : Meaning, Merits & Demerits ● Outsourcing : Meaning, Merits, Demerits

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Management Concepts and Strategies	J.S. Chandan	Latest	Vikas Publishing House Pvt. Ltd.
2	Principles of Management	Harold Koontz , Heinz Wehrich , A. Ramachandra Arysri	Latest	McGraw hill companies
3	Management A Global and Entrepreneurial Perspective	Heinz Wehrich , Mark V. Cannice , Harold Koontz	Latest	McGraw hill companies

4	Management – 2008 Edition	Robert Kreitner, Mamata Mohapatra	Latest	Biztantra – Management For Flat World
5	Introduction to Management	John R. Schermerhorn	Latest	Latest Wiley India Pvt. Ltd
6	Principles of Management	P.C. Tripathi , P.N. reddy	Latest	McGraw hi ll companies
7	Management Text and Cases	R. Satya Raju , A. Parthasarthy	Latest	PHI Learning Pvt. Ltd
8	Management (Multi-Dimensional Approach)	H. R. Appannaiah , G. Dinakar , H.A. Bhaskara	Latest	Himalaya Publishing House
9	Management-Principles and Practices	C.B. Gupta	Latest	Sultan Chand & Sons
10	Principles of Management	Govindarajan M, Natarajan S.	Latest	PHI-Prentice Hall of India Pvt Ltd.

Important Web Links	
1	https://onlinecourses.nptel.ac.in/noc24_mg47/preview
2	https://archive.nptel.ac.in/courses/110/107/110107150/
3	https://archive.nptel.ac.in/courses/110/105/110105146/
4	https://archive.nptel.ac.in/noc/courses/noc21/SEM1/noc21-mg30/
5	https://www.studocu.com/il/document/jerusalem-college-of-engineering/mechanical-engineering/principle-of-management-2023-all-assignments-with-answers/56150325

Skill Development Activities:

(These activities are only indicative; the Faculty member can innovate)

- Bank visit:** Conduct a visit to a bank to understand customer behavior. Students can create surveys or questionnaires and interpret the collected data.
- Case Study Discussions:** Engage students in analyzing real-world financial Accounting case studies from different industries. Follow it up with group discussions and presentations

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Recall the basic concepts and principles underlying the theoretical framework of financial accounting.	Remember
CO2	Describe the accounting process of classifying, recording, posting of accounting transaction in the journal entries, Subsidiary Book, Ledger and Trail Balance	Understand
CO3	Apply the phenomenon of preparing Bank reconciliation statements by using all the possible cases under which the balances of cash book and pass book should match and Use appropriate methods to identify and rectify various types of accounting errors, including errors of omission, commission, principle, and compensating errors.	Apply
CO4	Analyze the accounting treatment of depreciation under different scenarios, including change of method or disposal of assets.	Analyze
CO5	Evaluate the financial position & profitability of a sole proprietors using final accounts	Evaluate

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	-	2	-	1	-	1	-	-	1
CO2	1	3	-	2	1	-	-	-	2	-	-
CO3	2	-	-	3	-	-	-	-	-	1	-
CO4	-	1	-	-	-	-	-	-	1	-	-
CO5	3	1	-	-	1	1	-	-	-	1	-
WT. AVG	2	1.75	-	2.33	1	1	-	1	1.5	1	1

C. OUTLINE OF THE COURSE

Unit No.	Title of the unit	Time required for the unit (Hours)
1.	Theoretical Framework	9
2.	Accounting Process – I	9
3.	Accounting Process – II	9
4.	Concept and Accounting of Depreciation.	9
5.	Preparation of Final Accounts of Sole Proprietors	9

D. DETAILED SYLLABUS

Unit	Contents
1.	Theoretical Framework
	Meaning and Scope of Accounting, Accounting Concepts, Principles and Conventions, Accounting Policies, GAAP and IFRS, Accounting Equation
2.	Accounting Process – I
	Journal entries, Ledger, Cash Book and Trial Balance
3.	Accounting Process – II
	Rectification of Error – Meaning, Type of error. BRS - Meaning, Importance and Preparation of BRS.
4.	Concept and Accounting of Depreciation.
	Meaning, Importance, Methods of Computation of Depreciation (SLM, WDV), Numerical Problems.
5	Preparation of Final Accounts of Sole Proprietors
	Introduction, Trading Account, Profit and Loss Account, Balance Sheet, Adjustment and their Treatments, Numerical Problems.

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Financial Accounting	S.N. Maheshwari & S.K. Maheshwari	Vikas Publications	Financial Accounting
2	Financial Accounting	M.C. Shukla , T.C. Grewal , S.C Gupta	S Chand	Financial Accounting
3	Accountancy	S. Kr. Paul	Central Educational Enterprises (P). Ltd.	Accountancy
4	Accounting	Robert N. Anthony , David F. Hawkins , Kenneth A. Merchant	McGraw Hill Companies	Accounting
5	Financial Accountancy	R.L. Gupta, M. Radha Swamy	Sultan Chand & Sons	Financial Accountancy

Important Web Links	
1	https://onlinecourses.nptel.ac.in/noc23_mg65/preview
2	https://archive.nptel.ac.in/courses/110/101/110101131/
3	https://onlinecourses.nptel.ac.in/noc19_mg37/preview
4	https://www.classcentral.com/course/youtube-financial-accounting-47388
5	https://archive.nptel.ac.in/noc/courses/noc20/SEM2/noc20-mg52/

Skill Development Activities:

(These activities are only indicative; the Faculty member can innovate)

- Bank visit:** Conduct a visit to a bank to understand customer behavior. Students can create surveys or questionnaires and interpret the collected data.
- Case Study Discussions:** Engage students in analyzing real-world financial Accounting case studies from different industries.

CODE: BBXCBX1103

Fundamentals of Marketing-I

3 Credits [LTP: 3-0-0]

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Understand the various terms in marketing and the company orientations towards the market place.	Understand
CO2	Comprehend the significance of Market Segmentation, Targeting and Positioning	Comprehend
CO3	Illustrate the concept of marketing mix and its key elements.	Illustrate
CO4	Apply various elements of Product Mix and Price Mix of real-world market offering	Apply
CO5	Use examples from real-world marketing situations to apply, illustrate and discuss Place Mix and Promotion Mix.	Example

B. MAPPING MATRIX OF CO,PO, & PSO

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO1	3	–	–	–	–	–	–	–	3	–	–
CO2	3	–	–	–	–	–	–	–	3	–	–
CO3	3	–	–	–	–	–	–	–	2	2	–
CO4	1	3	–	3	–	3	3	3	3	3	–
CO5	–	3	3	–	–	3	2	3	3	3	2
WT. AVG	2.5	3	3	3	–	3	2.5	3	2.8	2.67	2

C. OUTLINE OF THE COURSE

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

D. DETAILED SYLLABUS

Unit	Unit Details
1	Introduction to Market and Marketing
	Meaning and Definition of Market; Classification of Markets; Core Concepts in Marketing: Need, Wants, Demand & Value Proposition, Marketing Concept: Traditional and Modern; Importance of Ma; Functions of Marketing: Buying, Selling, Assembling, Storage, Transportation, Standardization, Grading, Branding, Advertising, Packaging, Risk Bearing, Insurance, Marketing Finance, Market Research and Marketing Information.; Selling vs. Marketing, Introduction to Digital Marketing and Green Marketing
2	Market Segmentation, Targeting & Positioning
	Market Segmentation: Introduction, Meaning and Importance, Limitations; Bases for Segmentation, Behavioral and Psychographic Segmentation in Digital Markets. Targeting : Meaning, Importance and Types : Mass, Undifferentiated and Niche Strategies, Positioning : Meaning, Importance and Types : Brand based, Price based, Competitor based, Attribute based, Quality and Convenience based.
3	Marketing Mix
	Marketing Mix: Introduction, Meaning and Importance; Elements of Marketing Mix- Product, Price, Place and Promotion, Service Marketing Mix (7Ps)
4	Product Mix and Price Mix
	A. Product Mix: Meaning and Definition , Product Line and Product Mix, Product Classification, Product Life Cycle, Factors Considered for Product Management, Product Innovation and Technology Integration in Product Design B. Price Mix: Meaning and Definition , Pricing Objectives, Factors Affecting Pricing Decision , Pricing Methods
5	Place Mix and Promotion Mix
	. Place Mix: Meaning and Definition of Place Mix , Importance , Types of Distribution Channels – consumer goods and Industrial Goods, Factors Influencing selection of Channels, Omni-channel Distribution . Promotion Mix: Meaning of Promotion Mix, Elements of Promotion Mix- Personal Selling, Public Relation and Sales Promotion, Factors Affecting Promotion Mix, Promotion Techniques or Methods

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Marketing Management	Philip Kotler		Pearson Publication
2	Marketing Management	Rajan Saxena		McGraw Hill Education
3	Marketing Management	Philip Kotler		Pearson Publication
4	Marketing Management	Rajiv Batra		Pearson Publication
5	Marketing Management	V. S. Ramaswamy & S. Namakumari		Macmillan Publication

Important Web Links	
1	https://onlinecourses.swayam2.ac.in/imb23_mg66/preview
2	http://www.amazon.com/exec/obidos/ASIN/1936572192/marketingbooksto
3	https://www.youtube.com/watch?v=uTifDBH80HU&list=PLPjSqITyvDeUgSjU9XcEdZmd5Epz1L-Yn
4	https://www.youtube.com/watch?v=0TvEsNKx02A

Skill Development Activities:

(These activities are only indicative; the Faculty member can innovate)

1. Visit any website and list the promotion strategy of a sponsoring company.
2. Find out the promotion tools of any company- Design a basic Instagram campaign for a sustainable startup
3. Observe the Distribution Network of a Company
4. List out Product Line of a company and note line modernization or deletion.
5. Draw a Product Life Cycle with regard to a particular product of a company and observe its extension.
6. Prepare marketing mix for a FMCG company
7. Find out the promotion tools of any company- Design a basic Instagram campaign for a sustainable startup

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Understand basic economic concepts and principles.	Understand
CO2	Analyze market structures and their impact on pricing and output.	Analyze
CO3	Apply economic theories to real-world business problems.	Apply
CO4	Describe the factors influencing supply and the law of supply..	Understand
CO5	Implement strategic business plans based on economic analysis.	Apply

B. MAPPING MATRIX OF CO,PO, & PSO

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2	PSO3
CO1	3	-	-	-	-	-	-	3	-	-	-
CO2	-	2	-	-	-	-	-	2	-	-	-
CO3	3	3	3	3	-	-	2	2	-	3	-
CO4	2	-	2	-	-	-	-	1	-	1	2
CO5	-	-	-	3	-	-	2	-	3	1	-
WT. AVG	2.6 7	2.5	2.5	3	-	-	2	2	3	1.67	2

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction and Basic Concepts	9
2.	Consumer Behavior	9
3.	Demand analysis	9
4.	Supply Analysis	9
5.	Production Analysis	9

D. DETAILED SYLLABUS

1.	Introduction and Basic Concepts
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	Meaning, Nature, Scope and Importance of Business Economics; Concept of Micro and Macro Economics; Basic problems of an Economy, Marginalism, Equimarginalism, Opportunity cost principle, Discounting principle, Risk and uncertainty. Externality and trade-off, Economics of Information.
2	Consumer Behavior- Theory of Utility
	Theory of Utility: Concept and Types; Cardinal and Ordinal utility theory. Law of Diminishing Marginal Utility and Law of Equi- Marginal Utility, Consumer Surplus, Indifference curve, Consumer Equilibrium
3	Demand analysis
	Demand: Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity, Use of elasticity for analyzing demand. Demand forecasting: Introduction and techniques.
4	Supply Analysis
	Concept of supply; Determinants a of Supply ; Law of supply; Equilibrium of Demand Supply for Price Determination, Condition of Supply and Elasticity of Supply
5	Production Function
	Production Function: Meaning, Concept of productivity and technology, Short Run and long run production function, Introduction to Isoquants; Least cost combination of inputs, Producer’s equilibrium; Returns to scale.

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Microeconomics	B. Douglas Bernheim and Michael D. Whinston		Tata McGraw Hill
2	Microeconomics	Pindyck, R.S. and D.L. Rubinfeld		Pearson Education
3	Principles of Economics	Stiglitz, J.E. and C.E. Walsh		Oxford Univ. Press
4	Microeconomics: Theory and Application	Salvatore, D.L		Oxford Univ. Press
Important Web Links				
1	https://generalistweb.files.wordpress.com/2016/08/b-eco-1-sem-unit2.pdf			
2	Micro Economics - Course https://onlinecourses.swayam2.ac.in/cec22_hs35/preview			
3	https://youtu.be/ycyMktNFZ88?si=J9FiMozkm8qUqD42			
4	Intermediate Microeconomics - I - Course https://onlinecourses.swayam2.ac.in/cec24_hs85/preview https://www.scribd.com/document/438005301/BBA-1st-Sem-Micro-Economics-Notes			

Code: BBXCBX1105**Human Behavior****3 Credits [LTP: 3-0-0]****A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING**

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Memorize the various concepts and theories of Personality	Remember
CO2	To explain the different approaches to learning and motivation and related theories for developing understanding of factors of motivation	Understand
CO3	To interpret the learning process and impact of motivation on human Behavior	Apply
CO4	Organize concept of perception and its process and how it influences experience.	Analyse
CO5	To appraise the process of decision making while taking rational decisions in different situations	Evaluate

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	-	1	-	2	1	1	2	1	-	2
CO2	-	1	-	-	2	-	-	1	-	2	-
CO3	2	1	2	2	1	2	2	1	2	-	3
CO4	1	1	1	2	-	-	1	-	-	1	2
CO5	2	2	-	-	-	2	1	-	2	2	1
WT. AVG	1.66	1.25	1.33	2	1.66	1.66	1.66	1.33	1.66	1.66	2

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Personality	09
2.	Learning & Motivation	09
3.	Perception	09
4.	Decision Making	09
5.	Attitude, Values and Emotions	09

D. DETAILED SYLLABUS

Unit	Unit Details
1	Personality
	<ul style="list-style-type: none"> • Definition, personality determinants, • Trait theory, type theory, • Sheldon's theory, Freud's psychoanalytic theory. • Major Personality attributes influencing organizational behavior, • Personality-job fit
2	Learning & Motivation
	<ul style="list-style-type: none"> • Learning-Definition, & characteristics • Classical conditioning, instrumental conditioning. • Motivation-Meaning, Motivation cycle, • Maslow's Theory, Herzberg's Theory, ERG Theory, • Theory X and Y, McClelland's Achievement Theory
3	Perception
	<ul style="list-style-type: none"> • Difference between perception and sensation • Process • perceptual distortion • attribution theory, • Application in organization.
4	Decision Making
	<ul style="list-style-type: none"> • Meaning of decision making , process • Effect of perception on decision making, • Situations in decision making, • Rationality and Bounded rationality.
5	Attitude, Values and Emotions
	<ul style="list-style-type: none"> • Meaning, Types of attitude, • Cognitive dissonance theory, Measuring the A-B relationships-moderating variables, • Self-perception theory • Values- Definition, types of values, values across cultures • Emotions - Meaning, emotional labor, felt vs. displayed emotions • Emotion dimensions • External constraints on emotions, application of emotions in organizational context

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Organizational Behavior	L.M. Prasad.	Latest	Sultan Chand and Sons
2	Organizational Behavior	Gupta, Shashi K and Joshi, Rosy	Latest	Kalyani Publishers
3	Organizational Behavior	Robbins, Judge, and Vohra	Latest	Pearson
4	Understanding Organizational Behavior	Udai Pareek	Latest	Oxford University Press
5	Organizational Behavior	Dipak Kumar Bhattacharyya	Latest	Oxford University Press

Important Web Links	
1	https://onlinecourses.nptel.ac.in/noc20_hs28/preview
2	https://archive.nptel.ac.in/noc/courses/noc21/SEM1/noc21-hs21/
3	http://acl.digimat.in/nptel/courses/video/109103142/L01.html

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Recall various statistical averages (mean, median, mode) and methods of dispersion (range, interquartile range, quartile Deviation, mean deviation, standard deviation).	Remember
CO2	Describe the importance of different statistical averages and Measures of dispersion. Differentiate between dispersion and Skewness, as well as between correlation and regression.	Understand
CO3	Apply methods to measure Skewness, the degree of correlation And Perform linear regression analysis using least square method, coefficient method, and standard deviation method.	Apply
CO4	Interpret correlation coefficients to understand the strength and direction of relationships between variables. Examine regression outputs to identify relationships between dependent and independent variables.	Analyze
CO5	Assess the appropriateness of different statistical methods for analyzing specific data sets. And Evaluate the reliability and Validity of statistical measures and methods used.	Evaluate

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	-	-	1	-	-	1	-	1	-	-
CO2	1	-	2	-	-	-	1	-	-	2	-
CO3	-	2	-	1		1	-	1	1	-	-
CO4	1					2		-	2	-	-
CO5			1		1	-	2	1	-	1	-
WT. AVG	1.33	2	1.5	1	1	1.5	1.33	1	1.33	1.5	-

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction of statistics and statistical average	6
2.	Measures of dispersion	6
3.	Measures of Skewness	6
4.	Correlation	6
5.	Linear regression	6

D. DETAILED SYLLABUS

Unit	Unit Details
1	Introduction of statistics and statistical average
	Definition of statistics , objects of statistics, nature of statistics, limitations of statistics, statistical average ,meaning and importance of kinds of statistical average, mean, median, mode – individual ,discrete and continuous series
2	Measures of dispersion
	Meaning of dispersion, importance or utility of dispersion , numerical methods – range, inter quartile range, quartile deviation ,mean deviation and standard deviation
3	Measures of Skewness
	Meaning and definition of Skewness ,difference between dispersion and Skewness, methods of measuring Skewness ,position of average method, quartile deviation method
4	Correlation
	Definition of correlation, importance of correlation, Karl Pearson s coefficient of correlation, Spearman s ranking method ,concurrent deviation method
5	Linear regression
	Definition of regression, difference between correlation and regression , methods of regression – Least square method, coefficient method, standard deviation method, mixed problem

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Practical Business Mathematic	S. A. Bari		New Literature Publishing Company
2	Mathematics for Commerce	K. Selvakumar		Notion Press
3	Business Mathematics with Applications	Dinesh Khattar & S. R. Arora		S. Chand Publishing
4	Business Mathematics and Statistics	N.G. Das & Dr. J.K. Das		McGraw Hill
5	Fundamentals of Business Mathematics	M. K. Bhowal		Asian Books Pvt. Ltd
6	Research methodology	C. R Kothari		McGraw Hill
7	Mathematics for Economics and Finance: Methods and Modeling	Martin Anthony and Norman Biggs		Cambridge University Press
8	Financial Mathematics and Its Applications	Ahmad Nazri Wahidudin		Ventus Publishing House
9	Fundamentals of Mathematical Statistics	Gupta S. C. and Kapoor V. K		Sultan Chand and Sons
10	Statistical Methods	Gupta S. P		Sultan Chand and Sons

Important Web Links	
1	https://onlinecourses.nptel.ac.in/noc20_mg23/preview
2	https://www.shiksha.com/online-courses/business-statistics-by-nptel-course-nptel45
3	https://www.classcentral.com/course/swayam-business-statistics-12992

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Examine and break down grammatical structures, understand their components, and apply rules to correct errors	Analyze
CO2	Construct coherent and compelling essays utilizing an advanced and contextually appropriate vocabulary	Create
CO3	Evaluate and interpret the underlying themes and arguments in complex texts to formulate insightful responses and critiques	Evaluate
CO4	Analyze and synthesize information from spoken sources to provide accurate summaries and critical interpretations	Analyze
CO5	Apply fundamental communication theories and principles to effectively convey ideas in diverse contexts and mediums	Apply

A. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	1	2	-	-	-	-	2	-	-	-
CO2	1	1	3	-	-	-	-	2	-	-	-
CO3	-	2	-	-	-	-	-	3	-	-	-
CO4	2	-	-	-	-	-	-	2	-	-	-
CO5	-	-	2	-	-	-	-	2	-	-	-
WT. AVG	1.5	1.33	2.33	-	-	-	-	2.2	-	-	-

A. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	English Grammar & Usage	7
2.	Composition & Vocabulary	7
3.	Reading Comprehension for Analytical & Critical Thinking	7
4.	Listening & Interpreting	4
5.	Introduction to Communication	5

A. DETAILED SYLLABUS

Unit	Unit Details
1	English Grammar & Usage
	Sentences, Tenses, Articles, Active and Passive Voice, Direct & Indirect Speech, Concord
2	Composition & Articulation
	Précis writing, Synonyms and Antonyms, Drafting MOMs, Business Letters, Email etiquette and structure (subject lines, tone, attachments)
3	Reading Comprehension for Analytical & Critical Thinking

	Short Stories (Two) “Bartleby, the Scrivener” by Herman Melville “The Bet” by Anton Chekhov Essays (Two) “The Fly” by Katherine Mansfield “Shooting an Elephant” by George Orwell
4	Listening & Interpreting
	Observing & Interpreting, and Doing Content analysis of a video, advertisement, or slogan Listening Critically & Responding to a Case-study, Sound branding and auditory cues (jingles, tone, voiceovers)
5	Introduction to Communication
	Definition of Communication ,barriers to communication, and their remedies, 7 Cs of communication

A. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Communication Techniques	Padmasree,N		
2	Hand Book of Practical Communication Skills	Wright, Chrissie		
3	Speaking and Writing for Effective Business Communication	Soundararaj, Francis		
4	Technical Communication	Mike Markel and Stuart A. Selber, Bedford/St. Martin's		
5	The Elements of Technical Writing	Thomas E. Pearsall and Kelli Cargile Cook, Longman		
6	The Elements of Style	William Strunk Jr. and E.B. White, Pearson		
7	English Grammar in Use	Raymond Murphy, Cambridge University Press		

Important Web Links	
1	https://archive.nptel.ac.in/courses/109/106/109106124/
2	https://nptel.ac.in/courses/105103093
3	https://onlinecourses.swayam2.ac.in/cec24_lg01/preview

COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Analyze the various Basic functioning of MS Excel	Analyzing
CO2	Use MS Excel to perform basic data manipulation and calculations	Applying
CO3	Use MS Word to perform basic document creation and formatting	Applying
CO4	Implement the concept and techniques of Formatting, mail merge to create MS-Word document.	Applying
CO5	Assess the effectiveness of different MS PowerPoint tools and features for delivering presentations.	Evaluate

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	-	-	1	-	-	-	1	-	-	-
CO2	2	2	-	2	1	-	-	-	2	1	2
CO3	-	-	-	-	-	-	-	1	-	-	1
CO4	1	2	2	-	1		1	1	2	1	2
CO5	1	1	2	1	1	1	2	1	2	2	2
WT. AVG	1.25	1.67	2	1.33	1	1	1.5	1	2	1.33	1.75

OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Customizing Excel & Basic Functions	8
2.	Spreadsheets	8
3.	Word processing using MS Word	8
4.	Data management	8
5.	Introduction to PowerPoint Presentation	8

B. DETAILED SYLLABUS

Unit	Unit Details
1.	Customizing Excel & Basic Functions
	An overview of the screen, navigation and basic spreadsheet concepts, Shortcut Keys Customizing the Ribbon, Using and Customizing AutoCorrect, Changing Excel's Default Options Formatting Cells with Number formats, Font formats, Alignment, Borders, Basic conditional formatting
2.	Spreadsheets
	Outline Concept of worksheets and workbooks, Editing, working with multiple worksheets and multiple workbooks Printing and Protecting worksheets; Implementing file level security and protecting data within the worksheet Understanding absolute, relative and mixed referencing in formulas, referencing cells in other worksheets and workbooks
3.	Word processing using MS Word
	Understand interface of Microsoft Word Formatting (Index, Tab, bullet, numbering, etc.) Adding images, comments, symbols, diagrams Adding header and footer, Adding, Changing Case, Text Direction, Rearranging Text into Columns, Water mark
4.	Email, Online Learning & Communication Tools
	Email: Gmail account creation, Email etiquette, Composing and replying to emails, Attachments Google Classroom: Joining a class, submitting assignments, interacting on class stream Zoom & Google Meet: Scheduling and joining meetings, screen sharing, using chat Google Drive: Uploading files, creating folders, sharing files with access permissions Collaboration Tools: Real-time document editing via Google Docs and Sheets
5.	Introduction to PowerPoint Presentation
	Getting started in PowerPoint Creating a presentation, Creating & editing slides Previewing a slide show Adding picture & graph Adding sound & video Adding auto shape Animating objects Creating a PowerPoint Presentation

C. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Microsoft office	Virginia, A		McGraw Hill Education
2	Mastering MS Office: Computer Skill Development- Be future Ready	Kumar, B		V&S Publishers.
3	Microsoft office 2010	Johnson		Pearson Publication

COURSE OUTCOMES (COs)

Course Outcomes	Bloom's Taxonomy Level	Detail of Course Outcome
CO I	Analyse	The learner will be able to analyse their own beliefs, emotions, and values through self-reflection exercises and emotional mapping.
CO II	Evaluate	The learner will be able to evaluate ethical dilemmas and leadership actions using value-based frameworks drawn from real-life case studies and role models.
CO III	Apply	The learner will be able to apply professional ethical principles to organizational contexts by designing codes of ethics and analysing value-based media content.
CO IV	Apply	The learner will be able to demonstrate effective and ethical communication strategies in workplace scenarios and conflict situations.
CO V	Create	The learner will be able to construct and defend ethical viewpoints through debates and empathetic writing exercises, showcasing perspective-taking and moral reasoning.

