

Program
BBA (Bachelor of
Business
Administration)-Online
Ahead

Faculty of Arts, Media & Commerce
Department of Commerce & Management
Amritapuri

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Programme outcomes

PO1. Critical Thinking

Analyse objectively organizational and Managerial issues on the basis of knowledge acquired, applying the principles of management and economics for arriving at decisions. Verify to what extent these decisions are reliable and feasible in the dynamic business and social environment. critically analyse human behavior at workplace

PO2. Effective Communication

Proficiently comprehending & articulating in English & at least one Indian Language. Impactful communication in professional context ensuring effective transaction.

PO3. Social Interaction

Develop a network of people, ideas, accounting records, media and technology, handle disagreements, facilitate discussion in teams, Instill the attitude of cooperation and harmony while working in a team, at the same time not losing sight of individual goals; develop an effective leader

PO4: Effective citizenship

Sensitisation, awareness & motivation are generated through socially involved activities and pedagogy to enable an informed awareness of issues of national and international relevance and matters concerning to well being of a society

PO5: Ethics

Devise ethical frameworks for developing a upright workplace by Inculcating ethical business practices and implement these values in decisions taken from the organizational perspective. develop personal and corporate ethics.

PO6: Environment & sustainability

Develop Sustainable business and economic models in order to maintain healthy balance between environmental and developmental needs, suitable in changing societal and environmental contexts

PO7: Self directed and lifelong learning

Acquire the ability to engage independent learning in the context of changing perspectives of organization in a dynamic socio technological environment. Become responsible and disciplined person in both professional and personal domains of life.

Programme Specific Outcomes – BBA

PSO1: obtain the basic principles of management, banking & insurance, International business for effective administration of organization leading to successful achievement of predetermined goals.

PSO2: Possess skills concerning to human resource, finance, production & operation, Marketing, sales and distribution in order to increase the administrative efficiency level of business operations. Evolve and adapt to the needs of specific occasions of business through

PSO3: understand & Develop theoretical concepts concerning to Motivation, leadership, Entrepreneurship to efficiently handle the critical situations arising within an organization. Rise to the occasions and needs of an organization for providing goal-oriented and customized solutions

PSO4: Use of accounting, financial and statistical tools for analyzing, finding and implementing the solutions for managerial challenges as well as effectively communicate the financial statements to the stakeholder in a manner accessible to the general public in both textual and graphical modes. apply

statistical and accounting tools to analyze and evaluate financial statements to be suitable for corporate usage.

PSO5: Effectively communicate the goals and methods to the team members , organisation and general public. To convince others about the effectivity of organizational vision and create fruitful partnership. Enable effective productive management of all the financial resources of corporate entity and support its growth

CURRICULUM STRUCTURE

for 2021 admissions onwards

GENERAL INFORMATION

SEMESTER I

Course Code	Course Title	L-T-P	Cr.
21ENG102A	Communicative English	2 0 2	3
21BUS102A	Principles of Management	3 1 0	4
21BUS101A	Financial Accounting	3 1 0	4
21CSA104A	Business and MIS	3 1 0	4
21MAT110A	Basic Concepts of Mathematics	2 1 0	3
	Total		18

SEMESTER II

Course Code	Course Title	L-T-P	Cr.
21ENG111A	Professional Communication	2 0 0	2
21BUS113A	Business Organization and Systems	3 0 0	3
21BUS111A	Business Economics	3 0 0	3
21ENV200A	Environmental Science and Sustainability	3 0 0	3
21BUS112A	Business Laws	2 1 0	3
21BUS114A	Business Statistics	3 1 0	4
	Total		18

SEMESTER III

Course Code	Course Title	L-T-P	Cr.
21BUS204A	Organizational Behavior	3 0 0	3
21BUS203A	Introduction to Marketing Management	3 0 0	3
21BUS201A	Banking and Insurance	3 0 0	3
21BUS202A	Cost and Management Accounting	3 1 0	4
	ELECTIVE from Category 1	3 0 0	3
21BUS205A	Quantitative Techniques	2 1 0	3
	Total		19

SEMESTER IV

Course Code	Course Title	L-T-P	Cr.
21BUS211A	Advanced Marketing Management	3 0 0	3
21BUS212A	Basics of Human Resources Management	3 1 0	4
21BUS214A	Introduction to Research Methods	3 0 0	3
21BUS213A	Financial Management	3 1 0	4
21BUS215A	Production and Operations Management	3 0 0	3
	ELECTIVE from Category 2	3 0 0	3
	Total		20

SEMESTER V

Course Code	Course Title	L-T-P	Cr.
21BUS303A	Principles of International Business	3 0 0	3
21BUS301A	Business Ethics and Corporate Social Responsibility	3 0 0	3
	ELECTIVE from Category 3	3 0 0	3
	ELECTIVE from Category 4	3 0 0	3
	ELECTIVE from Category 5	3 0 0	3
21BUS302A	Introduction to Strategic Management	3 1 0	4
21BUS304A	Sustainable Business Administration	3 0 0	3
	Total		22

SEMESTER VI

Course Code	Course Title	L-T-P	Cr.
	ELECTIVE from Category 6	3 0 0	3
	ELECTIVE from Category 6	3 0 0	3
	ELECTIVE from Category 6	3 0 0	3
21BUS398A	Internship		12
	Total		21

Total credits of the programme – 118 credits

Elective Distribution from Semester III to Semester VI

Course Code	Course Title	Cr.
xxx	One Elective course from stream ELECTIVE CATEGORY 1 – in SEM III	3
xxx	One Elective course from ELECTIVE CATEGORY 2 – in SEM IV	3
xxx	One Elective course each from ELECTIVE CATEGORY 3,4,5 - in SEM V	3 *3 credits = 9
xxx	Three ELECTIVES from ELECTIVE CATEGORY 6 - in SEM VI	3 *3 credits = 9
	Total	24

ELECTIVE CATEGORIES

These are Six Elective categories under which industry certified courses are offered:

1. Sales and Distribution Management (Digital focus)
2. Banking and FinTech
3. Artificial Intelligence applications to management
4. Family Business & Small Business Management
5. Supply Chains & E-Commerce
6. Business Analysis & Analytics

ELECTIVE CATEGORY 1		SALES AND DISTRIBUTION MANAGEMENT (DIGITAL FOCUS)			
COURSE AREA /CATEGORY with INDUSTRY PARTNER NAMES	Course Code	Course Title	L-T-P	Cr.	ES
Hubspot	21BUS331A	Digital Sales & Distribution Management	3 0 0	3	J
Hubspot	21BUS332A	Consumer Behavior	3 0 0	3	J
Google & Hubspot	21BUS333A	Digital Marketing	3 0 0	3	J
WMP Advertising	2BUS334A	Integrated Marketing Communications	3 0 0	3	J
Salesforce	21BUS335A	Customer Relationship Management	3 0 0	3	J
IBM	21BUS336A	Business to Business Sales	3 0 0	3	J
Instagram, Amazon	21BUS337A	Ecommerce and Social Media Sales	3 0 0	3	J
AMA	21BUS338A	Marketing and Business Partnerships	3 0 0	3	J
AMA	21BUS339A	Major Accounts Sales Training	3 0 0	3	J
AMA	21BUS340A	International Sales & Marketing	3 0 0	3	J
Amrita	21BUS341A	Sustainable Marketing & Sales	3 0 0	3	J

ELECTIVE CATEGORY 2		BANKING AND FINTECH			
COURSE AREA /CATEGORY with INDUSTRY PARTNER NAMES	Course Code	Course Title	L-T-P	Cr.	ES
IIBF	21BUS351A	Financial Markets and Risks	3 0 0	3	J
IIBF	21BUS352A	Retail and Inclusive Bank Management	3 0 0	3	J
Infosys	21BUS353A	Fintech – India and International	3 0 0	3	J
Infosys	21BUS354A	Emerging Technologies in Banks, and Non Banks / Digital Banks	3 0 0	3	J
Oracle	21BUS355A	Financial Data Modeling with R and Python	3 0 0	3	J
NSE	21BUS356A	Investment Banking and Fintech	3 0 0	3	J
CMA, CIA, NSE, IIBF	21BUS357A	Certificate Training for Industry Bodies	3 0 0	3	J
EC-Council	21BUS358A	Process Improvement using Blockchain	3 0 0	3	J
PayTM	21BUS359A	Cryptocurrencies and Payments	3 0 0	3	J

ELECTIVE CATEGORY 3		ARTIFICIAL INTELLIGENCE APPLICATIONS TO MANAGEMENT			
COURSE AREA /CATEGORY with INDUSTRY PARTNER NAMES	Course Code	Course Title	L-T-P	Cr.	ES
IBM	21BUS361A	Machine Learning applications in Management	3 0 0	3	J
L&T	21BUS362A	Industrial Robotics and applications in Management	3 0 0	3	J
Electronic Arts	21BUS363A	Artificial Intelligence and Games / Simulations	3 0 0	3	J
Stanford	21BUS364A	Natural Language Processing, Modeling & Computation Management	3 0 0	3	J
Stanford	21BUS365A	Leadership & Management Changes with Artificial Intelligence	3 0 0	3	J
CII	21BUS366A	Industry 4.0	3 0 0	3	J
EC-Council	21BUS367A	Artificial Intelligence and Security applications in Management	3 0 0	3	J

ELECTIVE CATEGORY 4		FAMILY BUSINESS & SMALL BUSINESS MANAGEMENT			
COURSE AREA /CATEGORY with INDUSTRY PARTNER NAMES	Course Code	Course Title	L-T-P	Cr.	ES
EDI	21BUS371A	Introduction to Small and Conglomerate Family Business	3 0 0	3	J
EDI	21BUS372A	New Venture Creation and Business Plans	3 0 0	3	J
TCS	21BUS373A	Corporate Entrepreneurship & Innovation	3 0 0	3	J
Wadwhani Center	21BUS374A	Growth, Diversification and Harvest in Family Businesses	3 0 0	3	J
SBI	21BUS375A	Financing for Private Businesses	3 0 0	3	J
Amrita Tech	21BUS376A	Business Deals and Partnerships	3 0 0	3	J
Amrita TEC	21BUS377A	Launching High Tech businesses	3 0 0	3	J
Berkeley	21BUS378A	Design Thinking, Lean Methods and Agile for Transformation	3 0 0	3	J