Course Matrix Planned

Cos	Program Outcomes										
	Program Specific Outcomes			Program Outcomes							
	PSO I	PSO II	PSO III	PO I	PO II	PO III	PO IV	PO V	PO VI	PO VII	PO VIII
CO I						2			2		2
CO II					2	2			2		2
CO III					1	2		2	3		2
CO IV					2	2			3		2
CO V					1	2		2	3		2

(3- fully met; 2- partially met; 1 – poorly met; – not met)

OUTLINE OF THE COURSE

UNIT NO.	UNIT NAME	HOURS
1	Self-Awareness and Personal Values	6
2	Ethical Leadership and Value Inspiration	6
3	Professional Ethics in Practice	6
4	Ethical Communication and Conflict Resolution	6
5	Empathy, Dialogue, and Value Judgment	6

LIST OF LABS

LIST OF LABS	
	Self-Awareness and Personal Values
1.	Self-Reflection Journal: Introduce yourself in detail. What are the goals in your life? How do you set goals? How do you differentiate between right and wrong? What have been your salient achievements and shortcomings in your life? Observe and analyse them.
2.	Emotional Triggers Map: Identify personal emotional triggers and responses
3.	Values in Leadership — Real Hero Stories: Learn values through inspirational figures
	Ethical Leadership and Value Inspiration
4.	Personal Vision Statement: Now-a-days, there is a lot of talk about many technogenic maladies such as energy and material resource depletion, environmental pollution, global warming, ozone depletion, deforestation, soil degradation, etc. - all these seem to be man made problems, threatening the survival of life Earth - What is the root cause of these maladies & what is the way out in opinion? On the other hand, there is rapidly growing danger because of nuclear proliferation, arms race, terrorism, breakdown of relationships, generation gap, depression & suicidal attempts etc. - what do you think, is the root cause of these threats to human happiness and peace – what could be the way out in your opinion?
5.	Case Study – Ethical Dilemma in Business
6.	(A) Observe that each of us has the faculty of ‘Natural Acceptance’, based on which one can verify what is right or not right for him. (As such we are not properly trained to listen to our ‘Natural Acceptance’ and may a time it is also clouded by our strong per-conditioning and sensory attractions). Explore the following: (i) What is ‘Naturally Acceptable’ to you in relationship the feeling of respect or disrespect for yourself and for others? (ii) What is ‘naturally Acceptable’ to you - to nurture or to exploit others? Is your living in accordance with your natural acceptance or different from it? (B) Out of the three basic requirements for fulfilment of your aspirations - right understanding, relationship and physical facilities - observe how the problems in your family are related to each. Also observe how much time & effort you devote for each in your daily routine.
	Professional Ethics in Practice
7.	Create a Code of Ethics for a Company: Internalize professional ethics in a business context
8.	Movie Analysis – Human Values: Learn through storytelling

	Ethical Communication and Conflict Resolution
9.	(A) Write a narration in the form of a story, poem, skit or essay to clarify a salient Human Value to the children. (B) Recollect and narrate an incident in your life where you were able to exhibit wilful adherence to values in a difficult situation.
10.	Conflict Resolution RolePlay: Build interpersonal and problem-solving skills
	Empathy, Dialogue, and Value Judgment
11.	(A) Suggest ways in which you can use your knowledge of Science/Technology/Management etc. for moving towards a universal human order. (B) Propose a broad outline for humanistic Constitution at the level of Nation.
12.	Identify any two important problems being faced by the society today and analyze the root cause of these problems. Can these be solved on the basic of natural acceptance of human values? If so, how should one proceed in this direction from the present situation?

Every student required to take-up a social project e.g. educating children in needy/weaker section, services in hospitals, NGO's and other such work i.e. social work at villages adopted by respective institutes/ college.

A. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Human Values and Professional Ethics	R.R. Gaur, R. Sangal, G.P. Bagaria	2nd Edition (Latest available)	Excel Books India
2	Professional Ethics and Human Values	M. Govindarajan, S. Natarajan, V.S. Senthilkumar	1st Edition	Himalaya Publishing House
3	<i>Ethics, Integrity and Aptitude (for Civil Services but widely used in values courses)</i>	G. Subba Rao & P.N. Roy Chowdhury	4th Edition	Access Publishing
4	Human Values and Ethics in the Workplace	S. Kannan	1st Edition	Himalaya Publishing House
5	Human Values and Professional Ethics	S. B. Gogate	1st Edition	Vikas Publishing House

Important Web Links	
1	https://valueeducation.org/
2	https://www.unesco.org/en/education/ethics
3	https://nptel.ac.in/courses/109/104/109104068/
4	https://ethics.org.au/ethics-explainer/
5	https://www.tata.com/about-us/tata-code-of-conduct

SEMESTER-II

Code: BBXCBX2101

Fundamental of Marketing-II

3 Credits [LTP: 3-0-0]

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Describe the concept and nature of Salesmanship	Understand
CO2	Apply the concept and psychology of Salesmanship by using various techniques and processes.	Apply
CO3	Understand Rural Marketing and its challenges and opportunities in today's context.	Understand
CO4	Analyze the recent trends in marketing such as Green marketing, digital marketing etc.	Analyze
CO5	Apply the concept, importance and challenges of E-marketing.	Apply

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	–	–	–	–	–	–	–	2	–	–
CO2	3	3	–	3	–	–	2	–	3	3	–
CO3	3	–	–	–	–	–	–	–	3	2	2
CO4	1	–	–	–	–	2	3	3	3	–	3
CO5	3	–	3	–	–	2	3	3	3	3	2
WT. AVG	2.6	3	3	3	–	2	2.67	3	2.8	2.67	2.33

C. OUTLINE OF THE COURSE

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

D. **DETAILED SYLLABUS**

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

E. **RECOMMENDED STUDY MATERIAL**

Sr. No	Reference Book	Author	Edition	Publication
1	Marketing Management	Philip Kotler		Pearson Publication
2	Marketing Management	Rajan Saxena		McGraw Hill Education
3	Principles of Marketing	Philip Kotler & Gary Armstrong		Pearson Publication
4	Sales& Distribution Management	Tapan K Panda		Oxford Publication
5	Retail Management	Gibson Vedamani		Jayco Publication
6	Marketing Management	V. S. Ramaswamy & S. Namakumari		Macmillan Publication
7	Marketing Management	Philip Kotler		Pearson Publication
8	Marketing Management	Rajan Saxena		McGraw Hill Education

Important Web Links	
1	https://onlinecourses.nptel.ac.in/noc24_mg25/preview
2	https://emeritus.org/in/learn/digital-marketing-trends/
3	https://www.digimat.in/nptel/courses/video/110107158/L54.html

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. **Collect five print ads of products, which are directed at the life style segments. Describe the lifestyle that these ads focus on.**
2. **Construct a brand personality inventory for two different brands in the same product category. Ask five of your friends to rate each brand on ten different personality dimensions. Do these brand personalities relate**

to the advertising strategies to differentiate these brands?

- Interview 10 customers of FMCG brand ask them to note down the socio-cultural, psychological factors that influence them while buying FMCG.

Code: BBXCBX2102

Cost Accounting

3 Credits [LTP: 3-0-0]

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Recall basic accounting terms and remember the basic concept of Cost accounting.	Remember
CO2	Comprehend the various costing systems and management systems	Understand
CO3	Examine the cost accounting methods for manufacturing Industries	Apply
CO4	Analyze and provide recommendations to improve the operations of organizations through the application of Cost accounting techniques	Analyze
CO5	Evaluate the costs and benefits of different conventional and contemporary costing systems	Evaluate

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	-	-	1	-	1	-		-	2	-
CO2	1	-	-	-	-	-	1	1	1	-	-
CO3	-	-	-	1	1	1	-	2	-	-	1
CO4	1		2						-	2	-
CO5		1	1		1	-		3	2	-	1
WT. AVG	1.33	1	1.5	1	1	1	1	2	1.5	2	1

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction And Material Cost Control	9
2.	Labour & Overheads	9
3.	Unit And Output Costing Method & Operating Costing	9
4.	Process Costing	9
5.	Marginal Costing & Standard Costing	9

D. DETAILED SYLLABUS

Unit	Unit Details
1	Introduction And Material Cost Control
	Introduction : meaning and definition of cost, cost Centre, costing, cost accounting and cost accountancy, objectives, significance and limitations of cost accounting, systems, methods and

	techniques of cost accounting, difference between financial and cost accounting Meaning - Materials and Inventory, Techniques of Material/Inventory Control – EOQ, Valuation of Inventory – FIFO, LIFO and Weighted Average.
2	Labour & Overheads
	Recording of time and wages, method of remuneration, incentives plans (Bonus and Wages) – Straight piece rate, Differential piece rate, Halsey premium scheme (50% sharing), Rowan premium plan, Taylor’s differential piece rate, Emerson Efficiency System), labour turnover method Classification of overheads, allocation and impropportion of overheads – Primary and Secondary Method of allocation, absorption of overheads - methods of absorption of overheads (Theory), over absorption and under absorption of overheads
3	Unit And Output Costing Method
	Objectives of output costing method, Cost sheet, statement of cost per unit, computation of tender price by preparing statement of cost.
4	Operating Costing and Process Costing
	Meaning and objectives, preparations of statement of operating cost only, related to transportation for passengers and goods only Meaning and significance, treatment of normal and abnormal loss in process accounts (excluding joint product, by - product & equivalent production)
5	Marginal Costing & Standard Costing
	Meaning ,concept, significance and limitations of marginal costing as well as BEP analysis, CVP and BEP analysis, break even charts (excluding stock valuation under marginal costing and absorption costing and advanced problem related to marginal decisions) Meaning, concept, significance and limitation of standard costing, setting standard and computation of material Variance (Cost, Price, Usage, Mix, Sub – Usage) and labour variances (Cost, Rate, Efficiency, Mix and Sub – Efficiency) only

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Cost Accounting and Financial Management	MY Khan, PK Jain		McGraw Hill
2	Cost accounting Theory and practice	Bhabatosh Banerjee		PHL Learning Pvt. Ltd
3	Cost Accounting -	Dr. P.C. Tulsian		S. Chand
4	Costing Adviser	P.v.Rathnam , P. Lalitha		KitabMahal
5	Cost Accounting – A managerial Emphasis	Emphasis Charles T. Horngren , Srikant M. Datar , Madhav V. Rajan		Pearson
6	Advanced Cost and Management Accounting	V. K. saxena , C. D. Vashist		Sultan Chand & Sons
7	Cost Accounting	JawaharLalSeema Srivastava		McGraw Hill education
8	Cost Accounting	M.N. Arora		Vikas Publishing House

Important Web Links	
1	https://archive.nptel.ac.in/courses/110/101/110101132/
2	https://onlinecourses.nptel.ac.in/noc20_mg53/preview
3	https://elearn.nptel.ac.in/shop/nptel/cost-accounting/?v=c86ee0d9d7ed

Code: BBXCBX2103**Business Law & IPR****3 Credits [LTP: 3-0-0]**

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Understand the key provisions of the Indian Contract Act, 1872.	Understand
CO2	Describe the rights and duties of parties involved in contracts of bailment and pledge.	Apply
CO3	Analyze and draft contracts for the sale of goods in compliance with legal requirements.	Analyze
CO4	Develop strategies for the protection and evaluate the need of intellectual property rights in business operations.	Evaluate
CO5	Identify various types of cyber-crimes and their implications and create a general safe guard in business activities.	Create

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	1	-	-	-	1	-	2	-	2	1
CO2	2	2	-	-	-	1	-	2	-	2	1
CO3	2	-	-	-	-	1	-	-	-	2	1
CO4	3	3	-	-	-	1	-	-	-	2	1
CO5	3	1	-	-	-	1	-	-	-	2	1
WT. AVG	2.2	1.75	-	-	-	1	-	2	-	2	1

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	The Indian Contract Act	9
2.	Special Contracts	9
3.	Sale of Goods Act	9
4.	Intellectual Property Rights	9
5.	Law related to cyber security	9

D. DETAILED SYLLABUS

Unit	Unit Details
1	Introduction to Market and Marketing
	Meaning and characteristics of Agreement & Contract - Offer, acceptance, free consent and consideration, capacity to contract, Discharge of contract, Remedies for breach of contract
2	Special Contracts
	Contract of bailment-Meaning, Rights and duties of Bailor and Bailee,Case studies Contracts of pledge- Meaning, Rights and duties of Pawnor and Pawnee,Case studies
3	Sale of Goods Act
	Meaning of sale and goods-Essentials of contract of sale, Conditions & Warranties Rights of unpaid seller, Remedies for breach of contract
4	Intellectual Property Rights
	Introduction To IPR: Meaning of property, Evolution, Nature of IPR. Kinds of Intellectual property rights, Copyright- Definition, Types of copyrights, Objectives and relevance of Copyrights in modern business. Patent-Definition, Types of patent, Objectives and relevance of patent in modern business. Trademark- Definition, Types of Trademark, Objectives and relevance of trademark in modern business.
5	Law related to cyber security
	A brief overview of IT act, Concept of cyber security, Cyber crimes- Introduction, Cyber crime and legal landscape around the world, Cyber crimes and punishments.

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Business Law	Dr. Avtar Singh		Eastern Book Company
2	Regulatory framework of Indian Business	Dr. R. L. Naulakha		RBD Publications
3	Business Law	P. C. Tulsian		Tata Mc Graw
4	Law of Intellectual Property	Dr.S.R. Myneni		Asian Law House
5	Law of Cyber Crimes in India	K M Murlidharan		Asian Law House

Important Web Links	
1	https://archive.nptel.ac.in/courses/110/105/110105139/
2	https://onlinecourses.nptel.ac.in/noc24_hs38/preview
3	https://archive.nptel.ac.in/noc/courses/noc18/SEM2/noc18-hs45/

Skill Development Activities:

(These activities are only indicative; the faculty member can innovate)

1. Intellectual Property Workshop: Invite legal experts or practitioners to conduct workshops on intellectual property rights (IPRs). Students can participate in activities such as trademark search exercises, patent drafting simulations, or copyright infringement scenarios to enhance their understanding of IPR laws and procedures.

2. Cyber Crime Simulation: Simulate a cyber-crime investigation scenario where students role-play as investigators, legal advisors, and affected parties. They can analyze digital evidence, assess legal implications under cybercrime laws, and develop strategies for prevention and mitigation of cyber threats.

3. Legal Research Projects: Assign research projects on specific topics within the syllabus, such as recent amendments to contract laws, landmark court cases related to intellectual property disputes, or emerging trends in cybercrime legislation. Students can present their findings through written reports or oral presentations.

4. Debates and Discussions: Organize debates or panel discussions on contemporary legal issues related to business laws, such as the enforceability of online contracts, the scope of intellectual property protection in the digital age, or the challenges of regulating cyber-crimes. Encourage students to research and present arguments from different perspectives.

Code: BBXCBX2104	Basics of Negotiation Skills	2 Credits [LTP: 2-0-0]
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A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Develop sales mindset and attitudes that drive commitment to sales targets.	Understand
CO2	Understand the psychology of the selling/buying process and their role in facilitating it.	Understand
CO3	Understand negotiation and Identify steps for proper negotiation preparation & learn bargaining techniques and strategies of inventing options for mutual gain and move negotiations from bargaining to closing.	Analyze
CO4	Identify the actions taken on different stages of negotiations; appreciate and explain the importance of pre-negotiation and post-negotiation phases.	Analyze
CO5	Craft agile strategy and be quick on their feet in changing circumstances with the help of negotiation dynamics.	Create

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	1	-	3	1	-	-	1	-	-	-
CO2	1	3	-	2	1	-	-	1	-	-	-
CO3	1	-	-	3	1	-	-	1	-	-	-
CO4	1	1	3	-	-	-	1	1	-	-	-
CO5	1	1	3	-	1	1	-	1	-	-	-
WT. AVG	1	1	-	3	1	-	-	1	-	-	-

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction to Sales: Building a Sales Relationship	6
2.	Efficiency & Measurement in Sales	6
3.	Introduction to Negotiation	6
4.	Trust, Human behaviour and Psychology for Negotiation	6
5.	Efficiency & Measurement in Sales	6

D. DETAILED SYLLABUS

1.	Introduction to Sales: Building a Sales Relationship Fundamentals of Sales , What is Sales, Types of Sales, Importance of Sales, The Sales Process, Understanding Customers and Buyer Behavior, Building Trust and Sales Relationships, Modern Approaches to Sales Relationship Management, Practical Applications and Sales Simulation
2.	Efficiency & Measurement in Sales Introduction to Sales Efficiency, Principles of Sales Efficiency, Sales Metrics & Key Performance Indicators (KPIs), Measuring Sales Performance, Sales Forecasting and Productivity. Improving Sales Efficiency, Practice Sessions
3.	Ethics & Secrets of Powerful Negotiation Fundamentals of Negotiation, Ethical Foundations in Negotiation, Psychology of Negotiation, Secrets of Powerful Negotiation, types of Negotiation, Advanced Negotiation Techniques, Application & Simulation
4.	Introduction to Negotiation Introduction of the Course & the topic, Defining Negotiation, Identify the qualities of successful and unsuccessful negotiators, Identify different negotiation situations to practice during class, Conclusion & Summary of the Unit.
5.	Trust, Human behaviour and Psychology for Negotiation Introduction to Negotiation Psychology, Choosing a negotiation strategy based on relationship and results, Positional bargaining Identifying the differences between "Soft" and "Hard" negotiating, Human Behaviour in Negotiation, Psychological Triggers and Biases

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Getting to Yes: Negotiating Agreement Without Giving In"	Roger Fisher, William Ury, and Bruce Patton		
2	The Art of Negotiation	Michael Wheeler		
3	The Psychology of Selling"	by Brian Tracy		

Important Web Links	
1	https://nptel.ac.in/courses/110105090
2	https://archive.nptel.ac.in/courses/110/105/110105090/
3	https://www.shiksha.com/online-courses/soft-skills-for-business-negotiations-and-marketing-strategies-course-nptel808

COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	To discuss with the students the fundamentals of group and group dynamics.	Understand
CO2	To explain the students the way people behave as a group, which can be managed in teams for organizational effectiveness.	Understand
CO3	To examine the organizational culture & required competencies that students will need to become successful employees, managers, and leaders.	Analyze
CO4	To demonstrate various conflict situations in organizations for better execution of work.	Apply
CO5	Understand the concept and significance of leadership, its styles, and its influence on group behaviour and organizational performance.	Understand

MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	-	-	-	-	1	1	2	1	-	3
CO2	2	2	-	2	-	2	2	1	-	2	3
CO3	2	2	2	-	1	2	2		-	2	3
CO4	2	1	3	2	2	-	1	2	-	2	3
CO5	2	2	-	1	2	-	2		-	2	3
WT. AVG	5	1.75	2.5	1.66	1.66	1.66	1.6	1.66	1	2	3

OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Groups	09
2.	Teams	09
3.	Organizational Culture	09
4.	Conflict	09
5.	Leadership	09

D. DETAILED SYLLABUS

Unit	Unit Details
1	Groups <ul style="list-style-type: none"> • Classification of groups • Reasons for group formation • Stages of group development • Punctuated equilibrium model • Group norms, status, cohesiveness and size

	<ul style="list-style-type: none"> External conditions imposed on groups
2	Teams
	<ul style="list-style-type: none"> Meaning & difference between team and group Types of teams Creating effective teams Turning individuals into team players
3	Organizational Culture
	<ul style="list-style-type: none"> Meaning & functions and dysfunctions of culture Creating and sustaining culture Change process & individuals' response to change Overcoming resistance to change
4	Conflict
	<ul style="list-style-type: none"> Concept & transition in conflict thought, Process Functional and dysfunctional conflict Reasons for conflict & conflict management
5	Leadership
	<ul style="list-style-type: none"> Concept and significance of leadership Leadership vs. management Major leadership theories: Trait, Behavioral, Contingency Leadership styles: Autocratic, Democratic, Laissez-faire, Transformational, Transactional Role of leadership in team effectiveness and organizational outcomes Ethical leadership and contemporary trends in leadership

RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Organizational Behaviour	S.P. Robbins & S. Sanghi	Latest	Pearson Publication
2	Organizational Behavior	F. Luthans	Latest	Irwin:McGraw Hill Publication
3	Understanding Organizational Behavior	U. Pareek, & S. Khanna	Latest	Oxford University Press
4	Organizational Behavior	L.M. Prasad	Latest	Sultan Chand and sons

Important Web Links

1	https://www.managementstudyguide.com/organization-culture-articles.htm
2	https://www.youtube.com/watch?v=6lXqnie_y0w
3	https://www.youtube.com/watch?v=h0sq7XgDDBI
4	https://www.youtube.com/watch?v=xEHQcxaLr2s

Code: BBXCBX2106

Business Economics-II

3 Credits [LTP: 3-0-0]

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Understand various types of costs and their relationships to revenue.	Understand
CO2	Analyze pricing mechanisms and market equilibrium in perfect and imperfect markets.	Analyze
CO3	Describe factor pricing theories and their application in resource distribution.	Understand
CO4	Compare and contrast different theories of distribution and Rent	Analyze
CO5	Discuss different types of wages and labor market dynamics.	Understand

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	-	-	-	-	-	-	2	-	-	-
CO2	-	2	2	-	-	-	-	-	-	1	-
CO3	3	3	1	1	-	-	-	-	-	-	2
CO4	2	3	-	-	-	-	-	1	-	-	2
CO5	3	-	1	2	-	-	-	3	2	-	1
WT. AVG	2.75	2.67	1.33	1.5	-	-	-	2	2	1	1.67

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Cost and Revenue	9
2.	Pricing Under Perfect Market Conditions	9
3.	Pricing Under Imperfect Market Conditions	9
4.	Factor Pricing	9
5.	Wages	9

D. DETAILED SYLLABUS

Unit	Unit Details
1	Cost and Revenue

	<p>Theory of Cost: Cost Concepts and Determinants of cost, short run and long run cost theory, Modern Theory of Cost, Relationship between cost and production function</p> <p>Revenue Curve: Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation</p>
2	Perfect Market Conditions
	Concept of Perfectly Competitive market: Assumptions, Profit maximization conditions; Related concepts of Total Revenue, Average Revenue and Marginal Revenue, Short-run and Long-run equilibrium of a firm; determination of short-run supply curve of a firm, measuring producer surplus under perfect competition
3	Imperfect Market Conditions
	Meaning of Imperfect Competition; Monopoly: Features and Equilibrium, Price Discrimination; Monopolistic Competition-Features and Equilibrium; Oligopoly: Concept and Features;
4	Factor Pricing
	Theory of Distribution – Meaning and concept, Marginal Productivity Theory of Distribution; Rent- Meaning, Ricardian Theory of Rent, Modern Theory of Rent, Concept of Quasi Rent
5	Wages
	Meaning and definitions of wages; Types of Wages-Minimum Wages, Money Wages, Real Wages, Subsistence Wages, Fair Wages, Theory of Wages

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Microeconomics	B.DouglasBernheimand Michael D. Whinston		TataMcGrawHill
Important Web Links				
1	Introductory Microeconomics - Course	Phivck, K. S. and D. L. Rubinfeld	https://onlinecourses.swayam2.ac.in/cec24_hs18/preview	Pearson Education
2	https://www.scribd.com/document/438005301/BBA-1st-Sem-Micro-Economics-Notes			
3	Principles of Economics	Stiglitz, J. E. and C. E. Walsh		OxfordUniv.Press
3	Micro Economics - Course	Salvatore, D. L.	https://onlinecourses.swayam2.ac.in/cec22_hs35/preview	OxfordUniv.Press
4	https://youtu.be/ycyMktNFZ88?si=J9FiMozkm8qUqD42			
5	and Application			
5	Microeconomics	B.DouglasBernheimand Michael D. Whinston		TataMcGrawHill

Code: BBXCBX2107			Business Statistics-II			2 Credits [LTP: 2-0-0]			
Course Outcomes	At the End of the Course, learners will be able to						Bloom Level		
CO1	Recall basic definitions and rules of probability, types of probability distributions, key concepts in hypothesis testing, and methods of time series analysis.						Remember		
CO2	Describe the principles behind sampling distributions, the central limit theorem, and estimation techniques.						Understand		
CO3	Implement methods such as least square method, moving average, and ratio to trend to analyze and forecast time series data.						Apply		
CO4	Critically analyze the output of ANOVA and non-parametric tests to interpret differences among groups. Identify trends and seasonal variations in time series data.						Analyze		
CO5	Evaluate the appropriateness of different sampling methods and estimation techniques for specific scenarios.						Evaluate		

A. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	-	-	-	-	-	-	2	-	-	-
CO2	-	2	2	-	-	-	-	-	-	1	-
CO3	3	3	1	1	-	-	-	-	-	-	2
CO4	2	3	-	-	-	-	-	1	-	-	2
CO5	3	-	1	2	-	-	-	3	2	-	1
WT. AVG	3.25	2.67	1.33	1.5	-	-	-	2	2	1	2.5

B. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction to Probability and Probability Distribution	6
2.	Sampling Distribution and Estimation	6
3.	Testing of Hypothesis - I	6
4.	Testing of Hypothesis – II & Non- Parametric Test	6

5.	Analysis of Time series	6
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C. DETAILED SYLLABUS

Unit	Unit Details
1	Introduction to Probability and Probability Distribution
	Basic definitions and rules for probability, marginal, joint and conditional probability, Baye's theorem; Random variables, Probability distributions: Binomial, Poisson and Normal distributions.
2	Sampling Distribution and Estimation
	Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples.
3	Testing of Hypothesis – I
	Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z- test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations.
4	Testing of Hypothesis – II & Non- Parametric Test
	ANOVA one and two way & Non Parametric Test, Sign test, Run Test, Wilcoxon Mann Whitney Test (U Test), Kruskal Wallis Test (H-Test).
5	Analysis of Time series
	Meaning and definition of time series ,importance of time series analysis ,problem related to time series , least square method , measurement of seasonal variation , average method , moving average method ,ratio average method , ratio to trend method, link relatives method

D. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Practical Business Mathematic	S. A. Bari		New Literature Publishing Company
2	Mathematics for Commerce	K. Selvakumar		Notion Press
3	Business Mathematics with Applications	Dinesh Khattar & S. R. Arora		S. Chand Publishing
4	Business Mathematics and Statistics	N.G. Das & Dr. J.K. Das		McGraw Hill
5	Fundamentals of Business Mathematics	M. K. Bhowal		Asian Books Pvt. Ltd
6	Research Methodology	C. R Kothari		McGraw Hill
7	Mathematics for Economics and Finance: Methods and Modeling	Martin Anthony and Norman Biggs		Cambridge University Press
8	Financial Mathematics and Its Applications	Ahmad Nazri Wahidudin		Ventus Publishing House
9	Fundamentals of Mathematical Statistics	Gupta S. C. and Kapoor V. K		Sultan Chand and Sons
10	Statistical Methods	Gupta S. P		Sultan Chand and Sons

Important Web Links	
1	https://www.youtube.com/watch?v=VDLyk6z8uCg&list=PLLy_2iUCG87DugHjjOGBZDXfufXjfaXNs
2	https://www.youtube.com/watch?v=COI0BUmNHT8&list=PLyqSpQzTE6M_JcleDbrVyPnE0PixKs2JE
3	https://www.youtube.com/watch?v=97hBCykOVIs&list=PLim9gWjsjN-OAcLsvEAx_oK_Cc85LUNXq

COURSE OUTCOMES (COs)

Course Outcomes	Bloom's Taxonomy Level	Detail of Course Outcome
CO I	Analyse	The learner will be able to (verbal, non-verbal, and listening) relevant to managerial roles and analyze how these contribute to effective interpersonal relationships.
CO II	Apply	The learner will be able to Demonstrate and apply effective public speaking, group discussion, and interpersonal communication techniques in managerial contexts to influence and lead teams.
CO III	Create	The learner will be able to Construct and evaluate professional written communication (emails, memos, reports) and digital communication strategies suitable for modern business environments.
CO IV	Apply	The learner will be able to Apply negotiation and conflict resolution techniques using appropriate communication strategies, and analyze their effectiveness in real-world management situations.
CO V	Evaluate	The learner will be able to Evaluate cross-cultural communication dynamics and create a reflective plan for continuous improvement in managerial communication practices across diverse settings.