ELECTIVE CATEGORY 5		SUPPLY CHAINS & E-COMMERCE			
COURSE AREA /CATEGORY with INDUSTRY PARTNER NAMES	Course Code	Course Title	L-T-P	Cr.	ES
Industry Trade Body	21BUS431A	Supply Chain Management post pandemic	3 0 0	3	J
Industry Trade Body	21BUS432A	IT and Logistics	3 0 0	3	J
Certificate Providers	21BUS433A	Ecommerce businesses and management	3 0 0	3	J
Certificate Providers	21BUS434A	Ecommerce and Social Media Commerce Technologies	3 0 0	3	J
Ernst & Young	21BUS435A	Fundamentals of Operations Analysis & Value Chain	3 0 0	3	J
Oracle	21BUS436A	ERP	3 0 0	3	J
Ernst & Young	21BUS437A	Global Businesses including Import / Export	3 0 0	3	J
Ernst & Young	21BUS438A	Business to Business ECommerce	3 0 0	3	J

ELECTIVE CATEGORY 6		BUSINESS ANALYSIS & ANALYTICS			
COURSE AREA /CATEGORY with INDUSTRY PARTNER NAMES	Course Code	Course Title	L-T-P	Cr.	ES
CBAP Training	21BUS441A	Certified Business Analyst Preparation	3 0 0	3	J
CBAP Training	21BUS442A	Business Analysis and Monitoring	3 0 0	3	J
IBM	21BUS443A	Business Analytics	3 0 0	3	J
Amazon	21BUS444A	Social Media & Ecommerce Analytics	3 0 0	3	J
PMI / Wiley	21BUS445A	Project Management certificate training	3 0 0	3	J
Wiley	21BUS446A	Analysis of Costs, Activities and ROI	3 0 0	3	J
Microsoft	21BUS447A	Basic Business Software Applications w/ Office, Salesforce etc.	3 0 0	3	J
Amrita	21BUS448A	Analytical Thinking and Problem Solving	3 0 0	3	J
Amrita	21BUS449A	Business Analysis & Social Impact	3 0 0	3	J

Syllabus

SEMESTER I

Course Code	Course Title	L-T-P	Cr.
21ENG102A	Communicative English	2 0 2	3
21BUS102A	Principles of Management	3 1 0	4

21BUS101A	Financial Accounting	3 1 0	4
21CSA104A	Business and MIS	3 0 1	4
21MAT110A	Basic Concepts of Mathematics	2 1 0	3
	Total		18

21ENG102A

Communicative English

2 0 2 3

Course Description:

English is now the international official language, it is necessary to master the language to stay connected with the world.

This course is a speaking course designed to guide the students to use the language with confidence and without committing errors. In order to facilitate their overall ability to interact in English we have incorporated Soft Skills to develop their self-confidence, thus help acclimatize to the requirements and expectations of life, both professional and personal.

Course Outcomes:

CO1: Gain awareness on the importance of rules of netiquette in presenting oneself in the virtual class, in chat rooms or on discussion boards. Reinforce protecting one’s private information and respecting the online privacy of others when on social media.

CO2: Learn to communicate effectively and professionally via e mails or telephones.

CO3: Develop self-confidence and positive attitude necessary to compete and challenge themselves. Know oneself well, discover their competencies to achieve their goals, enable them to identify one’s communication style and to adapt to different communication styles.. They would be able to introduce themselves them in a professional manner.

CO4: Hone their presentation skills by understanding the nuances of content creation, effective delivery, use of appropriate body language and the art of overcoming nervousness to create an impact in the minds of a target audience.

CO 5: Develop public speaking skills, and story- telling skills, learn to create a digital image of oneself.

Syllabus:

Unit 1 Netiquette : Etiquette to be followed in online classes – code of conduct, usage of audio, video, lighting, dress code and other physical settings, Email Etiquette: Understand the rules of drafting a professional email, Telephone Etiquette: How to make a call, how to answer a call.

Unit 2 Know thyself: Series of activities undertaken to identify one’s hidden potential. Students identify their core values, strengths, skills, and weakness. Activities that help students consciously tap into their inner potential and use these to set and accomplish goals. Knowing your style of communication.

Unit 3 Elevator Pitch: Elevator Pitch – Create a script- Practice to deliver it confidently – create self-introduction videos

Unit 4 Presentation skill, Public Speaking and Story Telling Content creation and delivery.

Unit 5 Resume Making- To help students understand the difference between a CV, Bio Data, Resume. How to create a resume, things to be taken care of while creating a resume

Unit 6 Personal Branding through LinkedIn: Purpose of LinkedIn – Creating an impressive profile – how to network. To create an impressive brand for self for better reach.

CO-PO Affinity Map

CO PO Affinity Mapping												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12

CO 1	-	-	-	-	-	2.8	-	-	2.8	2.8	-	-
CO 2	-	-	-	-	-	-	-	-	2.8	2.8	2.8	-
CO 3	-	-	-	-	-	-	-	-	2.8	2.8	2	-
CO4	-	-	-	-	-	-	-	-	2.8	2.8	2.8	-
CO5	-	-	-	-	-	-	-	-	2.8	2.8	2.5	-

Textbooks:

1. *Netiquette: Internet Etiquette in the Age of the Blog* M. Strawbridge
2. *Unleash the Power of Storytelling: Win Hearts, Change Minds, Get Results*
3. *Five Stars: The Communication Secrets to Get from Good to Great* By Carmine Gallo
4. *Presenting to Win: The Art of Telling Your Story* Jerry Weiss
5. *The Professional* by Subroto Bagchi

References:

1. *Organizational Behaviour* – Stephen Robbins
2. *Personality Development & Soft Skills* – Barun.K.Mitra
3. *Effective Presentation Skills, Revised Edition: A Practical Guide for Better Speaking* – Steve Mandel
4. *The One Minute Manager* – Ken Blanchard

21BUS102A

PRINCIPLES OF MANAGEMENT

3 1 04

Objectives: *To acquaint the students with the challenges and opportunities they will face when managing their lives, the time and skills of other people, and the resources of an organization; to help the students understand management theory from functional perspectives; to provide students with opportunities to develop the basic managerial skills of planning, organizing, leading & controlling; to gain experience in working as part of a team and to develop skills necessary for effective work team performance.*

Course Outcome:

- CO1:** To understand the basic concepts and theories in management, its application in the real life and to know about the functions and role of managers in the organization.
- CO2:** To appreciate the importance and knowhow of planning before action.
- CO3:** To be familiar with the different organization structure and dementalization and its importance.
- CO4:** To recognise the importance of hiring, leading, and directing people at work and to learn the techniques of motivating them.
- CO5:** To understand the necessity of a good control system and to effectively manage the resistance to control.

Syllabus:

Unit 1 Management Concepts

Management: Meaning – Process - Science or Art - a Profession - Administration vs Management – Significance - Functions of Management - Levels of Management - Managerial Skills - Roles of Managers. Classical Theory - Scientific Management - Administrative Management - Bureaucracy Modern Theory - System approach - Contingency Theory - Z quality management, Behavioural Theory - Hawthorne Studies - Maslow’s need theory - Theory X, Y and Z.

Unit 2 Planning

Definition – Need – Benefits – Steps - Nature and Importance – Objectives - Concepts of Management by Objective – Steps - Difficulties in MBO.

Unit 3 Organising

Nature – Purpose – Steps - Types of Organization: Formal & Informal – Power - Authority and Responsibility - Centralisation vs Decentralisation - Span of control – Departmentalization - Project organization - matrix organization.

Unit 4 Staffing and Directing

Nature – Significance - Recruitment & Selection Meaning - Training and Placement – Meaning - Difference between Recruitment and Selection - Difference between Training and development. Directing - Meaning – Definition - Key elements.

Unit 5 Managerial Control

Definition, Characteristics - Significance – Limitations – Process - Requirement of an effective control system - Feedback mechanisms resistance to control - Overcoming resistance to control.

CO – PO Affinity Map

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO							
CO1	3	3	3	3	3	1	3
CO2	3	3	3	1	3	1	3
CO3	3	3	2	1	3	1	3
CO4	3	3	3	3	3	1	3
CO5	3	3	3	3	3	1	3

Textbooks:

1. Stephen P. Robins and Marry Coulter, *Management*.
2. Samuel C Creto And S. Trevis Certo, *Modern Management*

References:

1. L. M Prasad, *Principles And Practices Of Management*
2. Koontz, *Essentials of Management*.
3. Daft, R. L, *Management*.
4. T. N Chhabra, *Principles of Management*

21BUS101A

FINANCIAL ACCOUNTING

3 1 04

Objectives: To provide basic knowledge of the framework of financial accounting to the extent it is useful for managers

Course Outcome:

CO1: To understand the basic accounting principles.

- CO2:** To develop the skill in preparation of final accounts for trading concerns
- CO3:** To understand the transactions and recorded in each book.
- CO4:** To Acquire the knowledge of Depreciation and its calculations.
- CO5:** To make them do how to create new markets for a product and distributing goods in national and international markets.

Syllabus:

Unit 1

Meaning of Book-Keeping – Definition of Accounting - Difference between Book-Keeping and Accounting – Accounting cycle – Objectives of Accounting – Merits of Accounting – Uses of Accounting information – Functions of Accounting – Limitations of Accounting – Branches of Accounting – Management Accounting - Cost Accounting – Basic Concepts and Conventions of Accounting.

Unit 2

Basics principles of Double Entry System – Meaning of an Account – Types of Account – Rules of Debit and Credit – Journalizing – Subsidiary Books – Purchases Book – Purchases Returns Book –Sales Book – Sales Returns Book – Cash Book – Petty Cash Book – Bills Receivable Book – Bills Payable Book – Journal Proper – Ledger Posting.

Unit 3

Trial Balance – Meaning – Preparation of Trial Balance – Adjustments – Objects of Adjusting Entries– Important Adjustments – Depreciation – Outstanding Expenses – Prepaid Expenses – Provision for Bad and Doubtful Debts – Closing Stock – Drawing both in cash and goods – Earned income –Unearned Income – Goods sent on Sale or Return basis – Goods lost by fire – Interest on Capital and Drawings - Preparation of Final Accounts (Sole Trader only)

Unit 4

Depreciation – Meaning – Definition – Accounting Treatment of Depreciation – Methods of Depreciation – Fixed Instalment Method – Diminishing Balance Method - Annuity Method –Depreciation Fund Method.

Unit 5

Consignment Account – Meaning of Consignment – Parties in Consignment – Types of Commission - Valuation of Closing Stock – Cost Price and Invoice Price Method - Accounting Entries in the Books of Consigner and Consignee.

CO – PO Affinity Map

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO							
CO1	3	3	3	3	3	1	3
CO2	3	3	3	1	3	1	3

CO3	3	3	2	1	3	1	3
CO4	3	3	3	3	3	1	3
CO5	3	3	3	3	3	1	3

Text books:

1. *Financial Accounting – S P Jain Vol. I - KalyaniPublishers*

2. *Advanced Accounting – K L Narang - Vol. I - KalyaniPublishers*

3. *Advanced Accounting – S N Maheshwari Vol. I - VikasPublishers*

References:

1. *Advanced Accounting – Shukla and Grewal Vol. I - Sultan Chand andsons*

2. *Advanced Accounting – R L Gupta and Radhaswamy Vol. I - Sultan Chand andsons*

21CSA104A

BUSINESS AND MIS

3 0 14

Objectives: This course makes the students to understand introductory application in IT and its use business management. Organizations are relying on internet and network technology to conduct more of their work to organize and manage. In order to be more productive in emerging digital world, knowledge of IT and its applications are essential. This course helps students to apply technical skills in their professional work. Students will learn the computer software, database technology to get hands-on experience using IT for management tasks.

Course Outcomes (CO)

CO1. understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision-making.

CO2. analyze and synthesize business information needs to facilitate evaluation of strategic alternatives.

CO3. apply Management Information Systems knowledge and skills learned to facilitate the acquisition, development, deployment, and management of information systems.

CO4. effectively communicate strategic alternatives to facilitate decision-making.

CO5. Provide hands-on use of Microsoft Office 2013 applications Word, Excel, and PowerPoint. Completion of the assignments will result in MS Office applications knowledge and skills.

Syllabus:

Unit 1 MS word for communication: Window parts – Menu Bar, Tool Bar, Status Bar, Scroll Bars. Understanding and arranging windows. Creating simple word documents – Saving files, Opening existing files, creating copies of files, Page set up options - Exiting word. Text Editing – Selection, deletion, cut, copy, Find & Replace, Using Undo & Redo. Document Views, Customizing toolbars, Inserting header & Footer, Zoom options. Inserting Page number, date & time, Symbols, Comments, Auto texts, Footnotes, Picture, Files & Objects, Bookmarks, Hyperlink, Cross references. Formatting Texts – Font, Paragraph, Columns, Bullets & Numbering, Borders & shading, Drop Cap, Auto format options, creating styles, Table of contents. Language Utilities – Spelling & Grammar – Mail merge Options - Creating Macros – Inserting tables, applying formula and sorting tables – Arranging windows and splitting windows.

Unit 2 MS Excel for data analysis and communication: Familiarizing with workbooks, work sheets and cells – Excel window – working with cells – moving around in excel – Using the Toolbars – Using Formula bar - Entering and editing data – Selecting ranges, copying and moving cells – Paste special options – Fill options – Clearing formats – Move, copy and delete sheets – finding and replacing texts – Inserting header and footer – Inserting cells, rows, columns and work sheet – Chart options- Inserting functions - Giving names to cell ranges – Manipulating hyperlink – Formatting cells, rows, columns and sheet – Practicing auto formatting and conditional formatting – Creating & merging styles – Spelling and Auto correct – Creating macros, protecting sheet - Sorting and filtering list - creating a form – validation – Creating subtotals - Manipulating pivot table - Consolidating data - arranging windows - Freeze panes - Hiding windows.

Unit 3 MS Power-point for Communication and Presentation: Inserting slides – new slide, existing slides, duplicate slide, slides from Auto layout. Slide show – start with first slide, current Slide, customized show. Slide views - normal, slide sorter. Slide Layouts, Design Templates. Deleting slides, Paste special. Inserting Header & Footer, Date & Time, Hyperlink, Picture, Object, Symbols, Text, Table, Chart, Diagram. Paste as hyperlink, Format – Font, Bullets & Numbering. Custom animation, Slide Transitions. Action Buttons.

Unit 4 Introduction to Management Information Systems (MIS): Concept, Definition, Role of MIS: A support to management, Management effectiveness and MIS, Basics of MIS, Decision making and MIS: Concepts and process in Decision making

Unit 5 Information Concepts: Classification of Information, Methods of data and information collection, general model of human as an information processor; MIS and Information Knowledge.

CO – PO Affinity Map

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO							
CO1	3	3	3	3	3	1	3
CO2	3	3	3	1	3	1	3
CO3	3	3	2	1	3	1	3
CO4	3	3	3	3	3	1	3
CO5	3	3	3	3	3	1	3

TEXTBOOKS:

1. Alexis Leon & Mathews Leon: *Fundamentals of Information Technology*, Vikas Publishing
2. Jawadekar, *Management Information Systems*, Tata McGraw Hill

REFERENCES:

1. Kenneth C Laudon and Jane P Laudon, *Management Information Systems managing the digital firm*, Prentice Hall India.
2. Williams and Sawyer, *Using Information Technology*,
3. Microsoft Office 2000 Complete, BPB publications
4. Dennis P.Curtin, Kim Foley, Kunal Sen, Cathleen Morin : *Information Technology The Breaking Wave*, TATA McGraw-Hill Editi

Objectives: To provide basic understanding of mathematical concepts and fundamentals to enable the student to familiarize himself with the use of mathematics that would be useful in business and financial analysis

Course Outcome

- CO1:** To have a proper understanding of mathematical applications in Economics, Finance, Commerce and Management
- CO2:** Explain the concepts and use equations, formulae, and mathematical expressions and relationships in a variety of contexts.
- CO3:** Apply the knowledge in mathematics (algebra, matrices, calculus) in solving business problems.
- CO4:** Analyse and demonstrate mathematical skills required in mathematically intensive areas in Economics and business.
- CO5:** Integrate concept in international business concepts with functioning of global trade.

Syllabus:**Unit 1 - Fundamentals**

Concepts of variables—Constants—Equations—Types of Equations—LCM—HCF

Sets—Set Operations—Venn Diagram—Relations and Their Properties

Functions—Definition—One-To-One Function—Onto Functions—Into Functions—Many To One Functions—Composition Of Functions—Quadratic Functions.

Unit 2 - Matrices and Determinants

Basic concepts—Scalar—Definition of A Matrix—Types of Matrices—Algebra of Matrices—Matrix Addition—Scalar Multiplication—Matrix Multiplication

Matrix Determinants—Properties of Determinants—Calculation of the values of Determinants up to third order

Ad-joint of a Matrix—Finding the inverse of a matrix through Ad-joint—Business Application of Matrix Algebra.

Unit 3 - Basic Algebra

Ratio—Definition—Continued Ratio—Inverse Ratio—Proportion—Continued Proportion—Direct Proportion—Inverse Proportion—Variation—Inverse Variation

Progression—Arithmetic Progression—Geometric Progression—Harmonic Progression.

Unit 4 - Basic Calculus

Variables—Constants—Limits of Algebraic Functions—Simple Differentiation of Algebraic Functions—
 Meaning of Derivatives—Evaluation of First and Second Order Derivatives
 Maxima and Minima—Application To Business Problems

Unit 5 - Permutations and Combinations

Permutation—Definition—Meaning of Permutation—Applicability Problems on Permutations
 Combination—Definition—Meaning of Combination– Applicability Problems on Combinations
 Solving Business Problems Using Permutation and Combinations.

CO – PO Affinity Map

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO							
CO1	3	1	1	2	2	1	1
CO2	2	1	1	2	2	1	1
CO3	5	3	3	1	2	1	3
CO4	2	1	1	2	2	1	1
CO5	1	1	1	1	1	1	1

Text books:

1. P R Vittal, *Business Mathematics and Statistics*, Margham Publications.
2. V K Kapoor, *Business Mathematics*, Sultan Chand and Sons.

Reference text books:

1. Steven J Wilson Johnson, *Country Community College, Course Business Math: Using Percents*.

SEMESTER II

Course Code	Course Title	L-T-P	Cr.
21ENG111A	Professional Communication	2 0 0	2
21BUS113A	Business Organization and Systems	3 0 0	3
21BUS111A	Business Economics	3 0 0	3
21ENV200A	Environmental Science and Sustainability	3 0 0	3
21BUS112A	Business Laws	2 1 0	3
21BUS114A	Business Statistics	3 1 0	4
	Total		18

21ENG111A

PROFESSIONAL COMMUNICATION

2 0 0 2

Course overview:

To convey and document information in a formal environment; to acquire the skill of self-projection in professional circles; to inculcate critical and analytical thinking.

Course Outcome:

- CO1 Understand the importance of communication and its various strategies in professional success
- CO2 To be adept at quilling out the meaning of written and spoken communication.
- CO3 To stimulate critical thinking by identifying the barriers in communication and rectifying them.
- CO4 To use English with a high degree of fluency for spoken communication by participating in discussions and delivering presentations.
- CO5 To enhance soft skills and non-verbal communication through discussions, conversations, and presentations.
- CO6 To draft effective business correspondence with brevity, clarity, and accuracy.
- CO7 To develop competency in new media communication skills required for the careers of today.

Syllabus:

UNIT I (Introduction to Professional English)

- Business English as Language of Business Communication
- Verbal and Non-Verbal Communication
- Effective Communication – Strategies and Barriers
- Importance of English in Professional Communication

UNIT II (Listening and Speaking)

- Principles of Effective Listening
- Problems in Effective Listening
- Characteristics of Effective and Ineffective Listeners
- Guidelines for Effective Oral Communication
- Communications to Lead, Persuade & Negotiate
- SoundsofEnglish:Stress,Intonation
- Situational Dialogues
- Group Discussion
- Presentations, Interview

UNIT III (Reading)

- Business Reading: Significance and Purpose
- The SQ3R Method of Reading: Survey, Question, Read, Recite, and Review

UNIT IV (Writing)

- Skills required in written communication (7 Cs of communication)
- Elements of effective writing- (Use familiar, concrete and specific words; Avoid jargon, redundancy, discriminatory writing etc.) Modal auxiliaries, Error Analysis
- Planning, Writing, and Revising: Business Messages
- Instruction, Recommendation
- Business Proposals and reports
- Circulars, Memos and Business Letters

UNIT V

- New Media Communication
- Cross-cultural communication
- Cambridge Business English

CO – PO Affinity Map

PO	PO1	PO 2	PO 3	PO4	PO 5	PO 6	PO7
CO							
CO1	-	3	-	-	-	-	-
CO2	-	3	-	-	-	-	-
CO3	-	3	-	-	-	-	-
CO4	1	3	1	-	-	-	-
CO5	1	3	1	-	-	-	-
CO6	-	3	-	-	-	-	-
CO7	-	2	2	-	-	-	-

Reference:

1. Raman, Meenakshi & Sangeeta Sharma. Technical Communication: Principles and Practice. Third Edition. New Delhi: Oxford University Press, 2015.
2. Thill, John V. & Courtland L. Bovée, Excellence in Business Communication, 12th edition. Boston : Pearson, 2016.
3. Bonet, Diana. The Business of Listening: Fourth Edition. Axzo Press, 2009.
4. Neuliep, James W. Intercultural Communication: A Contextual Approach. Boston: Houghton Mifflin Co., 2017.
5. Thorpe, Edgar & Showick Thorpe. Winning at Interviews. Fifth Edition. Delhi: Dorling Kindersley, 2013.
6. <http://www.albion.com/netiquette/corerules.html>
7. <https://brians.wsu.edu/common-errors/>
8. <https://networketiquette.net/en-gb/>

Objectives: The purpose of this paper is to impart to the students on understanding of business concepts with a view to prepare them to face emerging challenge of managing the business.