Course Matrix Planned

Cos	Program Outcomes											
	Program Specific Outcomes					Program Outcomes						
	PSO I	PSO II	PSO III	PSO IV	PSO V	PO I	PO II	PO III	PO IV	PO V	PO VI	PO VII
CO I										1		3
CO II									1			3
CO III											1	3
CO IV									2		2	3
CO V										2		3

(3- fully met; 2- partially met; 1 – poorly met; – not met)

Course Syllabus

OUTLINE OF THE COURSE

UNIT NO.	UNIT NAME	HOURS
1	Fundamentals of Managerial Communication	6
2	Oral Communication Skills for Effective Management	6
3	Written and Digital Business Communication	6
4	Applied Managerial Communication	6
5	Communication in Global & Reflective Contexts	6

LIST OF LABS	
1.	Fundamentals of Managerial Communication
2.	Introduction to Managerial Communication: Case study analysis: Communication failure in a company
3.	Verbal and Non-Verbal Communication: Role-play: Expressing emotions through non-verbal cues and Video analysis: Observe body language and tone.
4.	Listening Skills for Managers: Active listening exercises and “Chinese Whisper” game with business-related sentences.
5.	Oral Communication Skills for Managers
6.	Public Speaking and Presentation Skills:
7.	Written Business Communication: Analyze samples of professional communication
8.	Group Discussion and Decision-Making Communication
9.	Written and Digital Business Communication
8.	Negotiation Skills: Role-play a business negotiation scenario (buyer/seller)
9.	Conflict Management Communication: Analyze real-world conflict scenarios and Role-play: Manager resolving a team dispute
	Applied Managerial Communication
10	Cross-Cultural Communication: Case studies: Global business miscommunication
11.	Interviewing and Interpersonal Skills: Mock interview sessions (students rotate roles)
	Communication in Global & Reflective Contexts
12.	Communication through Digital Platforms: Simulate a virtual team meeting on Zoom/Teams and Practice writing concise chat messages and reports
13.	Final Assessment & Reflective Learning

A. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Business Communication: Concepts, Cases and Applications	P.D. Chaturvedi & Mukesh Chaturvedi	Latest (usually updated regularly)	Pearson Education India
2	Managerial Communication	Urmila Rai & S.M. Rai	3rd Edition	Himalaya Publishing House
3	Business and Managerial Communication	Sailesh Sengupta	1st Edition	PHI Learning Pvt. Ltd.
4	Effective Business Communication	Asha Kaul	2nd Edition	PHI Learning Pvt. Ltd.
5	Corporate Communication: Principles and Practice	Jaishri Jethwaney & N.N. Sarkar	2nd Edition	Oxford University Press

Important Web Links	
1	https://hbr.org/topic/communication
2	https://www.mindtools.com/CommSkill/CommunicationIntro.htm
3	https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/index.html
4	https://www.bbc.co.uk/learningenglish/business-english
5	https://www.coursera.org/learn/business-communication

COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Draw analysis on data using spreadsheets and use interpretation to make decisions	Analyzing
CO2	Generate data visualization reports for effective decision making	Creating
CO3	Prepare a business presentation and perform various mathematical, Logical, and other functions on a large set of data using spreadsheets.	Applying
CO4	Making different business decisions using various types of databases.	Analyzing
CO5	Creating different forms and report on the basis of given data.	Creating

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	-	1	-	-	1	-	2	1	-
CO2	2	3	-	3	-	-	1	1	2	1	1
CO3	1	1	-	-	-	-	-	-	-	-	-
CO4	1	1	-	2	-	-	1	2	1	2	-
CO5	2	2	-	-	2	-	1	1	2	2	1
WT. AVG	2	2	-	1	-	-	1	-	2	1	-

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Data Analysis in Spreadsheets	8
2.	Data Visualization using Spreadsheets	8
3.	Financial analysis using spreadsheets	8
4.	Databases	8
5.	Forms and Reports	8

D. DETAILED SYLLABUS

Unit	Unit Details
1	Data Analysis in Spreadsheets
	Working with inbuilt function categories like mathematical, statistical, text, lookup, information, logical database, data and time and basic financial functions. Conditional formatting, recording and execution of macros. Consolidating worksheets and workbooks using formulae and data consolidate command Performing what-if analysis: Types of what-if analysis.
2	Data Visualization using Spreadsheets
	Choosing a chart type, understanding data points and data series, editing and formatting chart elements, and creating sparkline graphics. Analysing data using pivot tables: Creating, formatting and modifying a Pivot table, sorting, filtering and grouping items, creating calculated field and calculated item. Creating pivot table charts, producing a report with pivot tables. Use of solver to solve different business problems.
3	Financial analysis using spreadsheets

	Extracting Accounting information from various sources, financial statement analysis using spreadsheets, Time value of money calculation and Capital Budgeting. Case studies in TVM and Capital budgeting. Preparation of financial analysis report using spreadsheets.
4	Databases
	Introduction to Database Development: Database Terminology, Objects, Creating Tables, working with fields, understanding Data types, Changing table design, Assigning Field Properties, Setting Primary Keys, using field validation and record validation rules, Indexing, working with multiple tables, Relationships & Integrity Rules, Join Properties, Record manipulation, Sorting & Filtering.
5	Power BI (Introduction)
	Getting Started with Power BI- Install Power BI Desktop. Explore the user interface and key panes (Fields, Visualizations, Filters). Importing Data- Import sample data from Excel or CSV file. Explore data using the Power Query Editor . Perform basic transformations (remove columns, filter rows, rename headers). Data Visualization- Create simple visualizations: Bar chart, Pie chart, Line chart, Table and Card, Add Slicers for interactive filtering.

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Microsoft Excel (2016) Data Analysis and Business Modeling	Wayne L. Winston		PHI
2	Microsoft Excel (2016) Bible	John Walkenbach		Wiley
3	Excel (2013) Pivot Table Data Crunching	Jelen		Pearson Publication

SEMESTER III

Code: BBXCBX3101

Financial Management

3 Credits [LTP: 3-0-0]

COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

CO	Cognitive Abilities	Course Outcomes
CO – 01	Remember	Recall the fundamental concepts, objectives, and functions of financial management in business decision-making.
CO – 02	Understand	Explain the concepts of capital structure and leverage, and their impact on the risk and return of a business.
CO – 03	Apply	Apply various methods to compute the cost of different sources of capital and determine the overall cost of capital for a firm.
CO – 04	Analyze	Analyze investment proposals using capital budgeting techniques to assess the financial viability of long-term projects.
CO – 05	Evaluate	Evaluate alternative dividend policies and their implications on shareholder value and corporate financial performance.

A. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	-	-	1	-	-	-	-	-	1
CO2	2	-	1	-	1	1	2	2	2	2	-
CO3	1	-	2	1	-	2	1	1	-	-	2
CO4	1	1	-	1	-	-	-	1	1	2	-
CO5	-	2	-	1	-	1	1	-	2	-	-
WT. AVG	1.5	1.33	1.5	1	1	1.33	1.33	1.33	1.67	2	1.5

B. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction	9
2.	Capital Structure and Leverage	9
3.	Cost of Capital	9
4.	Capital Budgeting	9
5.	Dividend Policy	9

C. **DETAILED SYLLABUS**

Unit	Unit Details
1.	Introduction
	Meaning, Functions of Financial Management, Objectives of Financial Management, Concept of Profit Maximization, Concept of Wealth Maximization, Concept of Risk and Return.
2.	Capital Structure and Leverage
	Definition of capital structure, Factors influencing capital structure, EBIT – EPS Analysis, Point of Indifference, Leverage – Introduction, Degree of Operating Leverage, Financial Leverage and Combined Leverage,
3.	Cost of Capital
	Concept of COC, Significance of COC, Cost of Debt, Cost of preference shares, Cost of Equity shares, Cost of Reserve and Surplus. Weighted Average Cost of Capital.
4.	Capital Budgeting
	Concept of Capital Budgeting, Significance of Capital Budgeting, Methods of Capital Budgeting: Pay Back Period Method, Post Pay Back Profitability Method, Average Rate of Return Method, Net Present Value, Profitability Index and Discounted Pay Back Period Method
5.	Dividend Policy
	Meaning, Significance, Dividend Policies: Walter’s Model, Gordon’s Model, MM Hypothesis, Factors affecting Dividend Policy.

D. **RECOMMENDED STUDY MATERIAL**

Sr. No	Reference Book	Author	Edition	Publication
1	Financial Management	I.M.Pandey		Vikas
2	Financial Management	Ravi.M.Kishore		Taxman
3	Financial accounting & Analysis	P.Prem Chand & Madan Mohan		Himalayan Publication House
4	Financial Management	Prasanna Chandra		Tata McGraw Hill
5	Financial Management	Khan & Jain		Tata McGraw Hill

Important Web Links	
1	https://archive.nptel.ac.in/courses/110/107/110107144/
2	https://onlinecourses.nptel.ac.in/noc20_mg31/preview
3	https://www.shiksha.com/online-courses/financial-management-for-managers-by-nptel-course-nptel5

COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	To define the key concepts, problems and hypotheses linked to research.	Remembering
CO2	To understand the nuances of a suitable research plan to conduct research.	Understanding
CO3	To employ suitable measurement techniques and tests to elicit data	Applying
CO4	To test the hypothesis related to the study and draw inferences from it.	Analysing
CO5	To develop the ability to write research proposals, research papers and research reports.	Creating

MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	2	1	3	-	-	-	-	2	1	-
CO2	2	3	-	2	-	1	-	-	-	-	2
CO3	-	2	1	3	2	-	-	-	1	3	-
CO4	1	2	-	2	-	1	-	-	1	-	3
CO5	-	1	-	1	2	-	-	1	-	2	1
WT. AVG	1.5	2	1	2.2	2	1	-	1	1.33	2	2

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction to Research Methodology & Research Problem	9
2.	Measurement Concepts, Questionnaire Design & Sampling	9
3.	Methods of Data Collection & Processing & Analysis of Data	9
4.	Hypotheses Testing	9
5.	Report & Research Paper Writing	9

DETAILED SYLLABUS

Unit	Unit Details
1	Introduction to Research Methodology & Research Problem
	Objectives of Research - Motivations in Research - Types of Research - Research Approaches - Significance of Research - Research Process - Criteria of Good Research - Ethical aspects in Research - Challenges before Researchers in India. Concept of Research Problem - Selecting the Research Problem - Techniques involved in defining Research Problem – Research Design-Meaning, Importance and Types
2	Measurement Concepts, Questionnaire Design & Sampling

	Measurement Concepts - Questionnaire design and Sampling - Introduction to variables & constructs - Introduction to Measurement & Scale - Different levels of measurement - Types of Scales - Attitudinal scales. - Concept of reliability & Validity Sample & Population - Sample size calculation - Sampling and non-sampling errors - Types of sampling - Probability & Non - probability
3	Methods of Data Collection & Processing & Analysis of Data
	Collection of Primary Data - Meaning and definition of Primary Data - Advantages and Limitations of Primary Data - Methods of Collecting Primary Data - Observation Method - Interview Method - Questionnaire Method - Questionnaire design & layout – Schedule Method - Other Methods Collection of Secondary Data - Meaning and definition of Secondary Data - Advantages and Limitations of Secondary Data - Sources of collecting Secondary Data . Data Processing – Editing – Codification – Classification – Tabulation -. Data Analysis - Meaning of Data Analysis - Need of Data Analysis - Methods of Data Analysis - Central Tendency - Mean, Median, Mode, Mean Deviation, Standard Deviation
4	Hypotheses Testing
	Formulation of Research Hypothesis and its importance. Testing of Hypothesis - Parametric Test (Z, t, F Test) - Chi-square Analysis - Analysis of Variance (one way & two way) – Non-Parametric Test - Sign Test - Run Test - Wilcoxon Mann Whitney (U) Test Interpretation - Meaning of Interpretation - Need of Interpretation - Techniques of Interpretation - Precaution in Interpretation.
5	Report & Research Paper Writing
	Report Writing – Significance of Report Writing - Steps in Writing Report - The Layout of the Research Report. Types of Reports Research Paper Writing – Meaning of Research Paper - Structure of Research Paper - Referencing Styles - Ethics in Report Writing and Research Paper Writing.

RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Business Research Methods	Donald Cooper & Pamela Schindler		
2	Business Research Methods	Alan Bryman & Emma Bell		
3	Research Methodology: Methods and Techniques	K. C. Kothari		
4	Business Research Methodology	J. K. Sachdeva		
5	Research Methodology	Dr. Prasant Sarangi		
6	Business Research Methodology	D. K. Sharma & A. K. Gupta		
7	Research methodology in Management	Arya P.P.and Pal, Yesh		

Important Web Links	
1	https://www.youtube.com/watch?v=jbDRLkGEeIU&list=PLRb7ot-9tbChzZkkVpoICCzGNJ1aMo91M
2	https://www.youtube.com/watch?v=7Ct4ciEKZyc&list=PL99LESDC4Rt1FJNITFJvAnKWCak6ROcLd
3	https://www.youtube.com/watch?v=E2gGF1rburw&list=PLYqSpQzTE6M8F_P8lgjvmqiDEoFGLzG4h

Skill Development Activities:

(These activities are only indicative; the Faculty member can innovate)

Survey Design and Implementation: Students design a survey on a relevant business topic, collect data using online tools, and analyze the results.

- **Case Study Analysis:** Students analyze published case studies related to business research, identifying research questions, methodologies, and findings.
- **Research Proposal Writing:** Students prepare a detailed research proposal on a chosen topic, including literature review, research questions, methodology, and expected outcomes.
- **Statistical Software Training:** Students receive hands-on training in statistical software such as SPSS, R, or Python for data analysis.
- **Ethical Considerations Workshop:** Students participate in a workshop discussing the ethical considerations in business research, including confidentiality, informed consent, and plagiarism.

Code: BBXCBX3103 Entrepreneurship & Small Business Management 2 Credits [LTP: 2-0-0]

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	The student will understand the basic concepts of Entrepreneurship and its major environmental factors	Remembering
CO2	The student will be able to decipher the difference between different thinking modes and how these are utilized in creating a business idea	Analyze
CO3	The student will be able to evaluate different modes of financing available to start-up founders and how the choice is made among these options	Evaluate
CO4	The student will apply the learnings of previous three units into creating a Business plan for a venture in the chosen field	Application
CO5	The student will understand the concept of Family Businesses & Social Enterprises and how they contribute to the Indian economy	Remembering

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	-	-	1	-	-	-		-	1
CO2	2	-	1	-	1	1	2	2	2	2	-
CO3	1	-	2	1	-	2	1	1	-	-	2
CO4	1	1	-	1	-	-	-	1	1	2	-
CO5	-	2	-	1	-	1	1	-	2	-	-
WT. AVG	1.5	1.33	1.5	1	1	1.33	1.33	1.33	1.67	2	1.5

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Entrepreneurial Perspective	6
2.	Business Opportunity Identification	6
3.	Raising Finance for a Start-up	6
4.	Business Planning	6
5.	Family Business & Social Entrepreneurship	6

D. DETAILED SYLLABUS

Unit	Unit Details
1	Entrepreneurial Perspective
	Concept of Entrepreneur, Manager, Intrapreneur - Entrepreneur and Entrepreneurship - Meaning, Definition & Evolution - Types of Entrepreneurs, Qualities and Functions of Entrepreneur - Factors influencing Entrepreneurship Psychological, Social, Economic and Environmental factors - Role of Entrepreneur in growth and development of the small business - Problem of Unemployment and the Importance of Wealth creation.

	Practical Learning: Conduct a SWOT Analysis and PESTEL Analysis for the chosen industry and business field – Gathering Secondary data – Performing Descriptive Data Analysis
2	Business Opportunity Identification
	Definition of business, industry & commerce and their interrelationship in today’s environment - Opportunity Search - Divergent & Convergent Thinking Modes: Meaning, Objectives, Tools and Techniques - Types of Business Models - Lean approach - Identify Minimum Viable Product (MVP) - Build-Measure-Learn Feedback loop; Product-Market Fit
	Practical Learning: Studying Different Business Models – Identifying the Pain points of a Customer – Devising a Draft Solution using Divergent & Convergent Thinking Methods – Creating a Business Model Canvas
3	Raising Finance for a Start-up
	Planning/Budgeting - Developing a financial roadmap, - Bootstrapping and alternative sources of funding, Informal capital– Friends & Family, Crowd funding, Venture capital, Private Equity, - Preparing for your investor presentation, Elements of the perfect investment pitch
	Practical Learning: Preparing the Marketing and Financial Sections of a Business Plan
4	Business Planning
	Entrepreneurship Development Cycle - Business Planning Process - The business plan as an entrepreneurial tool - Elements of Business Plan: Objectives, Market Analysis, Development of product / idea - Resources, Capabilities, and strategies - Marketing, Finance, Organization & Management
	Practical Learning: Preparing the Personnel and Operational Details of a Business Plan
5	Family Business & Social Entrepreneurship
	Family business: Importance, types and responsibilities, Challenges and problems of family business in India, succession planning. Social Entrepreneurship- Need for social entrepreneurship, Types and significance of social entrepreneurs, Scaling, Measures of success in a social enterprise and live examples of social entrepreneurs.

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Entrepreneurship Development and Small Business Enterprises	Poornima M. Charantimath	Pearson, 2014.	Pearson, 2014.
2	Management of Small-Scale Industries	Desai Vasant	Himalaya Publishing House	Himalaya Publishing House
3	Managing Small Business	Longenecker, Moore, Petty and Palich	Cengage Learning	Cengage Learning
4	Managing New Ventures	Anjan Raichoudhuri		

Important Web Links

1	https://www.youtube.com/watch?v=TqmYENHCHNA&list=PLWUgQbMvcCIsVKZkjy6bcAGcn0dRbvFur
2	https://www.youtube.com/watch?v=Hg_jkRrvbhQ&list=PL7oBzLzHZ1wXW3mtolxV5nIGn48NLKwrb
3	https://www.youtube.com/watch?v=u1R1UZ3NMBk&list=PLJtJvO3aaWe1ySYMs6yKk2ysem5yqA7b6

Code: BBXCBX3104**Operations Research****3 Credits [LTP: 3-0-0]****A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING**

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Define operations research and describe assignment problem.	Remember
CO2	Interpret the strategies involved transportation and linear programming problem.	Understand
CO3	Apply game theory concepts to identify optimal strategies in two-person zero-sum games.	Apply
CO4	Analyze different methods for solving replacement and decision theories.	Analyze
CO5	Appraise the effectiveness of project plans and the application of network techniques in real-world scenarios and develop project plans using PERT and CPM techniques, including network diagrams and critical path analysis.	Evaluate

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	-	-	2	-	-	1	-	1	-	-
CO2	1	-	-	-	-	-	1	-	-	2	-
CO3	-	2	-	1	-	1	-	1	1	-	-
CO4	1	-	-	-	-	2	-	-	2	-	1
CO5	-	-	1	-	1	-	2	-	-	1	-
WT. AVG	1.33	2	1	1.5	1	1.5	1.33	1	1.33	1.5	1

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction to Operations Research	9
2.	Transportation & LPP	9
3.	Game Theory	9
4.	Replacement & Decision Theory	9
5.	Simulation, PERT & CPM	9

D. DETAILED SYLLABUS

Unit	Unit Details
1	Introduction to Operations Research
	Operations Research- Definition, Importance and limitation of operations research, Operations Research in Decision Making; Concept of Assignment- Maximize and Minimize problems, Balanced and Unbalanced problems, Travelling Salesman Problem.
2	Transportation & LPP
	Concept of Transportation- Transportation Methods, North West corner rule, least cost method, VAM method, To check transportation, MODI method. Linear Programming Problem (LPP) - Definition, formulation of LPP, Solution of problems by graphical method, Simplex method.
3	Game Theory
	Game Theory - Concept of Game Theory, two person-zero sum game, Pure and Mixed strategy; Queuing Method - Application of Queuing Theory in business decision making
4	Replacement & Decision Theory
	Replacement Theory – Concept and Importance, replacing items that deteriorates with time; Time Value of Money; Decision Theory – Introduction and problems
5	Simulation, PERT & CPM
	Simulation – Meaning, advantage, limitation and problems related to simulation techniques; PERT/CPM – Concept and problems

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Practical Business Mathematic	S. A. Bari		New Literature Publishing Company
2	Mathematics for Commerce	K. Selvakumar		Notion Press
3	Business Mathematics with Applications	Dinesh Khattar & S. R. Arora		S. Chand Publishing
4	Business Mathematics and Statistics	N.G. Das & Dr. J.K. Das		McGraw Hill
5	Fundamentals of Business Mathematics	M. K. Bhowal		Asian Books Pvt. Ltd
6	Operations Research	P. K. Gupta & D. S. Hira		S. Chand Publishing
7	Mathematics for Economics and Finance: Methods and Modeling	Martin Anthony and Norman Biggs		Cambridge University Press
8	Financial Mathematics and Its Applications	Ahmad NazriWahidudin		Ventus Publishing House
9	Fundamentals of Mathematical Statistics	Gupta S. C. and Kapoor V. K		Sultan Chand and Sons
10	Statistical Methods	Gupta S. P		Sultan Chand and Sons

Important Web Links

1	https://onlinecourses.nptel.ac.in/noc22_ma48/preview
2	https://archive.nptel.ac.in/courses/111/107/111107128/
3	https://archive.nptel.ac.in/courses/110/106/110106062/

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	To analyze the structure and functions of various banking branches and classify banks based on their roles and regulatory frameworks.	Analyze
CO2	To apply the principles of customer profiling and KYC to recommend appropriate banking products that meet diverse customer needs.	Apply
CO3	To evaluate the effectiveness of sales strategies and transaction processing methods used in branch and digital banking.	Evaluate
CO4	To differentiate and demonstrate ethical behavior and compliance with regulatory standards in providing financial and non-financial banking services.	Apply
CO5	To create strategic approaches to enhance financial inclusion and compare the functional differences between banks and NBFCs in the Indian context.	Create

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	-	2	-	2	2	3	3	-	2
CO2	3	2	3	-	2	-	3	3	2	2	3
CO3	2	3	2	3	-	2	3	2	-	3	2
CO4	-	3	-	3	2	-	2	-	-	3	3
CO5	2	3	2	-	-	2	-	-	2	-	2
WT. AVG	2.5	2	2.33	2.67	2	2	2.5	2.67	2.67	2.67	2.4

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Overview of Banking (Retail & Branch)	6
2.	Overview of Banking Products: Customers and Their Needs	6
3.	Banking Business Development & Transaction Processing	6
4.	Customer Service, Compliance and Ethics and Future of Banking in India	6
5.	Recent Development in Banking (Inclusive Banking, Corporate Banking & NBFCs)	6

D. DETAILED SYLLABUS

Unit	Unit Details
1	Overview of Banking (Retail & Branch)
	Banks Sources of Funds and deployment of funds, Role of RBI as Central Bank, Classification of Banks, Income and Expenditure segments of banks, Organization of a Retail Branch, Layout of a Bank Branch, Branches in Rural, Semi-Urban, Urban and Metro Cities, Specialized branches- Forex, Agriculture, RPC etc.
2	Overview of Banking Products: Customers and Their Needs
	Nature of Customers' needs as per entities, KYC Policy, Account opening process as Business procurement, Frequently asked question while customer acquisitions, Types of liability products and salient features, Types of Assets Products and basic norms, Cross selling of Third Party Products, Digital products, Irregular Loans, NPA and Recovery Process.
3	Banking Business Development & Transaction Processing
	Characteristics of a Successful Banker, Sourcing of new business and Sales cycle, Conversion of deals as Sales person, Traits of an expert sales executives, Cash transactions, Process, Precautions, Recording, Non-Cash Transactions at Branch, Clearing and settlement of interbank transactions, Digital modes of Transactions
4	Customer Service, Compliance and Ethics and Future of Banking in India
	Account related services, Non-Financial transactions related services, Deceased customers, Adherence to laid down system procedures, Compliance of regulatory direction of RBI and Govt. Ethical Behavior, Misc. Things related to TDS, Audit and Inspection, Phone Banking, Internet Banking, Modern Banking.
5	Recent Development in Banking (Inclusive Banking, Corporate Banking & NBFCs)
	Financial Inclusion in Rural and village areas, Challenges and handling of products of Financial Inclusions, Role of NABARD and Regional Rural Banks, Misc. Self Help Groups, Village and Cottage Industries, Types of NBFCs, purpose and functions, Setting up of NBFC and registrations with regulatory bodies, Difference between banks and NBFC, Retail banking vs. Corporate Banking, Case Studies.

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Retail Banking	Business Series Global Professional Series		
2	Retail banking overview Finance intelligence Mintel finance intelligence	Mintel International Group Ltd		Mintel Internatio nal Group, 2008
3				

Important Web Links	
1	https://www.youtube.com/watch?v=5iRDd-f1nmg&list=PLWPirh4EWFpEv7x2CU-9jcXIIvBuSx7oF
2	https://www.youtube.com/watch?v=6G2Z-kG7gWc&list=PLLy_2iUCG87AiylGO1sAFD26k36VIwD6e
3	https://www.youtube.com/watch?v=PNAjDc75nzE&list=PL9uvWhFg9COaoM5HDaeIIomgn3aujYk9

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Explain the foundational concepts, history, goals, components, applications, and problem-solving algorithms in AI, including state-space search and heuristic techniques.	Understand
CO2	Demonstrate understanding of neural networks, perceptron's, multilayer models, and apply machine learning techniques like regression, clustering, and logic-based reasoning.	Apply
CO3	Analyze the application of AI in various business functions such as marketing, HR, operations, and finance for improved personalization, forecasting, and decision-making	Analyze
CO4	Apply Natural Language Processing techniques like tokenization, stemming, lemmatization, and sentiment analysis while understanding ethical and societal implications of AI.	Apply
CO5	Evaluate real-world AI implementations in companies like Alibaba, Google, Netflix, BMW, and Elsevier, and assess their impact on products, services, and decision-making.	Evaluate

A. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	1	2	1	1	2	1			
CO2	2	1	1	2	1	1	2	1			
CO3	2	1	1	2	1	1	2	2			
CO4	2	2	2	2	2	1	2	2			
CO5	2	2	2	2	2	1	2	2			
WT. AVG	2	1.4	1.4	2	1.4	1	2	1.6			

B. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction to AI: Definition, Problem Solving Algorithm	6
2.	Knowledge Representation & Machine Learning	6
3.	Neural Networks and Deep Learning	6
4.	Ethical and Societal Implications of AI	6
5.	AI Strategy and Leadership	6

C. DETAILED SYLLABUS

Unit	Unit Details
1	Introduction to AI: Definition, Problem-Solving Algorithm
	<ul style="list-style-type: none"> Overview of AI, how it started, and its goals. Basic parts of AI and where it is used. Pros and cons of using AI. Simple ways AI solves problems like searching through options. Algorithms like Heuristic Search and A* used for smart decision-making.
2	Neural Networks & Machine Learning
	<ul style="list-style-type: none"> Introduction of Neural Networks and how they work. Simple model called Perceptron and multiple layers How networks learn – basic training methods like Back propagation and Gradient Descent. Machine Learning basics – learning from data. Supervised Learning: learning with answers Unsupervised Learning: finding patterns without answers
3	AI in Business Domain Exclusively
	<ul style="list-style-type: none"> AI in Marketing and Sales Personalization and recommendations, AI in Customer segmentation and targeting, Sales forecasting and lead generation AI for Decision Making and Human Resource Management Scenario planning and strategic simulations AI Driven Operations and Financial Management , Trading and financial forecasting
4	Ethical and Societal Implications of AI
	<ul style="list-style-type: none"> Basics of how computers understand language (NLP). Tasks like breaking text into words (Tokenization), removing extra parts (Stemming), converting to root forms (Lemmatization). Text Classification and checking emotions in text (Sentiment Analysis).
5	Artificial Intelligence Trailblazers – Cases from Big Companies
	<ul style="list-style-type: none"> Alibaba: Using Artificial Intelligence to Power the Retail And Business-To-Business Services Of The Future Netflix: Using Artificial Intelligence to Give Us A Better TV Experience Elsevier: Using Artificial Intelligence to Improve Medical Decisions And Scientific Research Alphabet and Google: Maximizing the Potential Of Artificial Intelligence BMW: Using Artificial Intelligence to Build And Drive The Cars Of Tomorrow

D. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Artificial Intelligence: A Modern Approach (3rd edition)	Stuart Russell and Peter Norvig		Pearson
2	AI for Business	Rajeev Ranjan		Pearson
3	Artificial Intelligence in Practice: How 50 Successful Companies Used AI and Machine Learning to Solve	Bernard Marr and Matt Ward		John Wiley & Sons

Code: AULEMOO605**Environmental Science****2 Credits [LTP: 1-0-0]****A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
C01	2	-	1	-	-	2	-	1	2	1	1
C02	2	2	-	1	-	2	-	1	2	2	2
C03	2	2	1	1	1	2	1	1	2	2	2
C04	2	2	1	2	2	2	1	2	2	2	3
C05	2	2	1	2	1	3	1	2	2	3	3
WT. AVG	2	1.6	0.8	1.2	0.8	2.2	0.6	1.4	2	2	2.2

c (CO):O):	At the end of this course, learners will be able to:	Bloom Level
CO1	<i>Recall</i> key environmental terms, principles of sustainable development, and types of renewable energy.	Remember
CO2	<i>Explain</i> the relationship between population growth, resource consumption, and environmental degradation.	Understand
CO3	Describe the sources and effects of air pollution and climate change along with basic mitigation strategies.	Apply
CO4	Summarize various water reuse, recycling methods, and types of solid and e-waste.	Analyze
CO5	Evaluation of major environmental pollutions, their causes and prevention and Outline laws and policies for it India.	Evaluate
Unit	Contents	
1.	Foundations of Sustainable Development	
	Environmental Concerns, Population Growth, and Resource Consumption Principles of Sustainable Development	
2.	Air Pollution and Climate Change Mitigation	
	Understanding Air Pollution Climate Change: Scientific Basis, Mitigation & Adaption	
3.	Renewable Energy Systems and Industrial Sustainability	
	Renewable Energy – I (Solar Energy & Wind Energy) Renewable Energy – II (Geothermal Energy, Ocean Energy, Hydroelectricity, Bioenergy) Industrial Ecology & Circular Economy	
4.	Waste and Water Resource Management	
	Water Quality, Reuse and Recycling Solid Waste Management (including E-waste Management)	
5.	Environmental Pollution and Regulatory Framework	
	Noise Pollution Ecology and Soil Pollution Environmental Policies and Legislation	

1. DETAILED SYLLABUS

Suggested e-learning materials:

- <https://swayam.gov.in/course/141-environmental-studies-i>
- <https://www.ugc.ac.in/oldpdf/modelcurriculum/env.pdf>

Recommended Books:

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

Code: BBXCBX3201**Managing Self Swaroop****1 Credits [LTP: 0-0-2]****COURSE OUTCOMES (COs)**

Course Outcomes	Bloom's Taxonomy Level	Detail of Course Outcome
CO I	Evaluate	The Learner will be able to Assess personal progress in self-management over time, identifying areas for improvement.
CO II	Analyze	The Learner will be able to Analyze the impact of different emotional responses on decision-making and interpersonal relationships.
CO III	Apply	The Learner will be able to Apply critical thinking skills to identify and examine personal beliefs and assumptions.
CO IV	Create	The Learner will be able to Design decision-making frameworks tailored to specific contexts or challenges.
CO V	Analyze	The Learner will be able to Analyze the potential consequences of different approaches to managing challenges.

OUTLINE OF THE COURSE

UNIT NO.	UNIT NAME	HOURS
1	Self-Management	4
2	Emotional Management	3
3	Belief Management	3
4	Decision Making Management	3
5	Challenge- Management	2

LIST OF LABS

1.	Introduction of Swaroop & Orientation Session
2.	Process of Knowing Self
3.	How to stay Assertive
4.	Connection between Mind and Body : Self-Talk

5.	Aspects of Emotions
6.	Management of Emotions
7.	Concept of Belief System
8.	ABC Principle of REBT
9.	Rational & Irrational Beliefs
10.	Strategies of Decision Making
11.	Case Study Based Decision Making
12.	Identifying and Facing Challenges

RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Getting Things Done: The Art of Stress-Free Productivity	David Allen		
2	The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change	Stephen R. Covey		
3	Control Your Emotions: Gain Balance, Resilience, and Calm; Find Freedom from Stress, Anxiety, and Negativity	Patrick King		
4	Break Your Belief: Decode Your Beliefs, Decode Your Life	Preeti Singh		
5				

Important Web Links	
1	https://www.youtube.com/watch?v=wQ8CgB5WURk&list=PLOzRYVm0a65cCcY4qKX5MIyJxBt7hJgQY
2	https://www.youtube.com/watch?v=mUG1sHQXR0&list=PLXcPnJsWbdxukaITScHxL7b_gA4uoHhha
3	https://www.youtube.com/watch?v=TsZukmeaewc&list=PLF1DBCAC25C2BC963
4	https://www.youtube.com/watch?v=zp3LNq4fMwM

Code: BBXCBX3202**Professional Skills For Managers: I****1 Credit [LTP: 0-0-2]****COURSE OUTCOMES (COs)**

Course Outcomes	Bloom's Taxonomy Level	Detail of Course Outcome
CO I	Apply	The learner will be able to organize and prioritize tasks effectively by applying time management and goal-setting techniques to improve personal productivity in managerial roles.
CO II	Analyze /Evaluate	The learner will be able to analyze complex business problems and evaluate alternative solutions to make informed and effective managerial decisions.
CO III	Apply	The learner will be able to demonstrate teamwork and apply conflict resolution and negotiation strategies to foster collaboration and resolve workplace disputes.
CO IV	Create	The learner will be able to construct clear, professional written and oral communications, and demonstrate appropriate business etiquette in diverse organizational settings.
CO V	Evaluate	The learner will be able to assess their professional strengths and weaknesses through self-reflection and develop a strategic career development plan.

Course Matrix Planned

Cos	Program Outcomes											
	Program Specific Outcomes					Program Outcomes						
	PSO I	PSO II	PSO III	PSO IV	PSO V	PO I	PO II	PO III	PO IV	PO V	PO VI	PO VII
CO I										1		3
CO II									1			3
CO III											1	3
CO IV									2		2	3
CO V										2		3

(3- fully met; 2- partially met; 1 – poorly met; – not met)

Course Syllabus**OUTLINE OF THE COURSE**

UNIT NO.	UNIT NAME	HOURS
1	Personal Effectiveness and Productivity	6
2	Analytical Thinking and Decision Making	4

3	Interpersonal and Team Skills	6
4	Professional Communication Skills	4
5	Career Development and Self-Reflection	5

LIST OF LABS	
1.	Personal Effectiveness and Productivity
2.	Time Management and Prioritization: Use the Eisenhower Matrix to categorize tasks and manage a one-week workload plan
3.	Goal Setting and SMART Planning: Create individual SMART goals aligned with personal career plans
4.	Critical Thinking and Problem-Solving: Group case study – solve a workplace dilemma using a step-by-step framework
5.	Analytical Thinking and Decision Making
6.	Decision-Making Techniques for Managers: Apply decision matrix (e.g., SWOT, cost-benefit) to a business scenario
7.	Teamwork and Collaboration Skills: Participate in a collaborative team challenge (e.g., “Marshmallow Challenge”)
8.	Interpersonal and Team Skills
9.	Business Etiquette and Workplace Conduct: Role-play business dining, professional greetings, and office decorum
7.	Verbal Communication and Active Listening: Pair activity using structured listening and response strategies (paraphrasing, summarizing)
	Professional Communication Skills
8.	Written Communication for Managers: Write a professional email, memo, and notice for an internal communication scenario
9.	Presentation and Public Speaking Skills: Deliver a 3-minute business presentation with slides
10.	Conflict Management and Negotiation Skills: Role-play a workplace conflict and use negotiation techniques to resolve it
11.	Adaptability and Change Management: Simulation: Respond to sudden organizational change or restructuring
	Career Development and Self-Reflection
12.	Adaptability and Change Management: Conduct a self-SWOT analysis and create a basic professional development plan

A. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Personality development and soft skills	Mitra, Barun K		
2	Communicative English For Engineers and Professionals	Bhatnagar, Nitin		
3	Professional Communication	Koneru, Aruna		
4	Professional Communication	Tyagi, Kavita		
5	Communication Techniques	Padmasree,N		

Important Web Links	
1	https://www.youtube.com/watch?v=URtdGiutVew&list=PLzf4HHlsQFwJDQsBYo7WG0bTNEiU6xCYf
2	https://www.youtube.com/watch?v=6Gp2x-Q6jc8&list=PLLy_2iUCG87DsAOy kzkgj10XqGgPmyY4P
3	https://www.youtube.com/watch?v=45uNWLmAZR8

Code: BDMCBX3108**Marketing for Digital Economy****3 Credits [LTP: 3-0-0]**

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Remember basic concept and importance of Digital Marketing Fundamentals.	Remember
CO2	Demonstrate different digital marketing assets, strategies and Promotion techniques and its usage to reach the target audience.	Understand
CO3	Develop skills to derive insightful and strategic decisions to run Digital marketing campaigns.	Apply
CO4	Discover different platforms and techniques to influence potential Customers.	Analyze
CO5	Explain digital promotional campaigns and use of search engine Marketing.	Evaluation

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	-	1	-	2	1	-		1	-	1
CO2	2	2	2	-	1	-	-		2	1	2
CO3	1	1	1	1	-	1	1		1	2	1
CO4	-	-	1	2	-	2	1		1	-	1
CO5	-	2	-	-	1	1	2		2	2	-
WT. AVG	1.33	1.67	1.25	1.5	1.33	1.25	1.33	-	1.4	1.67	1.25

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction to Digital Marketing Fundamentals	8
2.	Digital Marketing Assets	8
3.	Digital Marketing Strategies	8
4.	Digital Promotions	8
5.	Search Engine Marketing (SEM)	8

D. DETAILED SYLLABUS

Unit	Unit Details
1.	Introduction to Digital Marketing Fundamentals
	Introduction to the digital marketing terminology. Exposure to entire ecosystem which includes multiple digital platforms ranging from websites to digital market places. The tools and techniques of influencing the potential customers in Digital manner are also explained. Practical: Analyze real-world digital marketing campaigns and identify key components
2.	Digital Marketing Assets
	To rationalize the use of different assets this can be useful for a Digital Marketing Application. Learn about different assets like website, Branded assets (logos, icons, acronyms), Video content (video ads, product demos), Images (info-graphics, product shots, company photos), Written content (blog posts, eBooks, product descriptions, testimonials) and Social media pages Practical: Create a basic digital asset portfolio using Canva or similar tools
3.	Digital Marketing Strategies
	Understand multiple strategies such as Paid Search Advertising, Search Engine Optimization (SEO), Social Media Marketing, Content Marketing Native Advertising, Email Marketing and Affiliate Marketing. Practical: Develop a basic digital marketing strategy for a hypothetical product.
4.	Digital Promotions
	Affiliate marketing, Display Advertising, Email Marketing. Practical: Set up a sample email marketing campaign using free tools like Mailchimp
5.	Search Engine Marketing (SEM)
	SEM activities performed on search engines, Paid search ads, Paid search advertising, PPC (pay-per-click) or PPC (pay-per-call) – some ads are introduced in this section. Social Media Marketing (SMM) SMM uses many platforms like Facebook, Twitter, Pinterest, Instagram, Google+, etc. The usage of various platforms is explained. Video Advertising The concepts of Video Advertising using a video channel like YouTube or Vimeo are explained for purpose of expansion of brand value Practical: Run a mock ad campaign on Google Ads or Facebook Ads Manager.

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Understanding digital marketing strategies for online success	Mankad, J. & Dishek, J		BPB Publications
2				
3				
4				
5				

Important Web Links	
1	https://www.youtube.com/watch?v=Xuq6_udbeH0&list=PLi3oNa09iwJRByiNwEJNaZ3XVKcveovzk
2	https://www.youtube.com/watch?v=bixR-KIJKYM&list=PLEiEAq2VkuUuLa5aOQmO_al2VVmhC-eqeI
3	https://www.youtube.com/watch?v=ZVuHLP169mM

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Understand the evolution and structure of Indian banking system	Understand
CO2	Analyze the functions of banks, including the management of deposits, loans, and interest rates.	Analyze
CO3	Comprehend the roles, functions of RBI, IRDA & SEBI.	Understand
CO4	Understand the need and importance of technology in banking	Understand
CO5	Gain exposure to E-banking operations and security.	Understand

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	-	1	-	2	1	-		-	-	1
CO2	-	2	2	-	1	-	-		-	1	2
CO3	1	1	1	1	-	-	1		1	2	1
CO4	-	-	1	2	-	-	1		1	-	1
CO5	-	-	1	-	2	1	-		2	2	-
WT. AVG	1	1.5	1.5	1.5	1.67	1	1		1.33	1.67	1.25

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction	8
2.	Functions of Banks	8
3.	Regulatory Authorities in India	8
4.	Technology in banking	8
5.	E-Banking	8

D. DETAILED SYLLABUS

Unit No.	Unit Title	Contents	Purpose & Skills to be develop
1	Introduction	Introduction- Origin, meaning and definition of bank, evolution of banking in India, structure of banking system in India	Overview of evolution and banking structure in India
2	Functions of Banks	Functions of Banks- 1. Primary functions- Accepting deposits and granting loans 2. Secondary functions- Public utility services and agency services	Students will understand various functions and activities of banks.
3	Regulatory Authorities in India	Reserve Bank of India (RBI) – Role and functions of RBI, Credit control measures, Qualitative and quantitative credit control Insurance Development Authority (IRDA)- Objectives, Powers and functions of IRDA SEBI- Objectives, power and functions of SEBI	Knowledge of functioning and powers various Regulatory Authorities in India.
4	Technology in banking	Need and importance of technology in banking. ATM, Debit card, Credit card, Tele banking, Net banking, mobile banking, RTGS, NEFT, Swift (Society for	Use of technology in banking and study of security measures while using E- banking
5	E-Banking	worldwide interbank financial telecommunication) cyber security in E-banking	

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Principles and Practices of Banking	Srinivasan D.and others		Macmillan India Pvt Ltd
2	Banking and Insurance	O.P.Agarwal		Himalaya
3	The Indian Financial System	Vasant Desai		Himalaya
4	Financial services and Markets	Dr. S.Gurusamy		Thomas
5	Banking Law and Practice in India	Maheshwari		Kalyani publisher

Important Web Links

1	https://www.youtube.com/watch?v=cBPERIOj47I&list=PLQZI7gfXwvW-6VXGgl1WcjigugiNyP8sg
2	https://www.youtube.com/watch?v=cBPERIOj47I&list=PLQZI7gfXwvW-6VXGgl1WcjigugiNyP8sg
3	https://www.youtube.com/watch?v=TgF2XvjquUU&list=PLLy_2iUCG87CXY2B6fPex1SOIqzzD5Wj

Code: BBACBX3108**Introduction to Business Analytics****3 Credits [LTP: 3-0-0]****A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING**

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Introduction to Business Analytics. Students will be able to understand the basic concepts of business analysis	Remembering
CO2	Introduction to Data types , for comprehensive understanding of business	Remembering
CO3	Students will learn various tools and methods for data analysis	Analyze
CO4	Introduction to predictive analysis and extrapolations	Remembering
CO5	Learn mathematical tools with various application	Application

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1		-	3	1	-	-	1	-	-	-
CO2		3	-		1	-	2	-	1	-	-
CO3	1	-	-	3	1	-	-	-	-	-	-
CO4	1		3	-	-	-	1	1	-	-	-
CO5		1	3	-	1	1	-	-	-	1	-
WT. AVG	1	1.33	3	3	1	1	1.5	1	1	1	

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction to Business Analytics	8
2.	Understanding and Preprocessing Data	8
3.	Descriptive and Diagnostic Analytics	8
4.	Predictive Analytics	8
5.	Prescriptive Analytics and Decision Making	8

D. DETAILED SYLLABUS

Unit	Unit Details
1	Introduction to Business Analytics
	Unit 1: Introduction to Business Analytics <ul style="list-style-type: none"> • Overview of business analytics • Importance of business analytics • Scope and types of analytics - descriptive, diagnostic, predictive, prescriptive • The analytics process and lifecycle • Key industries and applications of business analytics Practical Learning: Small article on importance of Business Analytics
2	Understanding and Preprocessing Data
	Unit 2 (CO2): Understanding and Preprocessing Data Types of data - structured, unstructured, semi-structured <ul style="list-style-type: none"> • Data collection methods and sources • Data quality and data cleaning • Data transformation and feature engineering • Data visualization techniques Practical Learning: Case Study on Data Processing. 2000 word article on development of Data Processing Methods
	• Descriptive and Diagnostic Analytics
	Unit 3 (CO3): Descriptive and Diagnostic Analytics <ul style="list-style-type: none"> • Measures of central tendency - mean, median, mode • Measures of dispersion - range, variance, standard deviation • Probability theory and probability distributions • Hypothesis testing and confidence intervals Data exploration techniques - correlation, covariance, contingency tables Practical Learning: Mathematical exercise for above methods
4	Predictive Analytics
	Unit 4 (CO4): Predictive Analytics <ul style="list-style-type: none"> • Introduction to predictive modeling • Regression analysis - linear regression, logistic regression • Time series analysis and forecasting • Classification techniques - decision trees, k-Nearest Neighbors, Support Vector Machines • Model evaluation techniques - accuracy, precision, recall, F1-score, confusion matrix • Practical Learning: Success Stories Study - and presentation
5	IoT Strategic Planning and Implementation
	Unit 5 (CO5): Prescriptive Analytics and Decision Making <ul style="list-style-type: none"> • Introduction to optimization and decision analysis • Linear programming and integer programming • Decision trees and decision-making under uncertainty • Simulation and risk analysis • Applications of prescriptive analytics - resource allocation, scheduling, pricing

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Business Analytics: Applications, Models, and Methods"	Santosh Nandakumar, R. Sanjeev Rao		Ane Books Pvt. Ltd.
2	"Business Analytics: Techniques and Strategies"	Prithvi Chandra		Oxford University Press India.
3	"Business Analytics: An Applications Focus"	Purba Halady Rao		Prentice-Hall India.
4	"Business Analytics: A Comprehensive Approach"	G. Shainesh and Umesh Rajopadhye.		Cengage Learning India.
5	"Business Analytics: Concepts and Techniques"	S. Sumathi, P. Thangaswamy		Narosa Publishing House
6	"Applied Predictive Modeling"	Dr. Kelleher, Dr. Mac Namee, and Dr. D'Arcy.		Wiley India
7				
8				

Important Web Links	
1	https://www.youtube.com/watch?v=cWWc97wxS20&list=PLyqSpQzTE6M_68YmFFmjAAvTMne3xq9jf
2	https://www.youtube.com/watch?v=Vrv3h1wKaL4&list=PLFHp3xeeNmCFINg-BumQewzVPx5vH_8SD
3	https://www.youtube.com/watch?v=rCFQukS8Org&list=PLxgZQoSe9cg3pCpQaRr2q8crUcvIvwoNi

Semester IV

Code: BBXCBX4101 Consumer Behavior & Sales Management 3 Credits [LTP: 3-0-0]

COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	To understand relevance and importance of consumer behavior Studies in developing effective marketing strategies.	Understanding
CO2	To evaluate real-life case studies to identify how individual and External determinants affect consumer behavior in different contexts.	Evaluate
CO3	To Analyze the stages of Customer decision process and various factors affecting their decision	Analyze
CO4	To evaluate difference between sales planning and control techniques, performance measurement of sales team of various industries and their impact on sales.	Evaluate
CO5	To Formulate comprehensive motivation and compensation Strategies for the sales team.	Creating

B. MAPPING MATRIX OF CO,PO, & PSO

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	-	-	-	-	2	1	-	3	2	2
CO2	1	2	-	-	-	-	-	-	2	3	-
CO3	2	-	-	-	-	-	-	1	-	3	1
CO4	-	3	-	2	-	-	-	-	-	3	-
CO5	-	-	-	2	-	-	-	3	-	2	3
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction of Consumer Behavior	9
2.	Determinants of Consumer Behavior	9
3.	Consumer Decision Making Process	9
4.	Basics of Sales Management	9
5.	Managing the sales force	9

D. DETAILED SYLLABUS

Unit	Unit Details
1	Introduction of Consumer Behavior

	Meaning of Customers & Consumers, Importance / relevance of consumer behaviour studies in the field of Marketing. Interdisciplinary relevance: Linking consumer behavior with sociology and psychology Role of consumer psychology in ethical and sustainable marketing
2	Determinants of consumer behavior
	<p>a. Individual Determinants of Consumer Behavior Personality & Self Concept, Motivation & Involvement, Learning & Memory, Attitudes</p> <p>b. External determinants of consumer behavior: Culture, subculture, social class & reference group</p> <p>c. Influence of digital culture, online communities, and social media on consumption behavior</p>
3	Consumer Decision Making Process
	<p>Problem Recognition: Types of consumer decisions, types of Problem Recognition, Utilizing problem recognition information Search & Evaluation: Types of information, Sources of Information Search, Search, Experience and Credence Aspects - Marketing Implications Situational Influences on Purchase Decisions Purchasing Process: Why do people shop? Store & Non-store Purchasing Processes, Purchasing Patterns. Post-purchase Evaluation & Behaviour: Consumer Satisfaction, Dissatisfaction, Customer Delight, Consumer, Complaint Behavior, Post- Purchase Dissonance.</p>
4	Basics of Sales Management
	<p>Sales Management: Definition and meaning, Objectives, Sales Forecasting methods Sales Planning and control: Sales Analysis, Sales quotas, sales budget, sales territory average, sales audit, Performance measurement Sales Managers Functions and responsibilities, Specific Characteristics of a successful salesman.</p>
5	Managing the sales force
	<p>Recruiting, Selection and Training of Sales force Sales Force Job Analysis and Description Areas of sales Training: Company Specific Knowledge, product knowledge Industry and Market Knowledge. Customers and technology – Relationship Selling Process and Customer education. Value added Selling. Motivating the Sales Team: Motivation Programs – Sales Meetings, Sales Contests, Sales Compensating, (Monetary compensation, incentive programs as motivators, Non- Monetary compensation – fine tuning of compensation package. Supervising,</p>

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Consumer Behav Building Marketig Strategy	Del I. Hawkins, David L. Mothersbaugh, Roger J. Best		McGraw-Hill Education
2	Consumer Behavior & Sales Management	Havaldar Cavale		TMGH, Pune
3	Consumer Behavior: A Framework	Jagdish N. Sheth, E. B. Newman, Bruce I. Newman		South-Western College Pub
4	Sales Management: Analysis and Decision Making	Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker Jr.		Routledge
5	Strategic Sales Management	Nigel F. Piercy, Nikala Lane		Oxford University Press

Important Web Links	
1	https://www.youtube.com/watch?v=jSrC-EWYIJQ&list=PLbMVogVj5nJTo1na559Me_hdk_gvp9HT0
2	https://www.youtube.com/watch?v=rOgFjxE49tE&list=PLsh2FvSr3n7eYNn3zLOU8zXZknAKtjEmT
3	https://www.youtube.com/watch?v=dWAuLMKF_Io&list=PLJtJvO3aaWe25wWY7MCO1msoubny69ovH

Skill Development Activities:

(These activities are only indicative; the Faculty member can innovate)

1. **Financial Research Project:** Conduct a small financial research project to understand company's behavior, preferences, and trends. Students can create surveys or questionnaires and interpret the collected data.
2. **Financial Analysis Assignment:** Assign students to analyze the branding strategy of a well-known Indian or international company with focus on aspects like brand identity, positioning, and equity.
3. **Case Study Discussions:** Engage students in analyzing real-world marketing case studies from different industries. Follow it up with group discussions and presentations.