Course Outcome:

- CO1:** Understand the main working aspects of organisations, not only from an economic point of view but also considering organisation as a part of society.
- CO2:** Analysis of the economic environment of organisation by means of the development of conceptual areas such as industry, human resources and production.
- CO3:** Knowledge of comprehensive glossary of economic terms widely used in the analysis and discussion of behaviour organisation
- CO4:** Interpreting the meaning of information emerging from the organisation, particularly with regard to the management of human resources and production.

Syllabus:

Unit 1 Introduction

Meaning, scope and evolution of Commerce and Industry-Industrial Revolution – Its Effects – Emergence of Indian MNCs and Transnational Corporations – Recent trends in business world. Globalisation and challenges for Indian business in New Millennium.

Unit 2 Business Sectors and Forms of Business Organisations

Business Sectors - Private sector ,Cooperative sectors ,public sector , joint sector, services sector, various forms of business organisations – Sole Proprietorship ,Partnership firms , Joint stock companies- their features , relative merits , demerits and suitability.

Unit 3 Business Combinations

Business Combinations: Mergers &Acquisitions – mergers in India .Networking, Franchising, BPOs & KPOs, E-commerce, online trading, patents, trademarks & copyright

Unit 4 Setting up a new enterprise decisions in setting up an enterprise

Opportunity and idea generations, Role of creativity and innovation , Feasibility study and Business Plan ,Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies– SEZ(Special Economic Zone)policy,etc.

Unit 5 Domestic & Foreign Trade Organisation of wholesale & retail trade

Domestic & Foreign Trade Organisation of wholesale & retail trade – recent trends in wholesale & retailing , Malls and Super Markets – their effect on economy – Organisation of finance , transport , insurance ,Communication & other utilities(services) to trade , import export trade procedure & their organisations.

CO – PO Affinity Map

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO							
CO1	3	2	3	1	1	2	1
CO2	3	3	3	2	3	1	3
CO3	2	3	2	2	1	2	3
CO4	3	3	2	2	3	2	3

REFERENCE BOOKS:

1. *Modern Business Organization* by S. A. Sherlekar
2. *Industrial Organization Management: Sherlekar, Patil, Paranjpe, Chitale*
3. *Business Organization and Management* by Jallo, Tata McGrawHill

21BUS111A

BUSINESS ECONOMICS

3 0 0 3

Objective: *The objective is to help the student to understand the various economic parameters that interact with each other so that an economy may function effectively and efficiently. The main focus is on making the various theoretical concepts clear and intelligible to a student.*

Course Outcomes (CO)

- CO1: Understand and apply supply and demand analysis to relevant economic issues
- CO2: Apply marginal analysis to the “firm” under different market conditions and Understand the causes and consequences of different market structures
- CO3: Apply economic models to examine current economic issues and evaluate policy options for addressing these issues
- CO4: Understand the concept of macroeconomic equilibrium and implications for the management of the business cycle
- CO5: Identify and explain changes in the money supply and analyse the effects of monetary policy changes on the economy
- CO6: Analyse the importance of international trade to the economy and evaluate the effects of government policy measures on the exchange rate and trade.

Syllabus:

Unit 1 Introduction to Economics: The problems of wants, scarcity and choice -Difference between microeconomics and macroeconomics. Importance and limitations of Microeconomics and Macroeconomics. Production possibilities curve. Basic problems of Economics: What to Produce, How to Produce, For Whom to Produce, Level of Resource Use and Flexibility. Economic systems – Capitalism – Command Economy – Mixed Economy – Emerging Economy. Economics and business.

Unit 2 Macroeconomics: National income analysis: Meaning, Concepts and Measurement, Problems in measurement - Concept of full employment – Types of unemployment. Inflation: Meaning, Types and control of inflation: Monetary and Fiscal policies. Business cycles: Meaning and Phases.

Unit 3 Demand and Supply Analysis: Concept of demand - Demand schedule and demand curve – Change in demand and change in quantity demanded – Law of demand: Basis for its operation and factors influencing demand. Elasticity of demand: Types and measurement. Supply: Concept, Supply schedule and supply curve – Change in supply and change in quantity supplied – Law of supply. Factors influencing supply. Equilibrium.

Unit 4 Production, Cost and Revenue Analysis: Meaning of production – Production function – The Law of Variable Proportions or the Law of Diminishing Marginal Returns – Returns to scale – Cost and production: Various concepts of cost - Revenue function: Total, Average and Marginal revenue – Profit maximisation: TR-TC and MR-MC approaches. Economies of scale.

Unit 5 Theory of Markets: Meaning and types of markets – Main features of Competitive, Monopoly, Monopolistic and Oligopoly markets. Price discrimination: Meaning and Types.

CO – PO Affinity Map

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO							
CO1	3	3	3	3	3	1	1
CO2	3	3	3	1	3	1	3
CO3	3	3	2	1	3	1	3
CO4	3	3	3	3	3	1	3
CO5	3	3	3	3	3	1	3

Text books:

1. John B. Taylor and Rithika Gugnani - Principles of Economics
2. Samuelson and Nordhaus - MicroEconomics
3. Samuelson and Nordhaus -Economics

References books:

1. Macro-Economics - Theory and application, G. S.Gupta.
2. Craig Petersen, W. Chris, ManagerialEconomics.

21ENV200A ENVIRONMENTAL SCIENCEANDSUSTAINABILITY 3 0 03

Course Outcomes (CO):

CO1: Provide basic understanding of students regarding the environmental problems

CO2: Integrate facts and concepts from ecological, physical and social sciences to characterize some common socio-environmental problems.

CO3: Systematic and accurate analysis about our goals, our values and their connection with our consumption patterns is necessary to understand and fundamentally resolve the consumerist attitude that is at the root of the unsustainability issue.

CO4: Develop simple integrated systems and frameworks for solving common interconnected socio-environmental problems.

CO5: Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

CO6: Identify the ethical underpinnings of socio-environmental issues in general.

CO7: Make students change in their attitudes, values ethics in issues related to environmental issues

Syllabus:

Unit 1

State of Environment and Unsustainability, Need for Sustainable Development, Traditional conservation systems in India, People in Environment, Need for an attitudinal change and ethics, Need for Environmental Education, Overview of International Treaties and Conventions, Overview of Legal and Regulatory Frameworks.

Environment: Abiotic and biotic factors, Segments of the Environment, Biogeochemical Cycles, Ecosystems (associations, community adaptations, ecological succession, Food webs, Food chain, ecological pyramids), Types of Ecosystems – Terrestrial ecosystems, Ecosystem Services, Economic value of ecosystem services, Threats to ecosystems and conservation strategies.

Biodiversity: Species, Genetic & Ecosystem Diversity, Origin of life and significance of biodiversity, Value of Biodiversity, Biodiversity at Global, National and Local Levels, India as a Mega-Diversity Nation (Hotspots) & Protected Area Network, Community Biodiversity Registers. Threats to Biodiversity, Red Data book, Rare, Endangered and Endemic Species of India. Conservation of Biodiversity. People's action. Impacts, causes, effects, control measures, international, legal and regulatory frameworks of: Climate Change, Ozone depletion, Air pollution, Water pollution, Noise pollution, Soil/ land degradation/ pollution

Unit 2

Linear vs. cyclical resource management systems, need for systems thinking and design of cyclical systems, circular economy, industrial ecology, green technology. Specifically apply these concepts to: Water Resources, Energy Resources, Food Resources, Land & Forests, Wastemanagement.

Discuss the interrelation of environmental issues with social issues such as: Population, Illiteracy,

Poverty, Gender equality, Class discrimination, Social impacts of development on the poor and tribal communities, Conservation movements: people's movements and activism, Indigenous knowledge systems and traditions of conservation.

Unit 3

Common goods and public goods, natural capital/ tragedy of commons, Cost benefit analysis of development projects, Environment Impact Assessment (EIA), Environment Management Plan (EMP), Green business, Eco-labeling, Problems and solutions with case studies.

Global and national state of housing and shelter, Urbanization, Effects of unplanned development case studies, Impacts of the building and road construction industry on the environment, Eco-homes/ Green buildings, Sustainable communities, Sustainable Cities.

Ethical issues related to resource consumption, Intergenerational ethics, Need for investigation and resolution of the root cause of unsustainability, Traditional value systems of India, Significance of holistic value-based education for true sustainability.

CO – PO Affinity Map

PO	PO	PO	PO	PO	PO	PO6	PO7	PO8	PO9	PO1	PO1	PO1
CO	1	2	3	4	5					0	1	2
CO1	-	-	-	-	-	2	3	-	-	-	-	-
CO2	-	-	-	1	1	-	3	-	-	-	-	-
CO3	-	-	-	1	-	-	3	-	-	-	-	-
CO4	-	-	-	1	-	-	3	-	-	-	-	-
CO5	-	-	-	1	-	-	3	2	-	-	-	-
CO6	-	-	-	1	-	-	3	-	-	-	-	-
CO7	-	-	-	1	-	-	3	2	-	-	-	-

Textbooks / References:

1. R. Rajagopalan, *Environmental Studies: From Crisis to Cure*. Oxford University Press, 2011, 358 pages. ISBN: 9780198072089.
2. Daniel D. Chiras, *Environmental Science*. Jones & Bartlett Publishers, 01-Feb-2012, 669 pages. ISBN: 9781449645311.
3. Andy Jones, Michel Pimbert and Janice Jiggins, 2011. *Virtuous Circles: Values, Systems, Sustainability*. IIED and IUCN CEESP, London. URL: <http://pubs.iied.org/pdfs/G03177.pdf>
4. Annenberg Learner, *The Habitable Planet*, Annenberg Foundation 2015. URL: <http://www.learner.org/courses/envsci/unit/pdfs/textbook.pdf>.

21BUS112A

BUSINESS LAW

(2-1-0-3)

Objective: To provide general awareness about some important laws relating to business and industry.

Course Outcomes (CO):

CO1: Giving a basic knowledge about legal system in India. Knowledge about sources of law and different types of laws in India.

CO2: Giving a basic knowledge about legal system in India. Understanding the legal rules and regulations of a valid contract, creation, valid essentials, discharge of contract, breach of contract, remedies etc.

CO3: Knowledge about different types of contracts in India like the contract of guarantee, contract of indemnity etc.

CO4: To be able to understand contract of agency, its creation, types, relation, rights and duties of agent, termination etc.

Syllabus:

Unit 1 Introduction to Business Law – Definition – Meaning - Scope of Business Law - Need to study law - Introduction to legal systems - Sources of law - The Civil and the Criminal law.

Unit 2 The Indian Contract Act 1872 - Essentials of a valid Contract - Classification of contracts – Offer - Meaning – Definition - Types - Acceptance – Meaning – Definition – Consideration - Meaning - Definition and Essentials - Exceptions to the rule 'No Consideration No Contract'. Doctrine of privity of contract.

Unit 3 Capacity of parties - Contract with a Minor – Effect - Free Consent – Coercion - Undue influence – Fraud – Misrepresentation – Mistake - Quasi contract - Legality of Object - Performance of contract - Termination of contract - Breach of a contract and Remedies.

Unit 4 Indemnity - Meaning – Definition - Rights of Indemnifier – Rights of Indemnified. Guarantee – Meaning - Definition – Parties to Contract of Guarantee and their Rights and Duties. Distinction between Indemnity and Guarantee - Kinds of Guarantee - Discharge of Surety. Bailment and Pledge – Definition - Essential elements - difference between Pledge and Bailment - Rights and Duties of Bailor and Bailee - Pawner and Pawnee.

Unit 5 The Contract of Agency - Definition of Agent and Principal – Essentials - Kinds of agents - Rights and Duties of an agent and Principal - Creation of agency and Termination of agency. Cyber Law, importance, major categories of cybercrimes, introduction to IT Act, Authorities, Enforcement powers, offences and penalties.

CO – PO Affinity Map

PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	3	3	3	1	1	3
CO 2	3	3	3	3	1	1	3
CO 3	3	3	3	3	1	1	3
CO 4	3	3	3	3	1	1	3

Text books:

1. *Legal aspects of Business - AkileswarPathak*
2. *Business Law for Management - Saravanavel andSumitha*
3. *Company Law & Secretarial Practice G.K.Kapoor*
4. *Labour Law - AjayGarg*

Reference:

1. *Business Laws – Bhagavathi andPillai*

21BUS114A

BUSINESS STATISTICS

3 1 04

Objectives: To understand the fundamental concepts of statistics and its application in business.

Course Outcome:

- CO1:** Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis.
- CO2:** Critically evaluate the underlying assumptions of analysis tools.
- CO3:** Understand and critically discuss the issues surrounding sampling and significance.
- CO4:** Discuss critically the uses and limitations of statistical analysis.
- CO5:** Solve a range of problems using the techniques covered. Conduct basic statistical analysis of data.

Syllabus:

Unit 1 Data Representations and Analysis

Meaning and Scope of Business Statistics – Real Life Applications of Business Statistics – What are Data and Information – Primary and Secondary Data – Methods of Collection of Data (Both Primary and Secondary) – Classification of Data – Purpose and Advantages of Classifications - Tabulation of Data – Presentation of Data by Diagrams – Bar Diagrams (Simple Bar Diagram – Grouped Bar Diagram - Component Bar Diagram – Percentage Sub-Divided Bar Diagram) – Pie Diagrams.

Unit 2 Measures of Central Tendency and Dispersion

Meaning of Central Tendency – Types – Calculation of Arithmetic Mean for Grouped and Ungrouped Data – Calculation of Median for Grouped and Ungrouped Data – Calculation of Mode for Grouped and Ungrouped Data – Applications of Mean, Median and Mode in Business – Measures of Dispersion – Calculation of Range – Calculation of Quartile Deviation - Calculation of Standard Deviation and Co-Efficient of Variation.

Unit 3 Time Series

Time Series – Meaning and Application of Time Series - Components of Time Series – Secular Trend - Seasonal Variation - Cyclical Variation - Irregular Variation- Measurement of Trend - Graphic Method - Semi-Average Method (when the Series is Odd and Even) - Moving Average Method (when the Series is Odd and Even).

Unit 4 Financial Mathematics

Interest Calculation – Simple and Compound Interest – Reducing Balance and Flat Rate of Interest – Fixed and Floating Rates of Interest – Equated Monthly Installment(EMI).

Unit 5 Profit and Loss

Problems Involving Cost Price, Selling Price, Trade Discounts and Cash Discounts– Introduction To Commission and Brokerage – Problems on Commission and Brokerage.

CO – PO Affinity Map

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO							
CO1	2	1	2	1	2	1	1
CO2	2	1	2	1	1	1	1
CO3	3	3	2	1	2	1	2
CO4	2	2	2	1	1	1	1
CO5	3	2	3	2	2	2	2

TEXTBOOKS:

1. J K Sharma, *Quantitative Techniques for Managers* G C Beri, *Business Statistics*

REFERENCE BOOK:

1. P N Arora, Sumeeth Arora, S Arora, *Comprehensive Statistical Methods*

SEMESTER III

Course Code	Course Title	L-T-P	Cr.
21BUS204A	Organizational Behaviour	3 0 0	3
21BUS203A	Introduction to Marketing Management	3 0 0	3
21BUS201A	Banking and Insurance	3 0 0	3
21BUS202A	Cost and Management Accounting	3 1 0	4
	ELECTIVE from Category 1	3 0 0	3
21BUS205A	Quantitative Techniques	2 1 0	3
	Total		19

21BUS204A

ORGANIZATIONAL BEHAVIOUR

3 0 0 3

Objectives: To understand the foundations of individual behaviour, to understand the main components of attitudes, job satisfaction parameters, personality and values, interpersonal skills, and leadership skills to understand the role, demands of the role, leadership skills required, and motivational/development efforts needed to increase role efficacy and the effectiveness of the individual.

Course Outcome:

- CO1:** To acquire the knowledge on people behaviour, it's necessity and application in the organization.
- CO2:** To be able to understand the individual behaviour, valuing individual differences and to generate strategies to improve motivation in the workplace.
- CO3:** To be identify the personality of individuals their communication pattern to develop an effective work environment.
- CO4:** To understand the group dynamics and to be able to develop strategies for managing conflict and negotiation in the workplace.
- CO5:** To understand the climate and culture of organization and to be capable of managing organizational change through effective implementation.

Syllabus:

Unit 1 Introduction to Organizational Behaviour

Meaning – Definition – Importance of Organizational Behaviour – Scope - Process - Importance of process.

Unit 2 The Individual

Individual Behaviour, psychological foundations of individual behavior, perception, factors affecting perception, attribution theory, learning, learning process, motivation.

Unit 3 Interpersonal Behaviour

Interpersonal Relations in organization, interpersonal communication, transactional analysis, life position analysis, Games analysis.

Unit 4 Group Process

Group Behaviour, Group formation, group cohesiveness, conflict management.

Unit 5 Organisational Change and Development

Role of individual in organizational culture, climate and change, organizational effectiveness.

CO – PO Affinity Map

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	1	1	1	1	3
CO2	3	3	3	1	3	1	3
CO3	3	3	2	1	3	1	3
CO4	3	3	3	3	3	1	3
CO5	3	3	3	3	3	1	3

Text books:

1. *Organizational Behavior - Robbins and Judge, Prentice Hall, India.*
2. *Understanding Organizational Behavior - Udai Pareek, Oxford University Press.*

Reference texts:

1. *Organizational Behavior - Human Behavior at Work, John W. Newstrom, McGraw Hill Companies.*
2. *Organizational Behavior - Uma Sekaran*
3. *T. N Chhabra, Principles of Management*

21BUS203A INTRODUCTION TO MARKETING MANAGEMENT 3 0 03

Objectives: The course of marketing will be appreciated through the fundamentals of marketing. Primarily the concept of formulating STP strategies being the one of the major elements of the marketing mix with emphasis to product gives the basis to marketing.

Course outcome :

- CO1. Get an understanding of segmentation , target and positions of different products.
CO2. Describe Key marketing concepts, theories and techniques for analysing a variety of marketing situations.
CO3. Identify core concepts of marketing and the role of marketing in the business and society.

Syllabus:

Unit 1 Fundamental concept of marketing

Market- meaning, definition, features, classification of markets. marketing- introduction, definition of marketing, evolution of marketing concept (marketing philosophy), objective of marketing, features, market and marketing , marketing and selling, Importance of marketing, modern marketing, features, marketing functions (Scope), Marketing management, task of marketing management/ marketing

manager. Marketing mix - meaning, definition, elements of marketing mix. Marketing environment - the marketing process - marketing strategy

Unit 2 Market Segmentation, targeting and positioning

Segmentation-meaning, definition, benefits, patterns of segmentation, methods of segmentation (bases). Targeting - meaning, strategies, benefits. Positioning - meaning, benefits, techniques of product positioning.

Unit 4 Marketing Research

Meaning, definition, objectives, benefits, scope, types, MR process, methods of data collection- observation, experimental, survey etc., marketing information system- meaning, need and importance of marketing information system, Marketing information system and marketing research, marketing intelligence.

Unit 5 Product Management

Product: Meaning, definition, classification, product hierarchy, product policies- product planning and development, product line, product mix, product standardization, branding, positioning, packaging, branding, brand loyalty, brand equity, brand rejuvenation, labeling, product life cycle- strategies in different phases , stages in new product development, marketing myopia.

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO							
CO1	3	2	3	2	2	3	3
CO2	3	1	3	1	2	2	3
CO3	3	2	3	2	3	3	3

Text books:

1. *Principles of Marketing - Armstrong/ PhilipKotlar*
2. *Marketing Management - PhilipKotlar*

Reference books:

1. *Marketing Management -Sherlaker*
2. *Marketing Management - Kotler, Keller,Koshy*

21BUS201A

BANKINGANDINSURANCE

3 0 03

Objective: *The objective is to provide basic knowledge about bank operations, basics of negotiable instruments and the importance of insurance.*

Course outcome:

CO1. describe the context of banking: the financial system.