Code: BBXCBX4102**Management Accounting****3 Credits [LTP: 3-0-0]****B. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING**

CO	Cognitive Abilities	Course Outcomes
CO – 01	Remember	Recall the basic concepts, objectives, functions, and scope of management accounting and differentiate it from financial and cost accounting.
CO – 02	Understand	Understand the significance and classification of various accounting ratios and explain their relevance in assessing business performance.
CO – 03	Apply	Apply the principles of budgeting to prepare various functional budgets and demonstrate the use of budgetary control for effective managerial decision-making.
CO – 04	Analyze	Analyze the cash inflows and outflows from operating, investing, and financing activities and interpret the financial health of a business through a cash flow statement.
CO – 05	Evaluate	Evaluate the effectiveness of working capital policies and strategies in maintaining liquidity and operational efficiency in an organization.

C. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	-	-	1	-	-	-		-	1
CO2	2	-	1	-	1	1	2	2	2	2	-
CO3	1	-	2	1	-	2	1	1	-	-	2
CO4	1	1	-	1	-	-	-	1	1	2	-
CO5	-	2	-	1	-	1	1	-	2	-	-
WT. AVG	1.5	1.3	1.5	1	1	1.33	1.33	1.33	1.67	2	1.5

D. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction Of Management Accounting	9
2.	Activity Based Costing	9
3.	Marginal Costing	9
4.	Budget & Budgetary Control	9
5.	Analysis of Variances	9

E. DETAILED SYLLABUS.

Unit	Unit Details
1	Introduction of Management Accounting and Financial Statement Analysis
	Management Accounting- Definition, Objectives, Scope, Functions, Advantages, Limitations. Distinction between Financial Accounting and Management Accounting. Distinction between Cost Accounting and Management Accounting. Common size, Comparative and Trend Analysis
2	Ratio Analysis – 1
	Meaning of Accounting Ratio, Utility & limitations of Ratio Analysis, Classification of Accounting Ratios. Liquidity Ratios- Current ratio, Liquid ratio, Quick ratio. Profitability Ratios- Gross Profit ratio, Net Profit ratio, Operating ratio, Return on capital employed, Return on Shareholders' funds. Turnover Ratios- Stock turnover ratio, Fixed assets turnover ratio, Debtors turnover Ratio, Creditors turnover ratio. Leverage Ratios- Debt equity ratio, Proprietary Ratio Long term funds to fixed assets ratio
3	Budget & Budgetary control
	Budget and budgetary Control- Meaning, Definition, Nature of budget and budgetary control, Types of budget- as per time, functions and variability, Objectives of budget and budgetary control, Steps in budgetary control, advantages and disadvantages of budget. Practical Problems based on Cash Budget and Flexible Budget.
4	Cash Flow Statement
	Introduction , Cash Flows from Operating Activities., Cash Flows from Investing Activities, Calculation of Cash Flows from Financing Activities, net increase/decrease in cash and cash equivalents, Preparation of Cash Flow Statement (Indirect method only)
5	Management of Working Capital
	Meaning, Objectives, Factors determining Working Capital Requirements, Methods of Computation of Working Capital: Operating Cycle Method & Balance Sheet Method.

F. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Management Accounting	S.N. Maheshwari & S.K. Maheshwari		Vikas Publications
2	Management Accounting	M.C. Shukla, T.C. Grewal, S.C Gupta		S Chand
3	Management Accounting	S. Kr. Paul		Central Educational Enterprises (P). Ltd.
4	Management Accountancy	Robert N. Anthony , David F. Hawkins , Kenneth A. Merchant		McGraw Hill Companies
5	Managerial Accountancy	R.L. Gupta , M. Radhaswamy		Sultan Chand & Sons

Important Web Links	
1	https://www.youtube.com/watch?v=eUMwWP5zDW0&list=PLbMVogVj5nJT-3_c06KRCY6cwCYoZzOnl
2	https://www.youtube.com/watch?v=w9sNiHaVtTg&list=PLCyCyhRyXPpaVCC_d8rvJTAPFa4Z2WDtJ
3	https://www.youtube.com/watch?v=3TgqOL1Bdms&list=PLaAhQ2ofZZRC82cz8ywjj3qQwHKHFqPiy

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Identify various digital platforms including websites, social media, and digital marketplaces.	Remembering
CO2	Explain the overall digital marketing ecosystem and how different platforms interconnect.	Understanding
CO3	Illustrate the use of a digital platform (e.g., website or social media) in a marketing scenario.	Applying
CO4	Compare the effectiveness of different digital marketing tools and techniques in achieving marketing goals.	Analyzing
CO5	Assess the impact of specific digital marketing tools and techniques on potential customer behaviour.	Evaluating

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	-	-	-	-	-	2	-	-	-	-
CO2	1	2	-	-	3	-	1	-	-	-	-
CO3	1	2	-	-	-	3	-	1	-	-	-
CO4	1	1	1	3	-	-	2	-	-	-	-
CO5	1	1	2	-	-	3	1	1	-	-	-
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction to Digital Marketing Fundamentals	9
2.	Digital Marketing Assets	9
3.	Digital Marketing Strategies	9
4.	Types Of Digital Marketing	9
5.	Search Engine Marketing, SEM, PPP	9

D. DETAILED SYLLABUS

Unit	Unit Details
1	Introduction to Digital Marketing Fundamentals
	Introduction to Digital Marketing Fundamentals, Introduction to the digital marketing terminology. Exposure to the entire ecosystem – multiple digital platforms ranging from websites to digital marketplaces. The tools and techniques for influencing potential customers digitally.
2	Digital Marketing Assets
	Digital Marketing Assets - Rationalize the use of different assets this can be useful for a Digital Marketing Application. Learn about different assets like website, Branded assets (logos, icons, acronyms), Video content (video ads, product demos), Images (infographics, product shots, company photos), Written content (blog posts, eBooks, product descriptions, testimonials) and social media pages
3	Digital Marketing Strategies
	Digital Marketing Strategies Understand multiple strategies such as Paid Search Advertising, Search Engine Optimization (SEO), Social Media Marketing, Content Marketing, Native Advertising, Email Marketing, and Affiliate Marketing
4	Types of Digital Marketing
	Digital Promotions with Real-world examples, Affiliate marketing, Display Advertising, Email Marketing
5	Search Engine Marketing, SEM, PPP
	Search Engine Marketing (SEM) SEM activities performed on search engines, Paid search ads, Paid search advertising, PPC (pay-per-click), or PPC (pay-per-call) – some ads are introduced in this section. Social Media Marketing (SMM), SMM uses many platforms like Facebook, Twitter, Pinterest, Instagram, Google+, etc. The usage of various platforms is explained.

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Understanding digital marketing strategies for online success	Mankad, J. & Dishek, J.		BPB Publications
2	Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation	Ryan, D.		Kogan Page
3	Digital Marketing Essentials	Larson, J., Draper, S.		Stukent

Important Web Links	
1	https://www.youtube.com/watch?v=dAjqrSyGQs8&list=PLP_0eyj4Q9L6tdnhqxffAtvGcGNzX59Z8
2	https://www.youtube.com/watch?v=wfOp0lsCXAY&list=PLfnQOsGyOSRMynHku6pNILYckbBuOGU
3	https://www.youtube.com/watch?v=wViKLTl_HgQ&list=PLjVLYmrlmJGcCeELcp2VU66XHlmyoPRpM

A. Course Outcomes:

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

CO	Course Outcomes	Cognitive Abilities
CO 1	IDENTIFY and DESCRIBE the concept and scope of Marketing Research	Remembering
CO 2	UNDERSTAND the key components and objectives of a marketing proposal in a business context.	Understanding
CO 3	DEMONSTRATE an understanding of new product development, sales analysis and test marketing.	Applying
CO 4	ANALYSE marketing research for STP process and pricing decisions.	Analysing
CO 5	DEVELOP and evaluate the marketing research plan for branding and advertising	Evaluating

B. Mapping of COs with POs and PSOs

Course Outcomes	Program Outcomes								Program Specific Outcomes		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
CO 1	2	2	1	-	-	1	-	-	2	1	-
CO 2	1	-	-	2	-	1	-	-	-	-	2
CO 3	2	1	1	-	1	-	-	1	1	3	-
CO 4	1	-	1	-	1	-	-	-	1	-	3
CO 5	-	1	2	1	-	2	-	1	-	2	1
WT. AVERAGE	1.5	1.33	1.25	1.5	1	1.33	-	1	1.33	2	2

C. Outline of the Course

Unit No.	Title of the unit	Time Required for the Unit (Hours)
1.	Introduction to Marketing Research	9
2.	Marketing Research Proposal	9
3.	Marketing Research for Sales & New Product Development	9
4.	Marketing Research for STP Process & Pricing	9
5.	Marketing Research Applications – Branding & Advertising	9
	TOTAL	45

D. Detailed Syllabus

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

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Marketing Research	Green, P.E., Tull, D.S. and G. Albaum		New Delhi: Prentice Hall of India
2	Marketing Research	Suja Nair		
3	Marketing Research	Luck, D.J. and R.S. Rubin		New Delhi: Prentice Hall of India
4	Marketing Research	Tull, D.S. and D.I. Hawkins		New Delhi: Prentice Hall of India

Important Web Links	
1	https://www.youtube.com/watch?v=ABLHV5Ce6TI&list=PL_VfpYvnlR9MFZk8QOzKjW2Hej0XeHz95
2	https://www.youtube.com/watch?v=ABLHV5Ce6TI&list=PLPjSqITyvDeWBBaFUbKLDJ0egyEYuNeR1
3	https://www.youtube.com/watch?v=Oq4jJe1vW08&list=PLXpfgGL_y-UfPt7gs-4nU6PX4z70gNzOP
4	NPTEL :: Management - NOC:Marketing research and analysis

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	To describe the evolution, principles, and internal functions of insurance companies, and define key terminology used in the insurance industry.	Remember/ Understand
CO2	To analyze various insurance products and evaluate the effectiveness of different distribution channels in delivering insurance services.	Analyze/Evaluate
CO3	To apply sales and customer service techniques to real-life insurance scenarios, and assess the impact of operations like underwriting, claims, and grievance redressal on customer satisfaction.	Apply
CO4	To evaluate ethical practices and compliance standards in insurance, and compare traditional and digital insurance models to identify future skill requirements.	Analyze/Evaluate
CO5	To create strategies to enhance financial inclusion through micro insurance and analyze the key profitability drivers of insurance companies.	Create

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	-	3	-	2	2	-	3	2	-
CO2	3	3	-	-	2	2	3	-	3	2	3
CO3	2	3	3	2	-	2	3	-	2	3	-
CO4	2	2	3	3	-	-	2	-	3	2	2
CO5	2	3	2	-	2	-	2	-	2	-	3
WT. AVG	2.4	2.6	2.67	2.67	2	2	2.4	-	2.6	2.25	2.67

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Insurance and Insurance Business	6
2.	Insurance Ecosystem – Products and Distribution Channels	6
3.	Insurance Operations- Selling Insurance and Customer Service	6
4.	Ethics and Compliance – Future of Insurance	6
5.	Inclusive Insurance and Profitability Drivers	6

D. DETAILED SYLLABUS

Unit	Unit Details
1	Insurance and Insurance Business
	Importance of Insurance, Overview of Insurance, Evolution of Insurance, Development of Insurance in India, Language of Insurance (Keywords), Principle of Insurance, Different functions and roles within insurance Co.
2	Insurance Ecosystem – Products and Distribution Channels
	Life Insurance products, General Insurance products, Companion Products, Role of Distribution channels, Types of Distribution channels.
3	Insurance Operations- Selling Insurance and Customer Service
	Suspects/ Prospects/Leads, Sales Funnel, Sales Vs. Relationship Sales, Dealing with Channels, Underwriting, Claims Processing, Fraud control, Level of Customer Service, Net Promoter Score, Customer grievances and redressal system.
4	Ethics and Compliance – Future of Insurance
	Test of Ethical Behavior, Examples of Unethical behavior, Consequences for non-compliance, Digital Insurance, Key Technology in Insurance, Traditional Vs Digital Insurance, Skills required in the Digital era.
5	Inclusive Insurance and Profitability Drivers
	Financial inclusion, Micro Insurance, Important products, Profitability of Insurance Co., Factors affecting Insurance Cos' profitability, Major Heads of Income & Expenses, Profitability Indicators.

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	The Fundamentals of Insurance: Theories, Principles and Practices	Hargovind Dayal		Notion Press, 2017
2	Insurance: Concepts & Coverage	Marshall Wilson Reavis, III		FriesenPress, 2012
3	Secrets of Successful Insurance Sales: How to Master the "value Added" Approach to Consultative Sales	Jack Kinder, Garry D. Kinder		Dodd, Mead, 1988

Important Web Links	
1	https://www.youtube.com/watch?v=AHBiWGGmCIU
2	https://www.youtube.com/watch?v=8HL7diF4Z6Q
3	https://www.youtube.com/watch?v=1GCMqF148LI&list=PLIZWp1j_w-F4jfsTnvF-mPitwYxrBdAtW

Code: BBXCBX4106**Production and Operation Management****3 Credits [LTP: 3-0-0]****A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING**

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	To outline the key elements of operations management and various Transformation processes to enhance productivity and competitiveness.	Remember
CO2	To Comprehend key decision areas of operations and analyze data for Effective decision making in operations management.	Understand
CO3	To apply the concept of ergonomics and TQM to enhance the productivity	Apply
CO4	To analyse various maintenance management technique to balance Costs and service levels.	Analyse
CO5	To evaluate to identify the critical path in project networks, understand its significance, and use it to minimize project duration And optimize resource allocation.	Evaluate

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	-	3	-	3	2	3	3	2	-
CO2	2	2	3	-	2	2	3	-	2	3	2
CO3	2	3	-	3	-	2	3	-	-	3	-
CO4	-	2	3	3	2	-	3	3	-	2	3
CO5	3	3	-	-	2	-	2	-	2	-	3
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction to Production and Operation Management	9
2.	Production Design, Planning and Control	9
3.	Productivity and Ergonomics	9
4.	Maintenance Management	9
5.	Network & Scheduling	9

D. DETAILED SYLLABUS

Unit	Unit Details
1.	Introduction to Production and Operation Management
	Meaning, Nature, Scope, Objectives, Importance, Functions of Production and Operation Management, Methods of manufacturing, Plant layout, Service layout, Safety considerations and environmental aspects.
2.	Production Design
	Production Design: Meaning, Objectives, product policy, Techniques of product development. Production Planning - Meaning, Definition, Objectives, Scheduling, Routing, Dispatch, follow up. Production Control –Meaning, Objectives, Factors affecting production control. Caselets on design, planning and control.
3.	Productivity and Ergonomics
	Productivity and Quality Control- Meaning, Definition, Importance, Measurement techniques, Quality control, Quality, circles, TQM. Inventory Management Ergonomics: Definition, Importance, Bio-Mechanical factors, safety equipment and device.
4.	Maintenance Management
	Maintenance Management: Introduction, Meaning, Types, Planning, Modern Scientific maintenance methods, Automation and computer integrated manufacturing. Simulation Technique
5.	Network & Scheduling
	Concept of PERT/CPM with Crashing, Resource allocation, Concept of Scheduling

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Production and Operation Management	L.C.Jhamb		Everest Publishing House
2	Production and Operation Management	Chase		Irwin Professional Publishing
3	Production and Operation Management (With skill development- corselets and cases)	N.Suresh		Newage International publication

Important Web Links	
1	https://www.youtube.com/watch?v=aSd8Hbg-tuY&list=PLLy_2iUCG87A-kHGx4YUY97ShTTqBfA6-
2	https://www.youtube.com/watch?v=eywQyLuTHNQ&list=PLPf7aahSRKFVuCziM_YMAoYYnLLeX5j8F
3	https://www.youtube.com/watch?v=PE_ZRZZAqy0&list=PLzj2eBwEXFvRbLyBxXyotzY2-8jETObL

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Historical Context of Indian Constitution	6
2.	Framing of Indian Constitution	6
3.	Key features of Indian Constitution	6
4.	Constitutional Bodies and Non-Constitutional Bodies	6
5.	Electoral Procedures in India	6

D. DETAILED SYLLABUS

Unit	Unit Details
1	Historical Context of Indian Constitution
	<ul style="list-style-type: none"> • Early Constitutional Experiments- Government of India Act 1909, 1919, 1935 • Indian Independence Act 1947 • Contribution of Indian National Freedom movement in making of constitution
2	Framing of Indian Constitution
	<ul style="list-style-type: none"> • Constituent Assembly: formation and composition • Key committee and their role. • Adoption and enactment of constitution and its key features
3	Key features of Indian Constitution
	<ul style="list-style-type: none"> • Preamble – Text and interpretation and objective • Fundamental rights- overview of part III and articles from 14 to 32.

	<ul style="list-style-type: none"> • DPSP- nature and scopes and types.
4	Constitutional Bodies and Non-Constitutional Bodies
	<ul style="list-style-type: none"> • Constitutional bodies: CAG, ECI, Finance commission • Non-constitutional bodies: NITI Ayog, NHRC, Central Information Commission • Role and their importance
5	Electoral Procedures in India
	<ul style="list-style-type: none"> • ECI- structure, composition, functions. • Electoral process- EVMs, VVPAT • Electoral reforms, RPA1951

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Indian Polity	M. Laxmikant		Mc Graw Hill
2	The Constitution of India	Dr. B. R. Ambedkar		Buddham Publisher

Important Web Links	
1	https://nptel.ac.in/courses/129106411
2	https://archive.nptel.ac.in/courses/129/106/129106003/
3	https://onlinecourses.nptel.ac.in/noc21_lw02/announcements

OUTLINE OF THE COURSE

UNIT NO.	UNIT NAME	HOURS
1	Foundations of Professional Communication	6
2	Managerial Meeting and Interpersonal Skills	4
3	Persuasion, Influence, and Teamwork	6
4	Public Speaking and Group Communication	4
5	Career Readiness and Goal Orientation	5

LIST OF LABS

1.	Foundations of Communication: Need for communication, Elements of communication, Goals of communication, Core & situational patterns, Barriers of communication, Formal & informal communication, Modes of communication (advantages/disadvantages)
2.	Telephonic and Virtual Communication: Telephonic communication, Use of social media in communication
3.	Writing Skills for Managers: Drafting professional emails, memos, and notices with peer review
4.	Meeting Skills: Simulated business meeting with students taking turns to chair, minute, and participate
5.	Giving and Receiving Feedback: Practice feedback using SBI (Situation-Behavior-Impact) and Feedforward techniques
6.	Saying No and Taking No: Role-play scenarios in refusing or receiving refusals at work with emotional control
7.	Persuasion and Influencing Skills
8.	Team Collaboration and Conflict Handling
9.	Formal Speaking Skills
10.	Group Discussion Skills
11.	HR Workshops
12.	Career Readiness & Program Wrap-Up

A. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Communication Techniques	Padmasree,N		
2	Hand Book of Practical Communication Skills	Wright, Chrissie		
3	Speaking and Writing for Effective Business Communication	Soundararaj, Francis		
4	A Course in Phonetics and Spoken English	Sethi, J		

5	A Course in Listening and Speaking	Sasikumar,V		
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Important Web Links	
1	https://www.youtube.com/watch?v=HANw168huqA
2	https://www.youtube.com/watch?v=Fsr4yrSAIAQ
3	https://www.youtube.com/watch?v=Sg7Q_dC_fWU&list=PLPuC5CMHiqumuzq_KQ4aw0V9Q7xJY6aezb

Code: BBXCBX4202	Social Media Management	1 Credit [LTP: 0-0-2]
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A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	To recall framework to recognize, understand, and manage new social practices online, together with a familiarity with the literature regarding social media and identity, community, collective action, Public sphere, social capital, and social networks.	Remember
CO2	Understand to use new social media, assess a new social medium's Potential cognitive, social, and political impact, and to tune or relinquish use of the medium for their own purposes.	Understand
CO3	Apply and work on the live business page of businesses on various social media platform like Facebook, Instagram, etc.	Apply
CO4	Analyze the process of growth of the business on the social media.	Analyze
CO5	Develop a social media strategies for various business and help them To grow.	Evaluate

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	1	1	1	2	1	1		1	1	1
CO2	-	2	1	-	1	1	2		-	1	-
CO3	1	1	2	1	-	2	1		1	2	1
CO4	1	-	1	2	-	1	1		1	-	1
CO5	2	2	1	1	1	2	2		2	2	-
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction to Social Media	6
2.	The shift of marketing and PR tactics	6
3.	Utilization of social media platforms	6
4.	Facebook, Blogging, Twitter & LinkedIn bestPractices	6

5.	Google+, Instagram, Pinterest, YouTube & Snapchat best Practices	6
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D. DETAILED SYLLABUS

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

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1				
2				
3				
4				

Important Web Links	
1	
2	
3	

Code: BDMCBX4109**Internet of Things****3 Credits [LTP: 3-0-0]****A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING**

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Understand basic concepts of IOT and other components that build an IOT solution.	Understand
CO2	Understand and Map out the process of building an IOT solution for business applications.	Understand
CO3	Evaluate different infrastructure components and network systems, and design the basic network for IOT applications for business	Evaluate
CO4	Analyze IOT cloud infrastructure blocks, Making right IOT platform choice	Analyze
CO5	Identify and analyze IOT security and privacy risks	Analyze

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1		1	-	3	1	-	-	1	-	-	
CO2	1	3	-	2	1	-	-	-	-	-	1
CO3		-	-	3	1	-	-	-	-	1	
CO4	1		3	-	-	-	1	1	-	-	1
CO5	1	1	3	-		1	-	-	1	-	1
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction to IoT	8
2.	Micro-controller programming using	8
3.	Building IOT Applications using Raspberry Pi/ Arduino platform	8
4.	IOT Cloud Infrastructure	8
5.	Performance and Security in IOT	8

D. Details Syllabus

Unit	Unit Details
1	Introduction to IoT
	Understanding of IOT platform and familiarization with the building blocks in IOT architecture. Learn how to implement IOT business use cases using various IOT platforms. Practical: Analyze real-world IoT applications across sectors like agriculture, healthcare, and logistics.
2	Micro-controller programming using
	Understand Embedded Systems and its components, learn to build embedded applications using Arduino Platform, become familiar with hardware interfacing using Arduino, build IOT applications using wired and wireless protocols (ex: Bluetooth, Wifi), debug applications using Arduino IDE. Practical: Develop a smart home prototype using Arduino and sensors (e.g., motion, temperature).
3	Building IOT Applications using Raspberry Pi/ Arduino platform
	Become familiar with Raspberry Pi and Arduino platforms and their applications for basic business application. Understand basic interface of Raspberry Pi/ Arduino devices using Ethernet, Wifi and Bluetooth interfaces. Practical: Implement a simple IoT project (e.g., temperature monitoring system) using Raspberry Pi and cloud dashboards.
4	IOT Cloud Infrastructure
	To understand IOT cloud infrastructure blocks, Making right IOT platform choice by understanding various popular platforms, Configuring IOT platforms to get required analytics, Learn integration elements (ex: REST APIs) for devices. Practical: Use platforms like ThingSpeak or Blynk for real-time IoT data visualization.
5	Performance and Security in IOT
	Learning how to benchmark IOT applications and platforms, understanding the security risks in IOT, counter measures and design consideration, Get an understanding of using cryptography in IOT, Instagram, Google+, etc. using this platform for marketing brand to the users. Practical: Simulate security threats and implement encryption in a small IoT device communication.