CO2. understand the principles of banking.

CO3. understand the broad functions of banks.

CO4. analyse and explain the basic raison d'etre for banks.

CO5. acquire knowledge of insurance contracts and provisions, and the features of property-liability insurance, life and health insurance, and employee benefit plans.

CO6. knowledge of the operation and management of insurance entities, and the economic implications of organizational design and structure.

Syllabus:

Unit 1 Introduction

Banking: Meaning - Definition – History – Types – Systems - Commercial Banks and its functions - Central Banking Functions - Reserve Bank of India (RBI) – Functions – Role - International Monetary Fund - World Bank.

Unit 2 Banking Operations

Banker Customer Relationship Meaning - Definition - Debtor and Creditor relationship - Banker’s Obligations to honour Cheques - Cheques honoured and dishonoured – Secrecy – Garnishee order - Rights of a banker - Protection to Paying Bankers - Protection to Collecting Bankers - General Relationships - Particular Relationship - Lien - Crossing – Endorsement. Bank Accounts and Customers Types of Bank Accounts: Savings Bank Account, Current Account, Fixed Deposit Account- Non Resident Indian Account - Opening procedure - Know Your Customer (KYC) norms. Types of customers: Minor - Joint Account - Partnership Firm - Company Accounts Non Trading Association - Brief explanation of legal effect and precautions to taken by bankers while opening an account.

Unit 3 Negotiable Instrument Act 1881

Nature and characteristics of Negotiable Instruments - Types of Negotiable Instruments - Promissory Notes - Bills of Exchange - Cheques - Parties to Negotiable Instruments - Negotiation – Presentment – Discharge - Dishonor of Negotiable Instruments.

Unit 4 New Age Clearing System

Electronic Banking: Meaning - Automated Teller Machine (ATM) - Internet Banking - Electronic Clearing Service (ECS) - MICR clearing - Electronic Funds Transfer (EFT) - Electronic Cheques Credit Card - Debit Card - Smart Card - Risk in E-banking - Core Banking Solutions.

Unit 5 Risk Management and Introduction to Insurance

Meaning - Concept of Risk - Nature of Risk – Importance - Causes - Types of Business Risks - Methods of Handling Risks - Prevention of Risk. Introduction to Insurance Insurance: Purpose - Benefits – Functions – Principles - Nature, Classification of Insurance: Life and Non-Life - Marine, Fire, Motor, Miscellaneous Insurance.

CO – PO Affinity Map

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO							
CO1	3	3	3	3	3	1	3
CO2	3	3	3	1	3	1	3
CO3	3	3	2	1	3	1	3

CO4	3	3	3	3	3	1	3
CO5	3	3	3	3	3	1	3

Textbook:

1. *Jyotsna Sethi, Nishwan Bhatia - Elements of Banking and Insurance - Prentice Hall India, New Delhi.*

References:

1. *Tannan - Banking: Law and Practice in India.*
2. *S. N. Maheshwari and R. R. Paul - Banking: Theory, Law and Practice - Kalyani Publishers, New Delhi.*
3. *K. C. Shekhar and Lekshmy Sekhar - Banking Theory and practice - Vikas Publishing House, New Delhi*

21BUS202A

COST AND MANAGEMENT ACCOUNTING

3 1 04

Objectives: *To understand the basic concepts and processes used to determine product cost; to gain knowledge of preparation of budgets, standard costs and variance statements; to gain the skills required for cost ascertainment and decision making.*

Course outcome :

- CO1. apply cost accounting methods to evaluate and project business performance.
- CO2. apply appropriate judgment derived from knowledge of accounting theory, to financial analysis and decision making.
- CO3. explain the increase in the accuracy of determining the cost of objects resulting from allocation of support departments to operating departments; and from identifying common costs and revenues.
- CO4. solve problems on cost accounting
- CO5. understand the evolution and development of management accounting

Syllabus:

Unit 1

Cost, Costing - Cost Accounting - Cost Accountancy - Objectives – Advantages and Disadvantages - Distinction between Cost Accounting, Financial Accounting and Management Accounting - Methods of Costing, Cost Classification – Cost Center and Cost Unit - Preparation of Cost Sheet - Estimated Cost Sheet

Unit2

Materials: Meaning - Direct and Indirect - Purchase Procedure - Centralized and Decentralized Purchasing - Stock Levels (Problems on Stock Levels) - Issue of Materials - Pricing of Issues (LIFO, FIFO.)

Labor: Meaning – Types - Time-Keeping and Time Booking - Methods of Wage Payment (Piece Rate and Time Rate), Incentive Systems (Problems on Halsey and Rowan) – Overtime - Idle Time - Labour Turnover - Meaning – Causes.

Unit 3

Overheads: Meaning – Classification - Allocation, Apportionment and Absorption of Overheads - Primary Distribution of Overheads and Secondary Distribution Summary - Calculation of Machine Hour Rate.

Operating Costing: Transport costing - Calculation of Cost Per Km. - Cost Per Passenger Km. - Cost Per Tonne Km. Contract Costing: Recording of Cost-Profit on Incomplete Contracts - Notional Profit and Calculation of profit on the basis of Estimated Profit.

Unit 4

Budgeting and Budgetary Control: Meaning – Importance - Types of Budgets - Problems on Flexible Budget and Sales Budget.

Marginal Costing: Meaning - Importance – Assumptions - Problems on - Break Even Point – Profit /Volume ratio - Margin of Safety

Unit 5

Standard Costing: Meaning – Importance - Difference between Standard Costing and Budgetary Control Variance – Meaning - Importance – Problems on Material and Labor Variances.

Process Costing: Preparation of Process Accounts - Normal Loss - Abnormal Loss - Abnormal Gain. Reconciliation between Cost Profit and Financial Profit.

CO – PO Affinity Map

PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO 1	3	3	3	3	1	1	2
CO 2	3	3	3	3	1	1	2
CO 3	3	3	3	1	1	1	2
CO 4	3	3	3	3	1	1	2
CO 5	3	3	3	3	1	1	2

Textbooks:

1. S. P. Jain and K. L. Narang - Cost Accounting, Principles and Practice, Kalyani Publishers.
2. Khanna Pandye and Ahuja – Cost Accounting

References:

1. B. M. Lall Nigam and I. C. Jain - Cost Accounting Principles & Practice.
2. Horngren Foster and Datar - Cost Accounting.
3. S N Maheshwari - Cost Accounting

21BUS205A

QUANTITATIVE TECHNIQUES

2 1 0 3

Objectives: To develop an understanding of the concepts of statistics and operations research and to apply the results to real life business problems.

Course outcome:

CO1 : understand the concepts of correlation and regression

CO2 : apply parametric and non parametric tests

CO3 : apply statistical knowledge for solving LPP

Syllabus:

Unit 1 Correlation - Definition and Meaning – Applications - Scatter Diagrams – Karl Pearson’s Correlation Co-Efficient - Computation and Interpretation - Rank Correlation- Computation and Interpretation - Regression - Meaning and Applications – The Two Regression Equations and Regression Co-Efficient.

Unit 2 Introduction - Applications - Basic Terminology in Probability – Addition Theorem - Multiplication Theorem - Conditional Probability - Applicability and Problems- Baye’s Theorem - Applicability and Problems

Unit 3 Introduction – History - Application of LPP - Mathematical Formulation of The Problem - Graphical Solution - Standard Form of LPP - Solution of LPP by Simplex Method - Application of Graphical Solution and Simplex Method in Solving Business Problems.

Unit 4 Population and Sample – Meaning and Definition – Parameter and Statistic – Definition – Sampling Theory – (Statistical Estimation – Tests of Significance – Statistical Inference) – Meaning and Scope – Methods of Sampling – Random Sampling – Non Random Sampling Methods – Sampling Distributions – (Problems on Z- test – t – test – F – test – Chi – square test).

Unit 5 Meaning and Applications of Index Numbers - Two Methods of Construction of Index Numbers - Price Index Numbers - Weighted and Un-Weighted Arithmetic Mean Relative Index Numbers - Chain Base Index Number - Cost of Living Index Number.

CO – PO Affinity Map

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO							
CO1	3	1	1	1	1	1	1
CO2	3	3	3	3	3	1	2
CO3	2	1	1	1	1	1	1

Textbooks:

1. P N Arora, Sumeeth Arora, S Arora, - *Comprehensive Statistical Methods*
2. P R Vittal - *Business Mathematics*

Reference:

1. C B Gupta, Vijay Gupta – *An Introduction to Statistical Methods 23rd Revised Edition*

SEMESTERIV

Course Code	Course Title	L-T-P	Cr.
21BUS211A	Advanced Marketing Management	3 0 0	3
21BUS212A	Basics of Human Resources Management	3 1 0	4
21BUS214A	Introduction to Research Methods	3 0 0	3
21BUS213A	Financial Management	3 1 0	4
21BUS215A	Production and Operations Management	3 0 0	3
	ELECTIVE from Category 2	3 0 0	3
	Total		20

21BUS211A ADVANCED MARKETING MANAGEMENT 3-0-0-3

Objectives: *To learn the applications of Brand Management, Pricing decisions, Distribution management and Marketing communications; to learn about the emerging trends in marketing*

Course Outcomes (CO)

- CO1:** In-depth understanding of a broad range of contemporary issues facing marketing academics, practitioners and consumers within the realm of branding, social responsibility and/or sustainability.
- CO2:** Ability to analyse research on marketing's impact on society and organisational and societal approaches to social responsibility and sustainability.
- CO3:** Proficiency in applying selected concepts, principles and frameworks of the course in chosen contexts
- CO4:** Enhanced skills in defending opinions academically.
- CO5:** Extended personal boundaries on the future role of marketing
- CO6:** Ability to communicate complex ideas in an engaging manner

Syllabus:**Unit 1 Brand Management and Pricing Decisions**

Brand – Meaning – Definition - Role of Brands in Marketing – Scope of Branding – Brand Building Process – Co-Branding – Ingredient Branding. Price: Meaning – Five Cs – Objectives - Techniques of Pricing – Price Sensitivity – Meaning and Applications – Break Even Analysis – Decision Making – Pricing Methods – Strategies of Pricing.

Unit 2 Marketing Communications

Marketing Communications - Role – Process – Objectives. Personal Selling: Nature – Process – Skills. Sales Promotion – Types. Public Relations. Advertising – Role – Structure – Factors to Consider in Designing an Advertisement – Ethical Issues in Advertising.