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Internet of Things Architecture and design principle	Mc Graw		Hill Education
2				
3				
4				
5				

Important Web Links	
1	https://onlinecourses.nptel.ac.in/noc22_cs53/preview
2	https://archive.nptel.ac.in/courses/106/105/106105166/
3	https://nptel.ac.in/courses/106105166

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	To analyze the Financial system of India.	Analyzing
CO2	To create the functioning of Financial markets of India.	Creative
CO3	To Apply the Actual functioning of financial institution of India.	Applying
CO4	Students will generate functions and operations of banks.	creative
CO5	To Develop the Knowledge of how to use new technology in banking Operations along with its cyber security.	Develop

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	2	2	2	1	-		-	2	2
CO2	-	2	-	-	1	-	-		-	1	-
CO3	1	1	-	1	-	2	1		1	2	1
CO4	2	-	1	2	-	1	1		-	-	1
CO5	1	2	-	-	1	2	2		-	2	-
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Indian Financial system: an overview	8
2.	Introduction to Financial Assets	8
3.	Fundamental of Financial Markets	8
4.	Financial Services in India	8
5.	Derivatives & Commodity Market	8

D. Detailed Syllabus

Unit	Unit Details
1	Indian Financial system: an overview
	Introduction to Indian Financial System Structure of Financial system-financial institutions, markets, financial instruments and financial services. Overview of Indian Financial System FinancialintermediariesinFinancialSystem-MerchantBankers,underwriters, depositors, Brokers, Sub brokers, bankers.
2	Introduction to Financial Assets
	Meaning and Features of Financial Assets; Financial Assets Vs. Real Assets; Classification of Financial Assets; Equity Shares; Preference Shares, Debentures, Innovative Debt Instruments; Derivative Instruments; Non-Marketable Financial Assets,
3	Fundamental of Financial Markets
	Primary Markets: Meaning, functions, Role in Economic Development. Secondary markets: Meaning, functions, Role in Economic Development Issue & Management of IPOs Role of stock Exchanges in economic development BSE, NSE, OTCEI-Functions. Money Market Instruments. Difference between Money Market & Capital Market
4	Financial Services in India
	Mutual Funds-Meaning, Types, Advantages and Disadvantages, Factors affecting investment in mutual fund. Mutual fund investment- Selection of best mutual funds. Factoring-Meaning, types, advantages and disadvantages. Venture Capital- meaning, importance, process. Credit rating Agencies-Importance & Role.
5	Derivatives &Commodity Market
	Derivatives- Meaning &Definition, Importance Future and Options-meaning, types, importance. Basics of Future, Forward, Option contracts, Swaps, Hedging, Swap etc. Commodities, Multi Commodity Exchange of India Limited (MCX)-Functioning& Importance. Exchange traded funds-Functioning & Importance.

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	"Financial Services: Getting the Goods"	<i>Asmundson, Irena (28 March 2012).</i>		<i>IMF</i> . Retrieved 8 September 2015.
2				
3				
4				
5				

Important Web Links

1	https://archive.nptel.ac.in/courses/110/105/110105121/
2	https://www.classcentral.com/course/youtube-noc-jan-2019-financial-institutions-and-markets-47358
3	http://acl.digimat.in/nptel/courses/video/110105121/L33.html

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Describe the fundamental elements of relational database management systems	Understand
CO2	Understand the basic concepts of relational data model, entity- relationship model, relational	Understand
CO3	Know database design, relational algebra and SQL.	Understand
CO4	Design ER-models to represent simple database application scenarios	Create
CO5	convert the ER-model to relational tables, populate relational database and formulate SQL	Develop

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	2	-	2	1	-		-	2	2
CO2	-	2	-	-	1	2	-		-	1	-
CO3	1	1	-	1	2	1	1		1	2	1
CO4	2	-	1	2	1	2	1		-	-	1
CO5	1	2	-	-	1	1	2		-	2	-
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction:	8
2.	E-R Modeling:	8
3.	File Organization	8
4.	Relational Data Model:	8
5.	EER and ER to relational mapping	8

D. Detailed Syllabus

Unit	Unit Details
1	Introduction:
	<ul style="list-style-type: none"> Characteristics of database approach, data models, DBMS architecture and data independence. Introduction to NoSQL databases and comparison with traditional RDBMS
2	E-R Modeling:
	Entity types, Entity set, attribute and key, relationships, relation types, roles and structural constraints, weak entities, enhanced E-R and object modeling, Sub classes; Super classes, inheritance, specialization and generalization. Use of UML diagrams in advanced conceptual data modeling. Creating E-R diagrams using tools like Lucidchart, Draw.io, or MySQL Workbench
3	File Organization:
	Indexed sequential access files; implementation using B & B++ trees, hashing, hashing functions, collision resolution, extendible hashing, dynamic hashing approach implementation and performance. Introduction to Log-Structured Merge Trees (LSM Trees) used in modern databases like Cassandra . Implementation of basic indexing using Python or Java for record files
4	Relational Data Model:
	Relational model concepts, relational constraints, relational algebra, SQL: SQL queries, programming using SQL. Window functions and CTE (Common Table Expressions) in SQL. Designing and querying relational schema for a mini-project like Library or E-commerce database
5	EER and ER to relational mapping:
	Data base design using EER to relational language. Data Normalization: Functional Dependencies, Normal form up to 3rd normal form. Concurrency Control: Transaction processing, locking techniques and associated, database recovery, security and authorization. Recovery Techniques, Database Security. Introduction to Distributed Databases and CAP theorem. Hands-on with ACID vs BASE properties using MongoDB and PostgreSQL transaction demo

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Database Systems Concepts	Silberschatz, A., Korth, A., & Sudarshan, S		McGraw Hill
2	Understanding the new SQL: A complete Guide	Melton J., & Simon, A.R.		Morgan Kaufmann Publishers
3	Database Management Systems.	Majumdar A.K., & Bhattacharya, P		TMH
4	An Introduction to database systems	Dsai, B		Galgotia Publications

Important Web Links	
1	https://www.youtube.com/watch?v=IoL9Ve2SRwQ&list=PLIwC9bZ0rmjSkmlVRJROX4vP2YMif4Ebh
2	https://www.youtube.com/watch?v=EUzsy3W4I0g&list=PL9426FE14B809CC41
3	https://www.youtube.com/watch?v=OMHbGm9SOuE&list=PLZ2ps_7DhBYc4jkUk_vOAiYEVFzVzhdU

Code: BBACBX4109

**Fundamentals of Digital Banking
& Financial Technology**

3 Credits [LTP: 3-0-0]

Course Objective (s):

- 1) To understand the role of Technology and emerging trends in Banking.
- 2) To know how Banks work, its role as a Financial Intermediary and the Products and Services it offers.
- 3) To make students learn initials of Fintech.
- 4) To introduce latest technology in Fintech.
- 5) To make students learn aspect of Fintech and Economics regards to today's world

Course Outcomes (COs) CO Code	Course Outcome Statement	Teaching Hours	Bloom's Taxonomy
CO1	To explain the evolution, characteristics, and necessity of digital banking, including various channels and card technologies, and assess their impact on the banking system.	9 hours	Understanding, Applying, Analyzing
CO2	To differentiate between mobile and internet banking, describe their technological infrastructure, and evaluate associated risks and fraud management practices.	10 hours	Understanding, Evaluating, Analyzing
CO3	To understand the foundational concepts and evolution of FinTech and analyze how digital disruption is reshaping the financial services landscape.	8 hours	Understanding, Analyzing, Evaluating
CO4	To identify key FinTech trends and their sector-specific applications, while applying digital tools like Xero and Emburse to real-world use cases.	9 hours	Applying, Evaluating, Creating
CO5	To evaluate and synthesize emerging technologies—blockchain, AI, crypto, cloud, and IoT—in digital banki2 ecosystems, and propose innovative solutions aligned with future financial systems.	9 hours	Evaluating, Creating, Analyzing

UNIT 1: Introduction to Digital Banking

Digital Banking- Meaning, Definition and Characteristics;

Need for and Importance of Digital Banking, Channels of Digital Banking, Digital Banking Products: Introduction and Need for Digital Banking Products;
Debit / Credit / ATM Cards: Overview and Brief History of Cards in BFSI Industry, Different Types of Cards, Product Features, EMV Machine Technology, New Technologies – Tap and Go, NFC, Etc., Approval Processes for Cards, Profitability of Cards, Back End Operations, Recovery and Follow Up.

UNIT 2: Mobile Banking & Digital Banking

MOBILE BANKING: Overview And Brief History, Product Features and Diversity, IMPS, Profitability of Mobile Banking, Risk Management and Frauds, Back End Operations and Technology;
INTERNET BANKING: Overview And Brief History, Product Features, Corporate and Individual Internet Banking, Integration with E-Commerce Merchant Site, Profitability of Internet Banking, Risk Management and Frauds, Back End Operations and Technology.

UNIT 3: Introduction to FinTech (Financial Technology)

FinTech - Meaning, Definition, Importance;
Evolution of FinTech Across The World. Impact of Digital Disruption and Innovations by FinTech on The Banking and Financial Sector.

UNIT 4: Trends in FinTech (Financial Technology)

Understand the Key FinTech Trends Which Will Disrupt the Financial Sector, Training in Digital Tools - Xero, Emburse;
FinTech Affecting Different Sectors: Learn the Effects of FinTech on Payment Innovations, Health, Real Estate, and Insurance Sector.

UNIT 5: Digital Banking: New Developments

Business Ecosystems, Block-Chain, Crypto-Currencies, Peer-Financing, Cloud, Virtualization, Analytics, Artificial Intelligence, Machine Learning, Internet of things (IoT).

Text Books:

S. No.	Book Title	Author(s)	Publisher
1	Bank 4.0: Banking Everywhere, Never at a Bank	Brett King	Wiley
2	Fintech Founders: Inspiring Tales from the Entrepreneurs That Are Changing Finance	Agustín Rubini	De Gruyter

Reference Books:

S. No.	Book Title	Author(s)	Publisher
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1	The FINTECH Book: The Financial Technology Handbook for Investors, Entrepreneurs and Visionaries	Susanne Chishti & Janos Barberis	Wiley
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2	Smarter Bank: Why Money Management Is More Important Than Money Movement to Banks and Credit Unions	Ron Shevlin	Searching Finance Limited
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Web Material Link(s):

1. <https://www.spglobal.com/marketintelligence/en/documents/an-introduction-to-fintech-key-sectors-and-trends.pdf>
2. <https://egyankosh.ac.in/bitstream/123456789/95911/1/Block-1.pdf>
3. https://en.wikipedia.org/wiki/Financial_technology
4. https://en.wikipedia.org/wiki/Digital_banking

Equivalent/Corresponding Course on NPTEL (SWAYAM):

1. Fintech: Foundation and Applications by Dr. Ruchi Jain-
https://onlinecourses.swayam2.ac.in/imb25_mg94/preview
2. Banking and Insurance by Dr. Ruchi Jain.- https://onlinecourses.swayam2.ac.in/imb24_mg50/preview
3. Fundamentals of Banking and Insurance by Dr. Girija Shankar-
https://onlinecourses.swayam2.ac.in/cec23_mg05/preview

SEMESTER-V

Code: BBXCBX5101	Product and Brand Management	3 Credits [LTP: 3-0-0]
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A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	To Understand the basic concepts of product, including product levels, product classification, and the product life cycle and Evaluate strategies applied by companies in different PLC stages	Understand and Evaluate
CO2	To understand various stages of new product development and their Significance to ensure success of new product in the market.	Understand
CO3	To analyze packaging of various kinds of products and their impact on product positioning, brand image and brand loyalty	Analyze
CO4	To Comprehend the fundamentals of brand management, including The definition, importance, and characteristics of strong brands.	Compresence
CO5	To apply Digital Branding Strategies for various products and companies and apply brand audits to judge performance of various established brands	Apply

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	-	-	-	-	1	2	3	2	1
CO2	3	2	-	1	-	-	-	-	3	-	2
CO3	2	-	-	-	-	1	-	3	1	3	2
CO4	-	3	-	-	-	-	2	-	3	2	1
CO5	-	-	-	3	-	-	2	-	1	3	2
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Basics of Product Management	8
2.	New Product Development	8
3.	Packaging	8
4.	Fundamentals of Brand Management	8
5.	Advanced Concept of Brand Management	8

D. DETAILED SYLLABUS

Unit	Unit Details
1	Basics of Product Management
	<p>Product Portfolio: Concept, Importance, Competition & Product Strategy. Product portfolio: Concept , benefits of Product portfolio management</p> <p>Basic Concept of Product, Product Levels, Product Life Cycle: Concept, Strategies related to different stages of PLC, Product portfolio: Concept, Importance of product portfolio management</p>
2	New Product Development
	<p>Meaning and importance of new products, Types of new products, Stages of new product development. Reasons for failure of new product.</p>
3	Packaging
	<p>Meaning - Importance – Types – Features of Packaging Factors influencing packaging decision. Packaging Strategies: Legal and Ethical aspects of packaging: Green packaging: Concept and importance. Product labelling: Meaning, Types and Importance.</p>
4	Fundamentals of Brand Management
	<p>Introduction to Brand Management : Definition and Importance of Brands, The Role of Branding in Marketing Strategy</p> <p>Brand Equity: Understanding Brand Equity, Sources and Outcomes of Brand Equity</p> <p>Brand Positioning and Differentiation: Concepts of Brand Positioning, Differentiation and Its Importance in Branding</p> <p>Brand Identity and Image : Developing Brand Identity, Elements of Brand Identity (Name, Logo, Tagline, etc.)</p>
5	Advanced Concept of Brand Management
	<p>Digital Branding Strategies, Social Media and Brand Engagement</p> <p>Building and Sustaining Brand Loyalty,</p> <p>Global Brand Management</p> <p>Brand Audits and Metrics - Conducting a Brand Audit, Key Metrics for Brand Performance, Tools and Techniques for Brand Assessment</p>

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Product and Brand nagement	Tapan Panda		Oxford University Press
2	Brand Management	Harsh V Verma		Excel Books
3	Strategic Brand Management	Kevin Lane Keller, M.G.Parameswaran, Isaac Jacob		Pearson
4	Product Policy and Brand nagement, Text and Cases	A.K.Chitale, Ravi Gupta,		PHI Learning Private Limited
5	New Product Development, rom Initial idea to product management	Marc. A. Annacchino, P.E.		Elsevier

Important Web Links	
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COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Understand services as a Business Function.	Understand
CO2	Apply the concept of service management at market place.	Apply
CO3	Explain the concept of Service mix and develop the applications for Real world market offerings.	Apply
CO4	Analyze the concept and theories of Segmentation, service Environment.	Analyze
CO5	To give the students an exposure towards globalization on service sector	Evaluate

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	-	1	-	2	1	1	-	-	-	-
CO2	1	1	2	-	1	2	2	2	-	2	-
CO3	2	3	2	2	3	1	2	1	-	-	1
CO4	1	2	-	-	1	1	-	2	-	-	-
CO5	1	-	3	-	1	-	-	2		1	1
WT. AVG	1.6	2	2	2	1.6	1.25	1.67	1.75	-	1.5	1

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction of Services management	9
2.	Growth in service sector	9
3.	Service Mix Elements	9
4.	Service Environment	9
5.	Research in service Industry	9

Unit	Unit Details
1	Introduction of Services management
	Introduction to services: Concept, Scope of service management in India & abroad Classification & characteristics of services, Service as key differentiator for manufacturing industries, functions of Service Management, Goods versus Services Marketing.
2	Growth in service sector
	Changing dynamics & challenges of service sector. Growth in service sector: Importance, Growth & Development of service sector in India. Required service skill set for service management.
3	Service Mix Elements
	Product: The service products, Service Product Life-Cycle and its Strategies, Place: Managing Distribution Channels in Service Industry, Factors affecting choice of channel, Strategies for distribution, Price: Factors affecting Service Pricing & Pricing Methods Promotion: Objectives, Selection Criteria, Developing the promotion mix, Sales promotion tools, Physical Evidence: Introduction, Elements, Role of physical evidence, Managing physical evidence as a strategy. Process : inputs, throughputs, and outputs and People : Firm's personnel, the customer and other customers in service environment
4	Service Environment
	Micro & Macro Service Environment: PESTEL Analysis of Service Sector, Six Market Model, Market Analysis & Segmentation: Planning process, Rethinking the customer service function, Focusing & positioning target customers, SERVQUAL & GAP Model Service Design: Introduction, Building a service blueprint and its benefits.
5	Research in service industry
	Environmental changes leading to service boom, Impact of globalization on service Sector: An Overview New Economic policy & its impact on service sector, Preparation of small report based on service market analysis. Research in the service industry in India. Upcoming trends in service industry.

RECOMMENDED STUDY MATERIAL

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

Important Web Links	
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Skill Development Activities:

1. Visit any service sector organization and prepare the report on service operations
2. Prepare a service blue print for a service organization.
3. Visit any service sector organization and prepare the report on service strategies followed by the organization.
4. Prepare a queuing model for a service sector organization nearer to you.
5. Visit any service sector organization and prepare the report on service quality measures followed by the organization.

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Understand various integrated communication tools and their effectiveness in contemporary times	Understand
CO2	Discuss the elements and models of the communication process	Understand
CO3	Examine the execution styles and select the right media vehicle to achieve advertising objectives	Analyze
CO4	Develop the integrated marketing communication program.	Develop
CO5	Appraise the integrated brand promotion strategies and issues	Evaluate

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	–	2	–	–	–	–	–	3	–	2
CO2	2	–	3	–	–	–	3	–	3	–	–
CO3	–	3					3	2	2	3	1
CO4	–	3	–	1	–	–	–	–	3	2	–
CO5		3		2			3		3	3	2
WT. AVG	2.5	3	2.5	1.5	–	–	3	2	2.8	2.67	1.67

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction To IMC	9
2.	Analyzing The Communication Process	7
3.	Objective Setting And Budgeting For IMC	6
4.	Developing The Integrated Marketing Communication Programme	11
5.	Integrated Brand Promotion And Issues	12

D. DETAILED SYLLABUS

Unit	Unit Details
------	--------------

1	Introduction To IMC
	Integrated Marketing Communication: Meaning, Importance, IMC tools, role of IMC in branding & IMC Planning process. Role of IMC in the Marketing process: Marketing strategy and analysis, Target market process, Developing positioning strategy.
2	Analyzing The Communication Process
	Communication Process: Source, Message and channel factors, Analyzing the receiver ,Models of response process: AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model.
3	Objective Setting And Budgeting For IMC
	Determining IMC Objectives-Marketing objectives versus IMC objectives, Communication Effects Pyramid, GFK International purchase funnel, DAGMAR: An approach to setting objectives, Problems in setting objectives, Establishing and allocating the promotional budget.
4	Developing The Integrated Marketing Communication Programme
	Managing Creativity: Creative process, ATL and BTL Advertising Creativity, Advertising creativity, Creative strategy Development- Advertising Campaigns, Creative Brief, Appeals and Execution Styles, Media planning and Strategy- Developing the media plan, Monitoring evaluation and control- Testing Methods (Pretests, Post test), The Testing Process, Measuring the effectiveness of other IMC program elements.
5	Integrated Brand Promotion And Issues
	"Sales promotion, Point-of-purchase Advertising, Support media, Event Sponsorship, Product Placements and Branded Entertainment, Integrating Direct marketing and Personal selling, Public Relations, Influencer Marketing, and corporate advertising, IMC integration tools- Internet Marketing: E-Commerce, Viral Marketing, Environmental, Regulatory and Ethical Issues -Environmental marketing communications, Green Marketing Initiatives, Regulation of Marketing Communications, ASCI, Ethical Issues in IMC.

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Advertising and promotions: An integrated brand approach.	Semenik, R. J., Allen, C., O'Guinn, T. C., & Kaufmann, H. R., ,		Cengage Learning
2	Integrated Advertising, Promotion and Marketing Communications.	Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha,,		Pearson Publication
3	Principles of Marketing	Clow, Kenneth E.		Pearson Publication
4	Advertising & Promotions: An IMC perspective	Kruti Shah and Alan D'Souza		Tata McGraw Hill

Important Web Links	
1	https://www.youtube.com/watch?v=iGZZqpytetE&list=PLLy_2iUCG87BZQd6zdOpp8Gewl5tgIRGu
2	https://onlinecourses.nptel.ac.in/noc22_mg38/preview
3	https://www.youtube.com/watch?v=_mtATCovCy4

Skill Development Activities:

(These activities are only indicative; the Faculty member can innovate)

1. Visit any website and list the promotional strategy of the company.
2. Find out the E-commerce tools of the company
3. Design AIDA Model for any company of your choice.
4. Identify sales promotion tools of FMCG Company.

Code: BBXCBX5104

Company Law

3 Credits [LTP: 3-0-0]

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Remember the basic concepts about the company and its Functioning.	Remember
CO2	Understand the provisions of formation and incorporation stage.	Understand
CO3	Apply the provisions mentioned in Memorandum of Association, Articles of Association and Prospectus.	Apply
CO4	Analyze the legal position of Directors, the rules regarding appointment of directors and conduction of AGM & EGM	Analyze
CO5	Evaluate the procedure regarding dissolution and winding up of Companies.	Evaluate

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	-	-	-	2	-	1	-	1	1
CO2	2	2	-	-	-	2	-	1	-	1	1
CO3	3	2	-	-	-	3	-	2	-	2	1
CO4	2	2	-	-	-	3	-	2	-	1	1
CO5	2	2	-	-	-	3	-	2	-	1	1
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	The Company: Meaning & Nature	9
2.	Formation of company	9
3.	Documents of Company	9
4.	Management of companies	9
5.	Winding up of companies	9

D. DETAILED SYLLABUS

Unit	Unit Details
1	The Company: Meaning & Nature
	Meaning and importance of company, Characteristics of company, Types of company, Lifting up of corporate veil.
2	Formation of company
	Promoters: Meaning, Position and duties, Formation of company, Registration stage of company, Incorporation of company
3	Documents of Company
	Memorandum of Association: Importance and contents, Articles of Association: Importance and Contents, Prospectus: Objectives and contents.
4	Management of companies
	Directors-Meaning, legal position and powers of directors, Appointment of directors. Basics of company meetings- AGM & EGM
5	Winding up of companies
	Dissolution and winding up of companies, Reasons of winding up, Compulsory winding up, Voluntary winding up

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Company Law	Dr. Avtar Singh		Eastern Book Company
2	Corporate Law	Shah S.M.		Central Law Publication
3	Company Law	Dr. N. V. Paranjpe		Central Law Agency
4	Company Law	N. S. Zad& Divya Bajpai		Taxmann's

Important Web Links	
1	https://www.icsi.edu/media/webmodules/publications/FinalCLStudy.pdf
2	https://www.taxmann.com/post/blog/733/different-types-of-companies/
3	https://www.taxmann.com/post/blog/what-is-a-company-definition-characteristics-and-latest-case-laws/

Skill Development Activities:

(These activities are only indicative; the Faculty member can innovate)

1. Case Studies Analysis: Provide students with real-life case studies related to company law violations or disputes. Ask them to analyze the cases, identify legal issues, and suggest possible solutions or outcomes.
2. Guest Lectures and Workshops: Invite legal professionals, corporate lawyers, or regulators to conduct guest lectures or workshops on relevant topics within company law. This exposes students to practical insights from industry experts and provides networking opportunities.
3. Quiz Competitions: Organize quiz competitions with questions based on the Indian Company Law Act, 2013, and related legal principles. This fun and competitive activity reinforces students' knowledge retention and encourages active participation.
4. Interactive Online Resources: Curate interactive online resources such as webinars, podcasts, or e-learning modules focused on Indian Company Law Act, 2013. Encourage students to engage with these resources independently to supplement their classroom learning.
5. Group Debates: Divide students into groups and assign them different topics related to company law, such as corporate governance, shareholder rights, or legal liabilities of directors. Encourage them to research and present their arguments in a structured debate format.

Code: BBXCBX5105

Stock Market Investment

2 Credits [LTP: 2-0-0]

B. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	To Understand the basics of Investment, Concept of Risk & Return, Various Avenues of Investment.	Understand
CO2	To Apply the concept of Fundamental Analysis towards various Approaches of making investment.	Understand
CO3	To Analyze the various Trading rules to be used for the purpose of Technical Analysis.	Apply
CO4	To Evaluate both Primary Market and Secondary Market in reference to Various market participants.	Analyze
CO5	To Interpret the mechanism of Investment in Mutual Funds.	Evaluate

C. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	-	2	-	1	-		1	-	1
CO2	1		3		1	-	-		-	2	-
CO3		-	-		-	-	1		2	-	-
CO4	-	1	-	-	-	-	1		1		3
CO5		1	1	-	1	1	-			1	
WT. AVG											

D. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Basics of Investment	9
2.	Fundamental Analysis	9
3.	Technical Analysis	9
4.	Indian Stock Market	9
5.	Investment in Mutual Funds	9

E. Details Syllabus

Unit	Unit Details
1	Basics of Investment
	Basics of investment and investment environment, concept of risk and return, risk and return trade off, types of investing and investors. Avenues of investment- Equity shares, Preference shares, Bonds and Debentures, Insurance schemes, Mutual funds, indexed funds, ETF
2	Fundamental Analysis
	Top down and bottom up approaches, Analysis of international and domestic economic scenario, industry analysis, company analysis (Equity of management, financial analysis: both annual and quarterly, income statement analysis, position statement analysis including key financial ratios, cash flow statement analysis, EBIT, capital gearing ratio, return on equity, EPS and DPS analysis, industry market ratio, operating profit ratio, net profit ratio.
3	Technical Analysis
	Trading rules (Credit balance theory, confidence index, filter rules, market breadth, and advances vs declines) and charting (Use of history price, simple moving average and MACD, basic and advanced interactive charts) Do's and Don'ts of investing in market.
4	Indian Stock Market
	Primary market (IPO, FPO, Private Placement, OFS), Secondary markets, Market Participants: Stock broker, investor, depositories, clearing house, stock exchange, role of stock exchange
5	Investment in Mutual Funds
	Concept and background of mutual funds, advantages, disadvantages of investing in mutual funds, types of mutual funds- open ended, close ended, equity, debt, hybrid, index funds, exchange-traded funds and money market funds. Factors affecting the choice of mutual funds.

F. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Financial Markets	I.M.Pandey		Tata McGraw Hill
2	Marketing of Financial Services	V.A.Avadhani		Himalaya Publishers
3	Indian Financial Systems	Vasant Desai		Himalaya Publishers
4	Financial Intermediaries	Benton E.G.		Oxford Publication
5	NISM Module	SEBI		SEBI

Important Web Links

1	https://www.youtube.com/watch?v=3UF0ymVdYLA&t=460s
2	https://www.youtube.com/watch?v=HNpY6fSeo8
3	https://www.youtube.com/watch?v=JU45iCmEka0

Skill Development Activities:

(These activities are only indicative; the Faculty member can innovate)

- 1. Stock Market Research Project:** Conduct a small stock market research project to understand investor's behavior, preferences, and trends. Students can create surveys or questionnaires and interpret the collected data.
- 2. Market Analysis Assignment:** Assign students to analyze the branding strategy of a well-known Indian or international company with focus on aspects like brand identity, positioning, and equity.
- 3. Case Study Discussions:** Engage students in analyzing real-world securities market case studies from different industries. Follow it up with group discussions and presentations.
- 4. Advertising Critique Session:** Let students analyze and critique existing advertisements, highlighting the strengths and weaknesses in their creativity, messaging, and target audience engagement of various companies.

Code: BBXCBX5201	Course : Professional Skills For Managers: II	Credits: 1 (0-0-2)
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COURSE OUTCOMES (COs)

Course Outcomes	Bloom's Taxonomy Level	Detail of Course Outcome
CO I	Analyze/Create	The learner will be able to analyze complex business contexts and formulate innovative, ethically sound strategies to guide long-term organizational vision.
CO II	Apply	The learner will be able to demonstrate emotional agility and apply coaching and feedback techniques to enhance workplace relationships and team growth.
CO III	Apply/Create	The learner will be able to write clear, concise managerial documents and present themselves with executive presence in professional environments
CO IV	Evaluate	The learner will be able to evaluate team performance practices and implement inclusive leadership strategies that foster accountability and diversity.
CO V	Apply	The learner will be able to respond effectively to crisis scenarios and navigate intercultural dynamics in global business environments.

Course Matrix Planned

Cos	Program Outcomes											
	Program Specific Outcomes					Program Outcomes						
	PSO I	PSO II	PSO III	PSO IV	PSO V	PO I	PO II	PO III	PO IV	PO V	PO VI	PO VII
CO I										1		3
CO II									1			3
CO III											1	3
CO IV									2		2	3
CO V										2		3

(3- fully met; 2- partially met; 1 – poorly met; – not met)

Course Syllabus

OUTLINE OF THE COURSE

UNIT NO.	UNIT NAME	HOURS
1	Strategic and Ethical Managerial Competence	6
2	Emotional and Interpersonal Intelligence	4
3	Advanced Managerial Communication	6
4	Organizational Leadership and Accountability	4
5	Global Readiness and Crisis Leadership	5

LIST OF LABS	
	Strategic and Ethical Managerial Competence
1	Strategic Thinking and Visioning: Develop a personal leadership vision and align it with long-term business strategies using scenario planning
2	Design Thinking for Innovation: Use the 5-stage design thinking process to develop a solution for a real-world business problem
3	Ethical Decision Making in Management: Analyze ethical dilemmas through frameworks (e.g., utilitarianism vs. rights-based) and present justified solutions
	Emotional and Interpersonal Intelligence
4	Emotional Agility and Self-Regulation: Reflective journaling + self-assessment using an emotional agility framework; apply to a workplace trigger scenario
5	Feedback and Feed forward Techniques: Practice giving and receiving constructive feedback using the SBI and Feed forward models
6	Professional Writing – Proposals and Briefing Notes: Draft a formal business proposal and a 1-page executive briefing note based on a complex case
	Advanced Managerial Communication
7.	Managerial Coaching and Mentoring Skills: Peer coaching using GROW model to support development goals
8.	Building a Culture of Accountability: Role-play scenario on delegation and accountability in performance reviews
	Organizational Leadership and Accountability
9.	Managing Diversity and Inclusion in the Workplace: Bias-awareness simulation + inclusive leadership case study discussion
10.	Crisis Leadership and Resilience Building: Group-based simulation of a leadership crisis (e.g., employee strike, data breach) requiring response and communication
	Global Readiness and Crisis Leadership
11.	Global and Intercultural Fluency: Simulate a cross-cultural business negotiation between two countries with different communication styles
12.	Executive Presence and Personal Branding: Develop a 2-minute leadership presence video + review by peers; include attire, tone, message, and body language.

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Recall fundamental mathematical formulas, principles, and procedures related to quantitative aptitude	Remember
CO2	Explain and interpret key concepts and techniques in quantitative aptitude, such as percentages, ratios, probability, and algebraic equations	Understand
CO3	Apply quantitative methods and techniques to solve practical business problems, such as financial calculations, data analysis, and optimization of resources	Apply
CO4	Remember fundamental principles and types of reasoning, including deductive, inductive, and logical reasoning	Remember
CO5	Explain and differentiate between various reasoning techniques, such as analogies, syllogisms, and pattern recognition	Understand

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	-	-	-	-	-	-	-			
CO2	-	-	-	-	-	-	-	-			
CO3	-	2	-	1	-	-	-	1			
CO4	-	1	-	-	-	-	-	1			
CO5	-	-	-	-	-	-	-	-			
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Quantitative Aptitude- I	6
2.	Quantitative Aptitude- II	6
3.	Quantitative Aptitude- III	6
4.	Reasoning – I	6
5.	Reasoning – II	6

D. DETAILED SYLLABUS

Unit	Unit Details
1	Quantitative Aptitude- I
	Basic Calculation, Percentage & Profit and Loss
2	Quantitative Aptitude- II
	Simple Interest, Compound Interest and Ratio & Proportion
3	Quantitative Aptitude- III
	Average and Mixture & Alligations
4	Reasoning – I
	Direction and Distance, Blood Relation, Calendar and Clock
5	Reasoning – II
	Ranking Test, Syllogism, Seating Arrangement, Puzzles

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Verbal Ability & Reading Comprehension	Arun Sharma and Meenakshi Upadhyay		McGraw Hill Companies
2	Study material for CAT, SAT, GRE, GMAT by TIME	Career Launcher and IMS etc.		TIME
3	Quantitative Aptitude	R S Agarwal S Chand Publications		S Chand
4	Quantitative Aptitude	Pearson Publications		McGraw Hill Companies
5				

Important Web Links	
1	
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A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	The student will draft the Introduction section of the complete Report	CREATING
CO2	The student will learn and draft the Industry Profile and the Company profile in the aspect of the topic of his / her study	CREATING
CO3	The student will decide the Objectives of the Study and use his knowledge of Research Methodology to decide on the RM of his / her study	CREATING
CO4	The student will undertake Statistical Analysis of the data collected during the Internship period	CREATING
CO5	The student will generate References and Draft the final copy of the complete Report	CREATING

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3		2	3		2			-	1	-
CO2		2			3		2		2	-	-
CO3	2			3					3	2	2
CO4	2	3	2				2		1	-	-
CO5					2	3	2		-	3	-
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	The Introduction Section of the Report	4
2.	Industry Profile and the Company Profile	4
3.	Objectives of the Study & Research Methodology	6
4.	Data Analysis, Data Presentation, Conclusion & Recommendations	8
5.	References (APA Style), Appendices (Questionnaire, Data Sheets etc.) & Executive Summary	8

D. DETAILED SYLLABUS

Unit	Unit Details
1	
2	
3	
4	
5	

Syllabus:

At the end of the Fourth Semester, each student should have undertaken a Summer Internship Project (SIP) for 8 weeks. The SIP may or may not have a Functional Focus, i.e. the student may take up a SIP in his/her intended area of specialization or in any other functional area of management. The student shall submit a written structured report based on work done during this period on the basis of suggested guidelines and research methodology.

SIP may be a research project – based on primary/ secondary data or may be an operational assignment involving working by the student on a given task/assignment/project/ etc. in an organization / industry. It is expected that the SIP shall sensitize the students to the demands of the workplace.

➤ **Guidelines**

Objective: By the training the student is expected to learn about the organization and analyses and suggest solutions of a live problem. The objective is to equip the student with the knowledge of actual functioning of the organization and problems faced by them for exploring feasible solutions and suggestions

Guidelines:

- At the end of second semester examination, every student of BBA will undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be of 6 to 8 weeks duration. The guidelines of training will be provided before the end of the second semester classes.
- During the course of training, the organization (where the student is undergoing training) will assign a problem/project to the student. The student, after the completion of training will submit a report to the College/Institute, which will form part of third semester examination. However, the report must be submitted by the end of September during third semester A Performance appraisal by the external examiner will be attached with the report.
- The report (based on training and the problem/project studied) prepared by the student will be termed as Summer Training Project Report. The report should ordinarily be based on primary data. It should reflect in depth study of micro problem, ordinarily assigned by the organization where student undergoes training. Relevant tables and bibliography should support it. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its

structure, performance products/services and problems faced. This chapter will form part I of the Report. Part II of the Report will contain the study of micro research problem. The average size of

- Report ordinarily will be 100 to 150 typed pages in standard font size (12) and double spacing. Three neatly typed and soft bound (paperback) copies of the report will be submitted to the College/Institute. The report will be typed in A-4 size paper.
- The report will have two certificates. One by the College and the other by the Reporting Officer of the organization where the student has undergone training. These two certificates should be attached in the beginning of the report.
- The report will be evaluated by internal and external examiner. It will carry total 100 marks divided into written report of 50 marks by external examiner and presentation of 50 marks in front of a panel of at least three faculty members appointed by Director/ Principal of the college.
- The marks will be awarded by the external examiner to be appointed by the examination division.
- The format of the report is given below:
 - o Objective of the Research Undertaken
 - o Literature Review & Research Methodology
 - o Results and Analysis
 - o Conclusions
 - o References
 - o Appendices – to include questionnaire, if any

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1				
2				
3				
4				

Important Web Links	
1	
2	
3	

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Understand how web works really, what makes web sites work.	Understand
CO2	Display an understanding of simple and impressive design techniques, from basics till advanced to focus on goal oriented and user centric designs.	Display
CO3	Apply the knowledge in designing of website.	Apply
CO4	Implement page layout, color schemes, contract, typography in the Designs.	Implement
CO5	Deploy and maintain websites on web hosting platforms, ensuring proper server configurations, security measures, and performance optimizations.	Apply

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	1	1	1	2	1	1		-	-	
CO2	2	2	-	-	1	-	2		-	1	
CO3	1	1	-	1	-	1	1		1	2	
CO4	1	1	1	2	-	2	1		-	-	
CO5	-	2	-	-	1	1	2		-	2	
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Website Planning & Development	10
2.	Keywords Analysis Process	10
3.	Understanding Domain Name and Web Hosting	10
4.	Building Websites Using WordPress / Blogger	10
5.	Using WordPress Plug-ins	10

DETAILED SYLLABUS

Unit	Unit Details
1	Website Planning & Development
	Definition and Types of Websites Performance-based Websites (Static, Dynamic, Mobile, Responsive) Purpose-Based Websites (Personal, Business, e Commerce, Info) Phases of Website Development Prerequisites Defining Objectives Understanding Target Audience Selection of Keywords Number of Website Pages and Blueprint Practical Task: Students will choose a business type, define objectives, identify the target audience, and outline the structure of a website for that business.
2	Keywords Analysis Process
	Definition and Significance of Keywords Types of Keywords (Primary, Sub-Primary, Secondary, Sub-Secondary) Sources of Keywords (Business, Customers, Competitors) Keyword Suggestion Tools Practical Task: Students will perform keyword research for a chosen business using keyword suggestion tools.
3	Understanding Domain Name and Web Hosting
	Definition and Types of Domain Names Buying and Choosing the Right Domain Name Understanding and Registering Domain Names Definition of Web Hosting Process and Registering Domain Name with a Hosting Provider Changing Domain Name Servers Practical Task: Students will register a domain name and set up a basic hosting plan for their chosen business
4	Building Websites Using WordPress / Blogger
	Creating a WordPress Site (Installing WordPress) Logging into WordPress Admin & General Site Settings Enabling Writing Posts and formatting Text Publishing a Post, Adding a "Read More" link Creating Links (Hyperlinks) Adding Images, Managing Media Library Adding Image Gallery, Video Making & Publishing Pages Menus, Installing Themes Customizing Theme Appearance, Changing Template Layout Practical Task: Students will create a basic WordPress website for their chosen business, including pages, posts, and customization.
5	Using WordPress Plug-ins
	Understanding WordPress Themes and Plug-ins Adding Sliders, Pages Using Under Construction Mode Making Websites Effective with Inserts: Logo, Icon Box, Image & Text, Video Elements Creation of Contact Forms Linkages, Essential Add-ons Making Changes for Responsive View, Security Policy Practical Task: Students will explore and implement essential WordPress plugins to enhance the functionality and security of their websites. These practical tasks are designed to reinforce the theoretical knowledge gained in each unit and provide a hands-on learning experience for the students

D. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1				
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Important Web Links	
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A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	To develop the conceptual framework of financial analysis and Provide practical exposure to apply various tools of Financial Statement Analysis.	Understand
CO2	To develop the conceptual framework of financial analysis and provide practical exposure to apply various tools of Financial Statement Analysis.	Apply
CO3	To enable to use of various types of ratios for financial and Investment decisions.	Analyze
CO4	To impart knowledge about Cash Flow Statement and its importance In financial analysis.	Evaluate
CO5	To impart knowledge about Fund Flow Statement and its importance In financial analysis.	Evaluate

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	1	-	3	1	1	1		1	1	3
CO2	1	3	-	2	2	-	-		-	1	2
CO3	1	-	-	3	1	-	-		1	2	-
CO4	1	2	3	-	-	-	1		1	2	-
CO5	1	1	3	-	1	1	-		1	2	-
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction of Analysis of Financial Statements	10
2.	Interpretation of Financial Statements	10
3.	Ratio Analysis	10
4.	Cash Flow Statement	10
5.	Fund Flow Statement	10

D. DETAILED SYLLABUS

Unit	Unit Details
1	Introduction of Analysis of Financial Statements
	Introduction of Schedule III as per Companies Act 2013, Meaning and importance of Analysis of Financial Statements,
2	Interpretation of Financial Statements
	Tools and Techniques of financial analysis- Comparative Financial Statements, Trend Analysis, Common Size Financial Statements
3	Ratio Analysis
	Meaning, Importance, Advantages & Limitations of Ratio; Classification of Ratios- Liquidity ratios; Turnover ratios; Profitability ratios; and Solvency ratios. (Practical Problems based on the ratios- Problems based on reverse ratio is excluded)
4	Cash Flow Statement
	Meaning, Objectives, Uses, and Limitations of Cash Flow Statement. Preparation of Cash Flow Statements with Practical problems (Indirect Method
5	Fund Flow Statement
	Meaning, Objectives, Uses, and Limitations of Fund Flow Statement; Preparation of Fund Flow Statement- Fund from operations & statement of changes in Working Capital; Practical problems on Preparation of Fund Flow Statement.

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Advanced Management Accounting	Ravi Kishore		Advanced Management Accounting
2	Management accounting & Financial Analysis	Ravi Kishore		Management accounting & Financial Analysis
3	Financial Reporting & Analysis	Dr. JawaharLal & Dr.SuchetaGuaba		Financial Reporting & Analysis
4	Financial accounting & Analysis	P.Prem Chand & MadanMohan		Financial accounting & Analysis
5	Management accounting & Financial Analysis	M.Y.Khan & P.K.Jain		Management accounting & Financial Analysis

Important Web Links	
1	
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A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Understand the fundamental concepts of statistical modeling and the role of R in data analysis, visualization, and statistical computing.	Understand
CO2	Gain proficiency in using R for data handling tasks, including data import, cleaning, manipulation, and transformation using package	Understand
CO3	Perform hypothesis testing and basic inferential statistics (e.g., t-tests, chi-square tests, ANOVA) using R to make data-driven decisions.	Apply
CO4	Use statistical diagnostics and validation techniques	Apply
CO5	Interpret and present statistical findings in a clear and concise manner through well-documented R scripts, reports, and dashboards	Interpret

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	1	1	1	2	1	1		-	-	
CO2	2	2	-	-	1	-	2		-	1	
CO3	1	1	-	1	-	1	1		1	2	
CO4	1	1	1	2	-	2	1		-	-	
CO5	-	2	-	-	1	1	2		-	2	
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Data Loading	10
2.	Report Generation through Descriptive Statistics	10
3.	Random Number Generation	10
4.	Statistical Analysis	10
5.	Statistical Inference	10

D. DETAILED SYLLABUS

Unit	Unit Details
1	
	Learn how to load data, plot a graph viz. histograms (equal class intervals and unequal class intervals), box Plot, stem-leaf, frequency polygon, pie chart, ogive with graphical summaries of data.
2	
	Generate automated reports giving detailed descriptive statistics, correlation and lines of regression
3	
	Random number generation and sampling procedures. Fitting of polynomials and exponential curves. Application Problems based on fitting of suitable distribution, Normal probability plot.
4	
	Simple analysis and create and manage statistical analysis projects, import data, code editing and data cleaning.
5	
	Basics of statistical inference in order to understand hypothesis testing and compute p-values and Confidence intervals.

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Beginning R: The Statistical Programming Language.	Gardener, M		Wiley Publications
2	A First Course in Statistical Programming with R.	Braun, W.J., & Murdoch, D.J		Cambridge University Press, New York
3	Introduction to the Practice of Statistics	Moore, D.S., & McCabe, G.P. & Craig, B.A		W.H. Freeman
4	An Interactive Hands-on approach	Cunningham, B.J		
5	Statistics in MATLAB: A Primer Chapman and Hall/CRC	Cho, M.J., & Martinez, W.L		

Important Web Links	
1	
2	
3	

SEMESTER VI

Code: BBXCBX6101

Retail Management

Credits [LTP: 3-0-0]

COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Familiarize with retail management concepts and operations.	Remembering
CO2	Understand retailing strategy and different layouts.	Understand
CO3	Apply Retail Marketing Plan and develop Merchandise Strategy.	Apply
CO4	To create awareness about emerging trends in retail management	Create
CO5	To acquaint the students with legal and ethical aspects of retail Management	Analyze

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	1	-	1	1	-	-	1	-	-
CO2	1	3	-	1	1	-	-	1	-	2	-
CO3	2	-	-	3	1	-	2	1	1	-	1
CO4	-	1	-	-	-	-	1	1			
CO5	3	1	-	-	1	3	-	1			
WT. AVG	2	1.75	1	2	1	2	1.5	1	1	2	1

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction to Retailing	9
2.	Retailing Strategy	9
3.	Managing the Retail Business	9
4.	Future of Retailing	9
5.	Ethical and legal issues in Retailing	9

D. DETAILED SYLLABUS

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

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Retail Management	Chetan Bajaj, Rajnish Tuli		Oxford University Press
2	22 immutable laws of Marketing	Al Ries, Jack Trout		Profile Books Ltd.
3	Retail Management	Gibson		Pearson Publication
4	Fundamentals of Retailing	KVS Madaan		Mc Graw Hill
5	Retail Marketing	Swapna Pradhan		TMGH
6	Retailing Management	Michael Levy & Barton Weitz		TMGH
7	Retail Marketing Management	David Gilbert		Pearson Publication
8	Managing Retailing	Piyush Kumar Sinha & Dwarika Prasad Uniyal		Oxford University Press

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	DESCRIBE the meaning, significance, and objectives of strategic management, and EXPLAIN the evolution of business policy and strategic management.	UNDERSTAND
CO2	ANALYSE the external and internal environments of organizations and ASSESS the impact of vision, mission, resources, capabilities, and competition on strategic Competitiveness.	ANALYSE
CO3	EXAMINE the structure, controls, and models used in strategic execution, and APPLY the Five Forces model, strategic groups, and industry life cycle concepts	APPLY
CO4	COMPARE various strategic approaches to FORMULATE effective policies that address competitive rivalry and strategic acquisition	EVALUATE
CO5	DISCUSS current trends in strategic management, including change management, the networked organization, sustainable development, and strategic control	UNDERSTAND

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	-	-	1	-	-	-	2	-	-
CO2	2	-	1	-	1	1	2	2	-	2	1
CO3	1	-	2	1	-	2	1	1	1	-	-
CO4	1	1	-	1	-	-	-	1	-	1	2
CO5	-	2	-	1	-	1	1	-	-	-	-
WT. AVG	1.5	1.33	1.5	1	1	1.33	1.33	1.33	1.5	1.5	1.5

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Overview of Strategic Management	6
2.	Strategic Inputs	6
3.	Formulation of Strategic Policies	6
4.	Implementation of Strategic Actions	6
5.	Current Trends in Strategic Management	6

D. DETAILED SYLLABUS

Unit	Unit Details
1	Overview of Strategic Management
	Strategic Management- Meaning, Significance, Objectives; Evolution and Development of Business Policy and Strategic Management; Key Elements of Strategy, Strategic Inputs; Strategic Actions; Strategic Outcome; Phases In The Strategic Management Process
2	Strategic Inputs
	Strategic Management and Competitiveness; Vision; Mission; External Environment; Opportunities; Threats; ETOP Analysis Competition and Competitor Analysis; Porter’s Generic Competitive Strategies; Porter’s Five Force Model; Internal Environment; Resources; Capabilities; Porter’s Value Chain Analysis; Competencies And Competitive Advantage.
3	Formulation of Strategic Policies
	Corporate-Level Strategy; Business Level Strategy; Competitive Rivalry and Dynamics; Strategic Acquisition and Restructuring; Global Strategy; Cooperative Implication for Strategy.
4	Implementation of Strategic Actions
	Structure and Controls with Organizations; Strategy Execution; Congruence Model; Attractiveness that Shape Strategy - The concept of Strategic Groups, and Industry Life Cycle – Generic Strategies - Generic Strategies and the Value Chain.
5	Current Trends in Strategic Management
	Change Management; The Networked Organization; Sustainable Development and Strategy. The 7S Framework - Strategic Control and Corporate Governance.

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Contemporary Strategic Management,	Robert M. Grant		
2	Strategic Management: A South-Asian Perspective	Michael A. Hitt R. Duane Ireland Robert E. Hoskisson S. Manikutty		
3	An Integrated Approach to Strategic Management	Charles W.L.Hill & Gareth R Jones		
4	Strategic Management and competitive advantage	J.Barney & W.S.Hesterly		
5	Modern Competitive Strategy	Gordon Walker		

Important Web Links	
1	Harvard Business Review – Strategy Topic Hub https://hbr.org/topic/subject/strategy
2	McKinsey & Company – Strategy & Corporate Finance Insights https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights
3	MIT OpenCourseWare – Strategic Management I https://ocw.mit.edu/courses/15-902-strategic-management-i-fall-2006/
4	Coursera – “Strategic Management” (University of Illinois) https://www.coursera.org/learn/strategic-management
5	Khan Academy – Open Learning Platform https://www.khanacademy.org/about

Skill Development Activities:

(These activities are only indicative; the Faculty member can innovate)

- **Strategy Simulation Challenge:** Organize a simplified business strategy simulation game where students manage a virtual company, focusing on basic strategic decisions like product pricing, marketing, and market entry.
- **Strategic Planning Mini-Workshop:** Conduct a mini-workshop where students work in groups to develop strategic plans for a small or hypothetical company, including basic SWOT analysis and mission statement formulation.
- **Simplified Case Study Analysis:** Assign students simpler case studies with strategic challenges. Follow up with group presentations, where they can recommend strategic solutions.
- **Business Model Canvas Activity:** Introduce students to the Business Model Canvas framework and have them work in teams to analyze or design a basic business model for a startup or a small business.
- **Strategic Role-Playing Exercise:** Develop a role-playing activity where students act as different departments within a company (marketing, finance, operations) and collectively discuss and decide on strategic initiatives.