Unit 3 Distribution Management

Meaning of Distribution – Factors in Designing Distribution System – Distribution channels – Meaning – Types – Functions – Channel Members – Whole Selling – Meaning – Important Factors – Wholeselling System in India – Retailing – Meaning – Managing Retailing.

Unit 4 Global Marketing

Global Marketing - Meaning – Scope – Reasons for Companies to go Global – Factors to be considered while Entering Global Marketing – Ways of Entering Global Marketing – Importance of Global Marketing to a Company, the National Economy.

Unit 5 Trends in Marketing

Meaning – Objectives – Scope and Emerging Trends in marketing practices of the following: Consumerism - Rural Marketing – Agricultural Marketing – Social Marketing – Green Marketing – Direct Marketing – Online Marketing.

CO – PO Affinity Map

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO							
CO1	3	2	3	2	2	3	3
CO2	3	1	3	1	2	2	3
CO3	3	2	3	2	3	3	3
CO4	3	3	1	2	2	1	1
CO5	1	3	3	3	3	1	1
CO6	1	3	3	1	1	2	1

Text books:

1. *Principles of Marketing - Armstrong/ Philip Kotlar*
2. *Marketing Management - Philip Kotlar*

Reference books:

1. *Marketing Management - Sherlaker*
2. *Marketing Management - Kotler, Keller, Koshy*

21BUS212A

BASICS OF HUMANRESOURCESMANAGEMENT

3 1 04

Objectives: To familiarize the student with modern trends in the management of an organisation's key resource i.e people; to give the student the give a working knowledge of key elements and functions of human resource management; to enable the student to understand the links between best practice in human resource management and the overall achievement of the firms strategic objectives.

Course outcome :

CO1. Contribute to the development, implementation and evaluation of employer recruitment, selection and retention plan and processes

- CO2. Develop, implement and evaluate employee orientation, training and development programmes.
- CO3. Acquire the analytical skills to utilise Human resources and technological applications.
- CO4. Hone the knowledge and skills needed to effectively manage human resources.
- CO5. Describe the trends in the labour force and how they effect Human Resource Management.

Syllabus:

Unit 1 Introduction to HRM

Meaning – definition – nature – function – importance - challenges. Trends in HR: globalization – technology – demographics - workplace culture - meaning and its effects - strategic dimensions - role of HRM in strategy formulation and execution.

Unit 2 Recruitment and Performance Appraisal

Recruitment & Selection, Training & development, Performance management and appraisal, Job analysis

Job analysis - forecasting personnel requirements. Recruitment function - Internal and external sources of recruitment - selection process.

Training – Meaning – Definition - process and methods. Performance appraisal: need – steps - performance management – meaning – need - defining - work standard and goals - realistic appraisal - supervisor’s role - common appraisal problems and how to avoid them.

Unit 3 Compensation management & employee relations and security

Establishing strategic pay plans - competency based pay: reasons - pros & cons and results - pay for performance - .financial incentives - benefits & services. Employee relations and security – ethics - justice and fair treatment - disciplinary action - labour relations - collective bargaining - employee safety and health.

Unit 4 Managing careers

Career developments: role of employee and employer - career management and employee commitment - planning and handling promotion – transfer – retirement.

Unit 5 Introduction to Labour and Industrial Laws

Meaning, objectives of - Employees PF Act 1952 - ESI Act 1948 - Factories Act 1948 - Industrial Disputes Act 1947 - Maternity Benefits Act 1961 - Minimum Wages Act 1948 - Payment of Bonus Act 1965 - Trade Union Act 1926 - Payment of Gratuity Act 1972 - Payment of Wages Act 1936 - Workmen’s Compensation Act 1923.

CO – PO Affinity Map

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	1	3	1	1
CO2	3	3	3	1	3	1	1
CO3	3	3	3	1	3	1	1

CO4	3	3	3	1	3	1	1
CO5	3	3	3	1	3	1	1

Text books:

1. Gary Dessler - *Human Resource Management*
2. V S P Rao – *Human resource Management*

Reference books:

1. *A Framework For Human Resource Management -ISBN-8177587803*
2. *Human Resource Management – BSubrao*

21BUS214A

INTRODUCTION TO RESEARCH METHODS

3 0 03

Objectives: *To equip the students with the required knowledge about the ethical issues related to research, to conduct a simple research, to analyze the data with the help of statistical tools and to derive conclusions.*

Course outcome :

CO1. Conduct an individual research project under supervision

CO2. Adhere to responsible laboratory or field practice regarding data collection and recording, and laboratory/field safety

CO3. Understand time and project management in the successful identification of a research project, development of an experimental design, collection of accurate and precise data, critical analysis and interpretation of results, retrieval of information, and critical reading of scientific literature.

CO4. Prepare a minor thesis (draft, edit, format, check for errors), and understand confidentiality issues regarding business

CO5. Present a seminar on the results of a research project.

Syllabus:

Unit 1

Research – Meaning – Objectives – Types of Research – Fundamental, Applied, Descriptive, Analytical, Conceptual, Empirical, Qualitative and Quantitative – Significance of Research.

Unit 2

Research Process – Formulating the Research Problem - Literature survey – Hypotheses - Research Design – Sample Design – Collection of data – Execution of the project - Analysis of Data – Testing of Hypothesis – Interpretation and preparation of reports.

Unit 3

Defining the Research problem – Meaning Necessity of defining the problem – Literature review – Reviewing concepts and theories – Review of previous research findings – process of formulating the research problem.

Unit 4

Hypotheses – Meaning – Need – types – Sampling design – methods of sampling - Research Design – Essentials of Research Design – Need for Research Designing – Classification of Research Design.

Unit 5

Preparation of Research Report – Meaning of Research Report – Types of Report – Steps in Preparing Research Report – Format of the Report.

CO – PO Affinity Map

PO	PO	PO	PO	PO	PO	PO	PO
CO	1	2	3	4	5	6	7
CO1	3	3	3	3	3	1	3
CO2	3	3	3	3	3	1	3
CO3	3	3	2	1	3	1	3
CO4	3	3	3	3	3	1	3
CO5	3	3	3	3	3	1	3

TEXT BOOKS:

1. *R Panneerselvam – Research Methodology – Prentice HallIndia.*
2. *M C Khothari - ResearchMethodology*

REFERENCE BOOK:

1. *R Krishanswami and M Ranganathan - Research Methodology for Social Sciences – Himalaya Publishing House*

21BUS213A

FINANCIAL MANAGEMENT

3 1 0 4

Objective: To help students to understand the techniques of analysis and conceptual framework of financial management.

Course outcome:

CO1. understand the financial services component industries (insurance, banking, securities, real estate and financial planning)

CO2. acquire financial decision making skills

CO3. through understanding of financial decisions taken by a corporate .

CO4. evaluate the project on the basis of return on investment

Syllabus:

Unit 1

Financial management: Introduction – Meaning and definition – Importance – Finance Function – Approaches to finance function – Scope of financial management – Objectives and Functions of financial management – Finance manager – Functions and role of finance manager.

Unit 2

Financial Decisions and Planning: Introduction – concept – Major decision areas – Investment decisions – Financing decisions – Dividend decisions – Factors influencing the decisions, Time Value of Money. Financial Planning – Concept – Objectives – Process – Significance – Considerations – Limitations.

Unit 3

Working capital: Meaning and concept – Objects – Constituents of working capital – Classification of working capital – Adequate and inadequate working capital – Factors determining working capital requirements – Working capital management – Significance – Principles of working capital management – Estimate of working capital requirements – Simple practical problems on estimate of working capital requirements.

Unit 4

Cost of capital and Leverage: Meaning, concept and significance of cost of capital – Classification of cost – Determination of cost of capital – Computation of cost of capital – Cost of debt – Cost of preference and equity capital – Cost of retained earnings – Marginal cost of capital. – Leverage – Types – Impact.

Unit 5

Capitalisation and Capital Structure: concept of capitalisation – Theories – Overcapitalisation and undercapitalisation - Causes, consequences and remedies – Concept and patterns of Capital structure – Criteria and factors influencing capital structure decision – Capital Budgeting – evaluation of investment projects – payback period, time factor, discounted cash flow methods.

CO – PO Affinity Map

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO							
CO1	3	3	3	3	3	1	3
CO2	3	3	3	3	3	1	3
CO3	3	3	2	1	3	1	3
CO4	3	3	3	3	3	1	3

Textbooks:

1. Shashi K. Gupta, R. K. Sharma – Financial Management Theory and Practice, Kalyani Publishers, 2001.
2. IM Pandey – Essentials of Financial Management, 4th Edition, Vikas Publishing
3. P. C. Tulsian – Financial Management, S. Chand

Reference books:

1. Prasanna Chandra – Fundamentals of Financial Management, 3rd Edition, TMH
2. S. C. Kuchhal – Financial management - An Analytical and Conceptual Approach, Chaitanya Publishing House, Allahabad, 2001.
3. R. M. Srivastava – Financial Management, Pragati Prakashan, 2002

Objectives: To appreciate and understand the fundamentals of production management, to introduce basic issues connected to decision making, design, planning, and operations control in the context of achieving a firm's overall goals and strategies: to provide the students with the practice relevance of the various topics of production and operations management.

Course Outcomes

- CO1:** Understand the concept of production and operations management.
- CO2:** Decide the location and layout of a plant based on the product.
- CO3:** Gain the knowledge of planning and scheduling in production process.
- CO4:** Realize the need of inventory control and materials management.
- CO5:** Recognize the role of maintenance in manufacturing sector.

Syllabus:

Unit 1 Introduction to Production and Operations Management

Introduction to production and operations management – need - functions and trends in business - operational strategies - Operation as a system - Operational technologies - innovation management.

Unit 2 Facilities Locations and Plant Layout Factors - influencing location decisions - market related

- cost related – regulatory and policy issues and other issues - location planning methods - location factor rating - centre of gravity method - load distance method - transportation model (simple problems)

Layout: meaning – importance – types – product - production line - assembly line - U-shaped process - fixed position - assignment model.

Unit 3 Aggregate Planning, Capacity Planning and Scheduling

Aggregate production planning: meaning – need – basic strategies – methods – models used – master production scheduling – material requirement planning (MRP) meaning – concept – multiple levels in products - bill of material - determining lot size.

Definition: measures of capacity – determinants - steps in the process - determining capacity requirements - developing capacity alternatives – challenges - evaluating alternatives.

Scheduling: meaning – need - basis for scheduling – routing - scheduling rules - performance criterion - simple problems in scheduling by using Johnson's rule - Gantt charts.