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	State the role of Human Resource Function in an Organization	Remember
CO2	Discuss the emerging trends and practices in HRM.	Understand
CO3	Explain the different methods of employee compensation.	Understand
CO4	Demonstrate the use of different HR practices and workers Participation in management.	Apply
CO5	Relate & examine the strategies of organization for its development	Analyze

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	1	-	1	1	1	2	1	-	3
CO2	-	-	2	2	-	-	-	1	-	2	1
CO3	2	2	2	-	-	2	2		2	1	3
CO4	2	1	-	2	2	-	1	1	-	2	
CO5	-	2	-	1	2	-	2		-	-	2
WT. AVG	2	1.5	1.66	1.66	1.66	1.5	1.5	1.33	1.5	1.66	2.25

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction to HRM Functions, Performance Appraisal	9
2.	Training and Executive Development	9
3.	Employee Compensation and Other Functions of HRM	9
4.	Introduction to HRM Practices and Workers Participation in Management	9
5.	Organizational Development	9

D. DETAILED SYLLABUS

Unit	Unit Details
1	Module Introduction to HRM Functions, Performance Appraisal
	<ul style="list-style-type: none"> ● Introduction to HRM Functions ● Performance Appraisal: Meaning, Definition, Purpose ● Approaches, Process ● Methods- Traditional and Modern Methods ● Errors. Job Evaluation V/S Performance Appraisal ● Promotion, Demotion, Transfer and Separation
2	Training and Executive Development
	<ul style="list-style-type: none"> ● Training- Meaning, Definition, Purpose, Areas, Importance, Process, Methods; E-Training. ● Executive Development - Meaning, Definition, Objectives, Process and methods, ● E-Development, Difference between Training and Executive Development
3	Employee Compensation and Other Functions of HRM
	<ul style="list-style-type: none"> ● Employee Compensation: Meaning, Definition, Objectives, ● Employee Compensation Administration, Determinants of Employee Compensation, Methods, Fringe Benefits. ● Other Functions of HRM: Personnel Research, ● Human Resource Accounting (HRA), Strategic Human Resource Management
4	Introduction to HRM Practices and Workers Participation in Management
	<ul style="list-style-type: none"> ● Introduction to HRM Practices, ● Workers Participation in Management: Definitions, objectives, Importance, Forms, Workers participation in Management practices in India
5	Organisational Development
	<ul style="list-style-type: none"> ● Organisational Development: Concept and objectives of OD ● Organisational development programme, organizational Development process ● Power politics and ethics in OD ● Organizational learning ● Organizational Development Interventions

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Human Resource Management	L. M. Prasad	Latest	Sultan Chand & Company Ltd
2	Human Resource Management	K. Ashwathappa,	Latest	Tata McGraw Hill
3	Personnel Management	C. B. Mamoria	Latest	Himalaya Publishing House

2.	Risk and Insurance Management	6
3.	Investment Products and Measuring Investment Returns	6
4.	Retirement Planning	6
5.	Tax Planning	6

D. DETAILED SYLLABUS

Unit	Unit Details
1	Basics of Financial Planning
	Financial Planning Meaning, Need, Objectives, Financial Planning Process, Time Value of Money and its application using excel
2	Risk and Insurance Management
	Need for insurance, Requirement of insurance interest, Role of insurance in personal finance, Steps in insurance planning, Life and Non-life insurance products, Life insurance needs analysis
3	Investment Products and Measuring Investment Returns
	Investment Products: Small Saving Instruments, Fixed Income Instruments, Alternate Investments, Direct Equity Measuring Investment Returns: Understanding Return and its concept, Compounding concept, Real vs Nominal Rate of Return, Tax Adjusted Return, Risk-Adjusted Return
4	Retirement Planning
	Introduction to the retirement planning process, estimating retirement corpus, Determining the retirement corpus, Retirement Products
5	Tax Planning
	Income Tax: Income tax principles: Heads of Incomes, Exemptions and Deductions, Types of Assesses, Rates of Taxation, Obligations for Filing and Reporting, Tax aspects of Investment Products, Wealth Tax

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Financial Planning	Madhu Sinha	2nd Edition	McGraw Hill India
2	Personal Financial Planning (Wealth Management)	S Murali and K R Subbakrishna	2nd Edition	Himalaya Publishing House.
3	Financial Planning: A Ready Reckoner	N. S. Toor	Latest Edition	SkyLark Publications
4	Investment Management	Preeti Singh	Latest Edition	Himalaya Publishing House
5	Income Tax Law and Practice	Dr. Vinod K. Singhanian & Monica Singhanian	Latest Edition	Taxmann Publications

Important Web Links	
1	https://www.sebi.gov.in
2	https://www.rbi.org.in
3	https://www.npscra.nsdl.co.in
4	https://www.incometax.gov.in
5	https://www.irdai.gov.in

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	To analyze the constituents of the financial system and its role in economic growth	Analyze
CO2	To understand the operations and functioning of the primary market in India.	Understand
CO3	To Apply the operations and functioning of secondary markets and clearing and settlement procedures	Apply
CO4	Students will Interpret the derivatives markets and its application.	Analyze
CO5	To Develop the quantitative and qualitative source of financial information's and apply various tools to analyze it	Understand

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	-	-	1	-	-	-		-	1
CO2	2	-	1	-	1	1	2	2	2	2	-
CO3	1	-	2	1	-	2	1	1	-	-	1
CO4	1	1	-	1	-	-	-	1	1	2	-
CO5	-	2	-	1	-	1	1	-	2	-	1
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	FINANCIAL MARKETS AND INSTRUMENTS	6
2.	PRIMARY MARKETS	6
3.	SECONDARY MARKETS	6
4.	DERIVATIVE	6
5.	FINANCIAL STATEMENT ANALYSIS	6

D. DETAILED SYLLABUS

Unit	Unit Details
1	FINANCIAL MARKETS AND INSTRUMENTS
	Financial Markets and Instruments: Types of Markets - Equity, Debt, Derivatives Commodities; Meaning and Features of Private and Public companies; Types of investment avenues
2	PRIMARY MARKETS
	Primary Market: Initial Public Offer (IPO); Book Building through Online IPO; Eligibility to issue securities; Pricing of Issues; Fixed versus Book Building issues; allotment of Shares; Basis of Allotment, Private Placement
3	SECONDARY MARKETS
	Secondary Market: Role and functions Securities and Exchange Board of India (SEBI); Depositories; Stock exchanges; Intermediaries in the Indian stock market Listing; Membership; Trading Clearing and settlement and risk management; Investor protection fund (IPF); and Do's and Don'ts for investors, Equity and debt investment.
4	DERIVATIVES
	Derivatives- Meaning & Definition, Importance; Future and Options-meaning, types, importance; Basics of Future, Forward, Option contracts, Swaps, Hedging, Swap etc.; Commodities, Multi Commodity Exchange of India Limited (MCX)-Functioning & Importance; Exchange traded funds-Functioning & Importance.
5	FINANCIAL STATEMENT ANALYSIS
	Financial Statement Analysis - Balance sheet; Profit & loss account; Stock market related ratios; Simple analysis before investing in the shares; understanding annual report; Director's report.

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Financial Markets	S.N. Maheshwari & S.K. Maheshwari		Vikas Publications
2	Financial Services & Practices	M.C. Shukla, T.C. Grewal, S.C Gupta		S Chand
3	Financial Markets & Services	S. Kr. Paul		Central Educational Enterprises (P). Ltd.
4	Financial Markets	Robert N. Anthony , David F. Hawkins , Kenneth A. Merchant		McGraw Hill Companies
5	Financial Markets	R.L. Gupta , M. Radhaswamy		Sultan Chand & Sons

Important Web Links	
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Skill Development Activities:

(These activities are only indicative; the Faculty member can innovate)

- **Financial Research Project:** Conduct a small financial research project to understand company's behavior, preferences, and trends. Students can create surveys or questionnaires and interpret the collected data.
- **Financial Analysis Assignment:** Assign students to analyze the branding strategy of a well-known Indian or international company with focus on aspects like brand identity, positioning, and equity.
- **Case Study Discussions:** Engage students in analyzing real-world marketing case studies from different industries. Follow it up with group discussions and presentations.

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Solve question based on decision making skills with the help of the knowledge of working environment impacting business organizations.	Apply
CO2	Evaluate self and apply management skills to balance self-management, stress management and conflict management.	Evaluate
CO3	Organize ideas and present in a creative manner to give answers to a specific problem.	Create
CO4	Assess the given problems with the help of analytical skills and write their observations.	Evaluate
CO5	Demonstrate ideas with the help of team skills, brainstorming and by learning work etiquettes.	Apply

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	1	-	2	1		2				
CO2	2	-	1	2		1	2				
CO3	1	-	2	2		1	2				
CO4	2	1	-	2	1		2				
CO5	-	2	-	2		1	2				
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Leadership Skills	6
2.	Self –Management, Stress Management & Conflict Management	7
3.	Entrepreneurial Skills	6
4.	Creative Thinking & Analytical Thinking	6
5.	Event Management: Team Building & Confidence Building	5

D. DETAILED SYLLABUS

S.No.	List of Labs
1	Introduction to Leadership Skills: Stages of development (Decision Making)
2	Knowing the journey of Leaders: Attributes/ qualities of great leaders and activities to enhance such qualities
3	Self-Management: Challenges & Solutions (SWOT)
4	Stress Management : Causes of stress and regulation (TED TALK)
5	Conflict Management
6	Entrepreneurial Skills: Creating Business Plans: Problem Identification and Idea Generation
7	Creative Thinking & Analytical Thinking: Presentation
8	Creative Thinking & Analytical Thinking : Projects
9	Confidence Building : Improving engagement & communicating effectively
10	Event Management: Planning & Proposal
11	Team building: Developing teams and team work
12	Introduction to Leadership Skills: Stages of development (Decision Making)

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Seven Habits of Highly Effective People	Stephen Covey		
2	How to win friends and influence people	Dale Carnegie		
3	Good to Great	James Collins		
4	Primal Leadership: Unleashing the Power of Emotional Intelligence	Daniel Goleman		
5	Thinking Fast and Slow	Daniel Kahneman		

Important Web Links	
1	https://www.youtube.com/watch?v=7DB7hgAxD9k&list=PLbRMhDVUMngfcBI-OQlnMFtLceaX1wme
2	https://www.youtube.com/watch?v=BjZXR6fAkA
3	https://www.youtube.com/watch?v=GE1w8OORirA

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Analyze complex quantitative problems by breaking them down into smaller, manageable components, identifying patterns, and determining relationships between variables	Analyze
CO2	Evaluate the effectiveness of different quantitative methods and select the most appropriate one for solving specific business problems	Evaluate
CO3	Apply reasoning strategies to solve business-related problems, such as analyzing case studies, making decisions, and developing strategic plans	Apply
CO4	Analyze complex reasoning problems by breaking them down into smaller components, identifying logical fallacies, and assessing the validity of arguments	Analyze
CO5	Evaluate various reasoning approaches to determine the most effective method for solving specific business challenges, ensuring sound decision-making processes.	Evaluate

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	-	2	-	-	-	-	-	-			
CO2	-	1	-	2	-	-	-	1			
CO3	-	-	-	-	-	-	-	2			
CO4	-	1	-	2	-	-	-	-			
CO5	-	1	-	1	-	-	-	2			
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Quantitative Aptitude- I	6
2.	Quantitative Aptitude- II	6
3.	Reasoning – I	6
4.	Reasoning – II	6
5.	Reasoning - III	6

D. DETAILED SYLLABUS

Unit	Unit Details
1	Quantitative Aptitude- I
	Speed, Time and Distance, Time & Work
2	Quantitative Aptitude- II
	Data Interpretation, Number System
3	Reasoning – I
	Counting Figure, Coding-Decoding, Number Series, Cube & Cuboid
4	Reasoning - II
	Alphabetical Series, Odd- One out, Analogy, Dice, Mirror and Water Image, Paper Folding and Cutting
5	Reasoning - III
	Statement Argument, Statement Assumption, Statement Conclusion, Data Sufficiency,

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Verbal Ability & Reading Comprehension	Arun Sharma and Meenakshi Upadhyay		McGraw Hill Companies
2	Study material for CAT, SAT, GRE, GMAT by TIME	Career Launcher and IMS etc.		TIME
3	Quantitative Aptitude	R S Agarwal S Chand Publications		S Chand
4	Quantitative Aptitude	Pearson Publications		McGraw Hill Companies
5				

Important Web Links	
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Code: BBXCBX6203

Yoga

1 Credit [LTP: 0-0-2]

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Learn the aerobic workouts for better cardiovascular health	Understand
CO2	Apply techniques for maximizing the exercise's benefits and Meditation	Apply
CO3	Make exercising a part of healthy lifestyle	Apply
CO4	Apply right posture from ancient Yoga and planning for diet	Apply
CO5	Design a personalized wellness plan incorporating nutrition, physical Activity, and mental health strategies to improve their overall well-being.	Create

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	1	1			2	2				
CO2	-	2	1			2	2				
CO3	1	1	2			2	2				
CO4	1	-	1			2	2				
CO5	2	2	1			2	2				
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction to Health and Wellness	6
2.	Nutrition and Health	6
3.	Physical Fitness and Wellness	6
4.	Mental Health and Emotional Well-Being	6
5.	Integrating Health and Wellness into Lifestyle	6

D. DETAILED SYLLABUS

Unit	Unit Details
1	Introduction to Health and Wellness
	Overview of Health and Wellness: Definitions and Dimensions, Importance in Personal and Professional Life, The Wellness Continuum: Illness-Wellness Continuum, Holistic Health Approach, Behavior Change and Goal Setting: Stages of Change Model, Setting SMART Goals
2	Nutrition and Health
	Fundamentals of Nutrition: Macronutrients and Micronutrients, Dietary Guidelines and Food Pyramids, Healthy Eating Habits: Meal Planning and Portion Control, Reading Food Labels, Special Dietary Needs: Vegetarian, Vegan, Gluten-Free, etc. Nutrition for Different Life Stages
3	Physical Fitness and Wellness
	Components of Physical Fitness: Cardiovascular Endurance, Strength, Flexibility, and Body Composition, Developing a Fitness Program: Principles of Exercise: FITT (Frequency, Intensity, Time, and Type), Types of Exercise: Aerobic, Anaerobic, Flexibility, Balance, Barriers to Physical Activity: Common Challenges and Solutions, Time Management for Fitness
4	Mental Health and Emotional Well-Being
	Understanding Mental Health: Definitions and Common Mental Health Issues, The Role of Mental Health in Overall Wellness, Stress and Coping Mechanisms: Types of Stress and Their Effects, Stress Management Techniques: Mindfulness, Meditation, Time Management, Building Resilience: Strategies for Enhancing Emotional Resilience, The Importance of Social Support Networks
5	Integrating Health and Wellness into Lifestyle
	Work-Life Balance: Strategies for Balancing Professional and Personal Life, The Impact of Work Environment on Health, Creating a Wellness Plan: Integrating Nutrition, Physical Activity, and Mental Health Practices, Monitoring and Adjusting the Plan, Health and Wellness in the Workplace: Corporate Wellness Programs, Promoting a Healthy Work Environment

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Quality Council of India	Yoga professionals Official Guidebook for Level 2	2016	Excel Books, New Delhi
2	Yogic Suksma Vyayama,	Brahmachari Swami Dharendra	1986	Dhirendra Yoga Publications, New Delhi,
3	Quality Council of India	Yoga professionals Official Guidebook for Level 2	2016	Excel Books, New Delhi
4	Asanas, Pranayama, Mudra, Bandh	Swami Dayanand Saraswati	2004	Yoga Publications Trust, Munger-Bihar
5				

Important Web Links	
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F. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	The learner will be able to explain the historical background and foundational concepts of Vedic Mathematics, including the 16 sutras and 13 sub-sutras, and describe their relevance in modern problem-solving.	Understand
CO2	The learner will be able to apply relevant sutras to perform rapid addition and subtraction, and demonstrate mental math techniques to solve numerical problems efficiently.	Apply
CO3	The learner will be able to execute various Vedic multiplication techniques using specific sutras and analyze their effectiveness in comparison to conventional methods.	Analyze
CO4	The learner will be able to solve division problems and fractional computations using Vedic sutras, and evaluate patterns using digital roots and divisibility rules.	Evaluate
CO5	The learner will be able to create efficient solutions for complex mathematical problems using advanced Vedic methods and justify their application in real-world scenarios.	Create

G. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1											
CO2											
CO3											
CO4											
CO5											
WT. AVG											

H. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction to Vedic Mathematics	9
2.	Addition and Subtraction Techniques	9
3.	Multiplication Techniques	9
4.	Division and Fractions	9
5.	Advanced Applications	9

I. DETAILED SYLLABUS

Unit	Unit Details
1	Introduction to Vedic Mathematics
	Overview of Vedic mathematics and its history, Understanding the 16 sutras (formulae) and 13 sub-sutras (sub-formulae), Benefits of Vedic mathematics in calculations and problem-solving
2	Addition and Subtraction Techniques
	Ekadhiken Purvena sutra for addition and subtraction, - Nikhilam Navatashcaramam Dasatah sutra for subtraction, Rapid addition and subtraction methods, Mental math techniques for quick calculations
3	Multiplication Techniques
	Urdhva-tiryagbhyam sutra for multiplication., Ekanyunena Purvena sutra for multiplication, Criss-cross multiplication method, Multiplication with numbers near 10 or multiples of 10
4	Division and Fractions
	Paravartya Yojayet sutra for division, Simple division methods using Vedic mathematics, Working with fractions and decimals, Digital roots and divisibility rules
5	Advanced Applications
	Squares, cubes, square roots, and cube roots using Vedic mathematics, Advanced multiplication and division techniques, Solving complex problems with Vedic mathematics, Real-world applications of Vedic mathematics

J. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Vedic Mathematics	Bharati Krishna Tirthaji	Latest Edition	Motilal Banarsidass Publishers
2	Vedic Mathematics Made Easy	Dhaval Bathia	First Edition	Jaico Publishing House
3	High Speed Vedic Mathematics	Aditi Singhal & Sudhir Singhal	First Edition	S. Chand Publishing

Important Web Links	
1	https://www.vedicmaths.org
2	https://www.vedamu.org/VedicMathematics/
3	https://www.indiacore.com/vedicmaths/

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Understand concepts of search engine marketing including various Elements of search engine marketing plan.	Understand
CO2	Develop inbound links from other web sites.	Develop
CO3	Apply constructs of search engine-friendly web sites,	Apply
CO4	Create effective landing pages by understanding web users' behavior,	Create
CO5	Develop Website Eco System By Using SEO & SEM	Create

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	-	2	-	2	1				
CO2	-	1	2	1	2	1	-				
CO3	1	-	-	1	1	-	-				
CO4	1	1	-	-	-	-	1				
CO5	-	1	1	-	1	-	-				
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Google Ad words	9
2.	Pay Per Click	9
3.	Constructs of search engine-friendly web sites	9
4.	Web users' behavior	9
5.	Website Ecosystem	9

D. DETAILED SYLLABUS

Unit	Unit Details
1	
	Understanding Google search, Rule based personalization of marketing at internet scale, Overview of Google Ad Words, Microsoft AdCenter and Yahoo Search Marketing
2	
	PPC definition & it's functioning, PPC Terminology - Quality Score, Conversion Rate etc., Quality Score Overview, Setting objectives, goals & expectations, Actionable metrics for performance measurements, Formulating account structure, Effective segmentation of keywords, Usage of multiple match types and Non-overlapping Ad Groups, Understand bidding strategy, Manual vs. Automated bid management, Different bid management features like CPA bidding, position preference etc.
3	
	Importance of UI/UX design, Call-to-action, understand & connect with the user and benefit from search behavior of prospective customer. Set campaign objectives & goals, define Performance metrics and monitor PPC activity with Google Analytics. Re-marketing, Mobile Advertising, display & video Formats, Optimize the display network campaigns and Track & measure views through conversions. Search engines and directories, How search engines work, Crawlers, robots, spiders, Algorithms, Search engine indexing, Ranking, Directories, Website architecture, Static pages, Dynamic pages.
4	
	Page coding, Managing spiders/robots, Crawlability, Rewriting pages, Subdomains, Theme pyramids, Useful links, Guessing the Google algorithm, Checklist, PageRank (PR) checklist, Reality check. Ranking indicators, Google toolbar PR, Google directory PR, Yahoo web rank, MSN/Live search, Alexa ranking, Images. Fresh content, writing for humans, Latent semantic indexing, coding the page, Page element limits, Cascading Style Sheets (CSS). Right and wrong ways to link, Reciprocal links, Three-way links, Purchased links, Free-for all (FFA) links, Link networks, Redirected links, Link bait, Trust rank and worthless links, Quality directories Gathering requirements, Conversion goals, taking measurements, Situational analysis, Benchmarks, Keyword research, SEO goals, and Commercial intent, Fixing broken links, Uploading files, Sitemaps, Useful directory links, complaining to search engines, How to address a copyright violation
5	
	Website ecosystem, Micro sites, RSS feeds, Blogosphere, Social media, Google calendar, Press releases, SEO for blogs, SEO for content management systems, SEO for local search, SEO for mobile search, Measurements, Google API, SEO tools, Free tools, Research and resources.

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Search engine optimization for dummies	Kent, P	(2012)	John Wiley & Sons.
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Important Web Links	
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A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	<i>Define</i> key income tax concepts such as assessee, person, gross total income, total income, and agricultural income.	Remember
CO2	<i>Explain</i> the basis of tax liability based on residential status and categorize different sources of income under the Income Tax Act.	Understand
CO3	<i>Compute</i> taxable income under the heads of Salary, House Property, Business/Profession, Capital Gains, and Other Sources.	Apply
CO4	<i>Analyse</i> deductions under Section 80, set-off and carry-forward of losses, and their impact on total taxable income.	Analyze
CO5	<i>Evaluate and prepare</i> tax liability and assessment for individuals and HUFs, including adjustments for agricultural income and applicable rebates.	Evaluate

B. MAPPING MATRIX OF CO, PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	2	2	-	2	-	1	-		2	1	-
CO2	1	3	-	2	1	-	-		-	-	3
CO3	2	-	-	3	-	-	-		-	2	-
CO4	-	1	-	-	-	-	-				2
CO5	3	1	-	-	1	1	-		1		
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	INTRODUCTION TO INCOME TAX	9
2.	HOUSE PROPERTY AND BUSINESS INCOME	9
3.	CAPITAL GAIN AND OTHER SOURCES	9
4.	DEDUCTIONS UNDER SECTION 80	9
5.	ASSESSMENT OF INDIVIDUAL & HUFs	9

D. SYLLABUS

Unit	Unit Details
1.	INTRODUCTION TO INCOME TAX
	Introduction and important definitions: Assesse, Person GTI, Total Income, Agricultural Income, Residential Status and incidence of Tax. Income from salary-Basic salary, allowances, Gratuity, Provident Fund, Leave encashment and perquisites (Theory only)
2.	HOUSE PROPERTY AND BUSINESS INCOME
	Income from house property-Gross Annual Value, Annual Value, Deduction out of annual value. Income from business and profession-Expressly allowed expenses, Income covered in business and profession. Presumptive incomes.
3.	CAPITAL GAIN AND OTHER SOURCES
	Income from Capital Gain-Meaning of Capital Asset and Transfer, short term and long term capital gains, Exempted Capital Gains. Income from other sources-Casual Income, Dividend Income, Insurance Committee Income, Interest on Securities and Bank Interest.
4.	DEDUCTIONS UNDER SECTION 80
	Set Off and Carry Forward of Losses, Demand Incomes and Deductions of Section 80 available to individuals and HUFs.
5.	ASSESSMENT OF INDIVIDUAL & HUFs
	Assessment of Individuals, Adjustment of Agricultural Income in Tax, Marginal Relief, Rebates, Assessment of HUFs.

RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Taxmann's Students' Guide to Income Tax.	Dr. Vinod K Singhania and Dr. Monica Singhania		Taxmann Publication.
2	Practical Approach to Income Tax	Girish Ahuja, Ravi Gupta		Wolters Kluwer India Private Limited
3	Indian Income Tax Ac	H.C.Malhotra		SahityaBhavan Publication.
4	Income Tax Laws	V K Singhania,		Taxmann Publication.
5	Direct Taxes	B. B. Lal, N. Vashisht.		I K International Publishing House Pvt. Ltd.
6	Students Handbook on Taxation	T N Manoharan & G R Hari		Snow White
7	Direct Tax Laws and Practice	VinodSinghania		Taxmann Publication.

Important Web Links	
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Skill Development Activities:

(These activities are only indicative; the Faculty member can innovate)

1. **Taxation Research Project:** Conduct a small market research project to understand tax payer's behavior, preferences, and trends. Students can create surveys or questionnaires and interpret the collected data.
2. **Tax Analysis Assignment:** Assign students to analyze the taxation strategy of a well-known Indian or international company with focus on aspects like brand identity, positioning, and equity.
3. **Case Study Discussions:** Engage students in analyzing real-world marketing case studies from different industries. Follow it up with group discussions and presentations.

A. COURSE OUTCOMES AND THEIR RESPECTIVE MAPPING

Course Outcomes	At the End of the Course, learners will be able to	Bloom Level
CO1	Understand basics of Big Data.	Understand
CO2	Appreciate the various Big Data Platforms.	Appreciate
CO3	Understand the various Big Data storage and processing techniques.	Understand
CO4	Learn about the “Big data” in enterprises.	Learn
CO5	Appreciate the Big Data lifecycle.	Appreciate

B. MAPPING MATRIX OF CO,PO, & PSO

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	1	1	-	3	1	-	-	-	-	-	-
CO2	1	3	-	2	1	-	-	-	-	-	-
CO3	1	-	-	3	1	-	-	-	-	-	-
CO4	1	1	3	-	-	-	1	-	-	-	-
CO5	1	1	3	-	1	1	-	-	-	-	-
WT. AVG											

C. OUTLINE OF THE COURSE

Unit No.	Title of the Unit	Time required for the Unit (Hours)
1.	Introduction to Big Data	8
2.	Fundamentals of Big Data Analytics	8
3.	Big Data Platforms	8
4.	“Big Data” in the Enterprise	8
5.	The Big Data Analysis Lifecycle (From Dataset Identification to Integration, Analysis and Visualization)	8

D. DETAILED SYLLABUS

Unit	Unit Details
1	Introduction to Big Data
	Fundamental Terminologies and Concepts, A Brief History of Big Data, Business Drivers that have led to Big Data Innovations, Characteristics of Big Data, Benefits of adopting Big Data, Challenges and Limitations of Big Data. Case Studies on Big Data success in industries like healthcare, retail and banking.
2	Fundamentals of Big Data Analytics
	Basic Big Data Analytics, “Big Data” in the Enterprise, Big Data and Traditional Business Intelligence and Data Warehouses, Big Data Visualization, Common Adoption Issues, Planning for Big Data Initiatives, New Roles Introduced by Big Data Projects, Emerging Trends. Introduction to data lakes vs data warehouses – practical differences
3	Big Data Platforms
	Development of scalable and yet elastic virtualized platforms using innovation to cluster commodity hardware components (either cycle harvesting from local resources or through cloud based utility computing services) coupled with open source tools and technology. Big Data Storage and Processing Big Data Storage (Query Workload, Sharding, Replication, CAP, ACID, BASE), Big Data Processing (Parallel Data Processing, Distributed Data Processing, Shared-Everything/Nothing Architecture, SCV). Practical exposure to Hadoop ecosystem and introduction to Spark architecture
4	“Big Data” in the Enterprise
	The New Information Management Paradigm, Big Data Implications for Industry, Emerging Database Landscape, Application Architectures for Big Data and Analytics, Data Modeling Approaches for Big Data and Analytics Solutions, Big Data Analytics Methodology, Extracting Value from Big Data: In-Memory Solutions, Real Time Analytics and Recommendation Systems. Role of AI and ML in enhancing enterprise big data solutions
5	The Big Data Analysis Lifecycle (From Dataset Identification to Integration, Analysis and Visualization)
	Common Analysis and Analytics Techniques, A/B testing, Regression, Correlation, Text Analytics, Sentiment Analysis, Time Series Analysis, Network Analysis, Spatial Analysis, Automated Recommendation, Classification, Clustering, Machine Language, Natural Language, Semantics, Data Visualization and Visual Analysis, Assessing Hierarchies, Part-to- Whole Relationships, Plotting Connections and Relationships, Mapping Geo- Spatial Data, Foundational Big Data Technology Mechanisms, Big Data & Cloud Computing. Hands-on analysis using tools like Tableau or Power BI for Big Data visualization

E. RECOMMENDED STUDY MATERIAL

Sr. No	Reference Book	Author	Edition	Publication
1	Big data science & analytics: A	Bahga, A., & Madiseti, V	2016	
2	Big Data Analytics with R	Simon, W.	2016	Packt Publishing Ltd, UK
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Important Web Links

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