Unit 4 Materials Management, Inventory Control and its Maintenance

Importance of inventory management - meaning of make or buy decision - inventory control system - continuous review system, periodic review system - selective control of inventories - issues in inventory planning - simple problems in inventory control - quality control - equipment life cycle - cost of maintenance and alternatives.

Unit 5 Project Management

Project management: meaning, phases – framework - work breakdown structure organizational breakdown structure and cost of breakdown structure - network representation of a project - constructing the network - PERT/CPM - simple problems.

CO-PO Affinity Map

PO	PO	PO	PO	PO	PO	PO	PO
CO	1	2	3	4	5	6	7
CO 1	3	1	2	2	2	3	1
CO 2	3	1	1	1	1	2	3
CO 3	3	1	2	2	1	2	3
CO 4	3	1	3	3	3	2	2
CO 5	3	1	3	3	3	2	3

Text books:

1. *Production and operations management - S NChary*
2. *Production Management - K.Ashwathappa*

Reference books:

1. *Operations Management - Theory and Practice - B.Mahadevan*
2. *Production and operations Management - KanishkaBedi*

SEMESTER V

Course Code	Course Title	L-T-P	Cr.
21BUS303A	Principles of International Business	3 0 0	3
21BUS301A	Business Ethics and Corporate Social Responsibility	3 0 0	3
	ELECTIVE from Category 3	3 0 0	3
	ELECTIVE from Category 4	3 0 0	3
	ELECTIVE from Category 5	3 0 0	3
21BUS302A	Introduction to Strategic Management	3 1 0	4
21BUS304A	Sustainable Business Administration	3 0 0	3
	Total		22

21BUS303A

PRINCIPLES OF INTERNATIONAL BUSINESS

3 0 03

Objectives: To introduce students to the contemporary issues in International Business that illustrates the unique challenges faced by managers in the international business environment; understand the conceptual underpinnings of Multinational Enterprises (MNE's), the environment to which they operate, and the management challenges posed by the environment; to understand the laws and institutions, and the regulatory environment governing international trade, to learn the basics of international financial management, in particular foreign exchange exposure, management to learn about the effect of cultural differences on the environment of international business; to understand the ethical and social responsibilities of MNE's.

Course outcome:

CO1: To understand the environmental impact on business.

CO2: To appreciate the fundamental rights and duties and directive principles of the state

CO3: To be familiar with the different legislations and an awareness of environment policy of the state regarding industrial location.

CO4: To recognise the importance of environmental policy of the country.

CO5: To understand the utility of internet as a tool for environment protection

Syllabus:

Unit 1 Conceptual Underpinnings, Environment and Challenges

International business: Meaning, Significance, Process of evolution of international business and its development (brief only), Globalization and international business the ways they affect each other. Difference between international business and domestic business, Factors for growth in international business, Reasons for growth in International business. Types of international organizations. Collaborative arrangements – licensing, franchising, management contracts, turnkey operations, joint

ventures, equality alliance, strategic alliance, multinational enterprise: impact of each type on domestic firms.

Unit 2 Modes of Operations in International Business and the Economic Environments facing businesses.

Factors influencing the choice of a particular mode of International business. Various forms of contractual entry mode and challenges In choosing a particular mode. Importance of economic environments, Elements of the economic environment and its impact: Inflation, Unemployment, Income distribution, Gross Domestic Product, Gross National Income, Balance of Payments and Balance of Trade.

Unit 3 Laws, Regulation and Institutional Framework Brief only: Global trading environment, Trade In commodities, Commodity agreements OPEC, Trade blocs, Bilateral and Multilateral Trade laws, GATT and WTO, UNCTAD, Regional Trading Agreements and NAFTA, ASEAN, TRIPS, TRIMS, National Regulation of International Business: Free Trade versus Trade protection, Forms of trade regulation, Regulation of FDI in India, Problems and prospects for Indian business.

Unit 4 Foreign Exchange Exposure and Foreign Trade, Meaning and an elementary understanding only. Foreign exchange, Foreign exchange market, Exchange rate, Traditional Foreign exchange Instruments: Spot transactions, Forward transactions; Derivatives Options, Currency swaps, Futures contracts. Export and Import: Meaning, Merits and demerits, characteristics, types, strategic advantages to an economy. Export Documentation: Objectives, Letter of Credit, Draft, Bill of Lading, Additional Documents

Unit 5 Cultural Environments facing business, Ethical and social Responsibilities of MNEs Nature of assumptions, Major causes of cultural difference and change, Behavioural factors influencing countries'businesspractices,ProcessofCross-culturaladjustment,Impactofculturaldifferenceson Communication, Negotiation & Decision Making, Management of Cultural Diversity and General culturalguidelinesforcompaniesthatoperateinternationally. Concepts, Principles, Ethical issues: Sustainability, Global warming and Kyoto Protocol, Labour Issues.

CO – PO Affinity Map

PO/CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	3	3	1	3
CO2	3	3	3	1	3	1	3
CO3	3	3	2	1	3	1	3
CO4	3	3	3	3	3	1	3
CO5	3	3	3	3	3	1	3

Text book:

1. *Vyuptakesh Sharan, International Business Concept, Environment and Strategy, Pearson Education*

Reference books:

1. *Francis Cherunilam, International Business, Text and Cases, Himalaya Publishing Company*
2. *Rathod, Export Management*
3. *O S Srivastava – International Business, Kalyani Publishers*

21BUS301A BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY 3 0 03

Objectives: The primary objective is to help students understand the relevance of ethics in their personal as well as professional life.

Course Outcomes (CO)

- CO1:** To acquire a basic and clear understanding of philosophical ethics.
- CO2:** To understand the principles of moral decision making in global business.
- CO3:** To acquire clear understanding of an ethical organization, Corporate moral excellence, corporate code
- CO4:** To understand the concept of Corporate Social Responsibility.
- CO5:** To identify the trade-offs that face an ethical manager.

Syllabus:

Unit 1 Business ethics - An overview

Ethics: nature – objective - business ethics: nature – need – relationship between ethics and business - stages of ethical consciousness.

Unit 2 Ethics in business in Indian perspective

Importance of ethical behaviour in personal and professional life - law of karma – meaning - how it operates.

Unit 3 The ethical organization and its corporate code

The ethical organization - an overview – characteristics - corporate moral excellence – stakeholders' corporate governance. Definition of corporate code - development of corporate code – implementation.

Unit 4 Corporate Social responsibility & Environment ethics Environmental issues in India – greening - greening initiatives - stakeholders - Internal stakeholders – employee – shareholders – management - External stakeholders – consumers – suppliers – creditors – competitors - community.

Unit 5 Ethical Dilemmas - workplace, functional areas & ethical issues in global business

Dilemmas at work - ethical dilemmas: power - authority and trust – secrecy - confidentiality and loyalty - resolving dilemmas manager - employee. Ethical issues in: marketing – operations – purchase - human resource – finance - accounting and other functions. Multinational organization - reasons Company go global - ethical issues – political sales & marketing – advertising – technology - economics activities - regulatory actions in acquisitions of global business & social obligation.

CO – PO Affinity Map

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	-	-	-	-	-
CO2	3	3	-	-	2	-	-
CO3	3	3	3	2	2	-	-
CO4	3	3	-	-	-	-	-
CO5	3	2	1	3	-	-	-
CO6	3	2	-	-	-	-	-

Text book:

1. Hartman & Chatterjee, *Perspectives in Business Ethics*

Reference books:

- 1 John R Boatright, *Ethics and the conduct of business, Illustrations and supporting articles from business journals*

21BUS302A INTRODUCTION TO STRATEGIC MANAGEMENT 3 1 0 4

Objectives: To appreciate the complexities of managing a formal organisation; to help develop analytical skills for identifying key strategic issues and formulating appropriate strategies given a firm's situation.

Course Outcome:

- CO1:** To understand the basic concepts in strategic management and the different phases in the process of strategic management.
- CO2:** To learn, how to formulate & evaluate the mission statements for companies and to analyse the micro & macro environment of business.
- CO3:** To be familiar with the tools for analysing the industry competition and to be critically aware of the factors involved in strategic decisions and thereby identify the general strategies of business and the ways to achieve it.
- CO4:** To be exposed to the various matrices used to generate alternative strategies for business and to develop the student's skill to analyse and implement strategies at the single business unit level.
- CO5:** To understand the issues while implementing strategies at various levels of organization and to know the necessity of strategy supportive culture while implementing a strategy.

Syllabus:

Unit 1 Strategic Concepts

Meaning, definition – role – scope – importance - stages- key terms - strategic model – benefits - need for strategic planning - pitfalls of strategic planning - guidelines for effective strategic management – Strategic Business Units - vision and mission – meaning – need – importance – process – characteristics – components - vision vs mission - writing and evaluating good vision and mission statements.

Unit 2 Internal Assessment and External Assessment

Key internal forces - management audit - basic functions or activities that make up the different functional areas of business.

Key external forces - sources of external information - Porters five forces model of competition - cooperative vs competitive strategies.

Unit 3 Strategies for Managing Business

Types of strategies – integration – intensive – defensive - diversification. Strategies for competing in turbulent - high velocity market - means for achieving strategies – joint venture - merger/acquisition - first mover advantages - outsourcing.

Unit 4 Strategy Analysis

Three stage strategy formulation - SWOT matrix - SPACE matrix - BCG matrix - value chain analysis.

Unit 5 Implementation Strategies, Strategies Review and Evaluation

Meaning - Strategy formulation vs strategy implementation - matching structure with strategy - creating strategy supportive culture - challenges in strategy implementation.

CO – PO Affinity Map

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO							
CO1	3	3	3	3	1	1	3
CO2	3	3	3	1	3	3	3
CO3	3	3	1	1	3	1	3
CO4	3	3	3	3	3	1	3
CO5	3	3	3	1	3	1	3

Text book:

1. Fred R David, *Strategic Management Concepts and Cases*

Reference books:

- 1 V S P Rao And V Hari Krishna, *Strategic Management Text And Cases*
- 2 Amita Mital, *Cases in Strategic Management*
- 3 John A Pearce Ii and Richard B Robinson Jr., *Strategic Management: Formulation, Implementation and Control.*
- 4 Upendra Kachru, *Strategic Management Concepts and Cases.*

21BUS304A

SUSTAINABLEBUSINESSADMINISTRATION

3 0 03

Objectives: Green business operations and sustainability are becoming increasingly important in the globaleconomyascompaniesattempttograpplewithcompetingpressuresinordertodeliver goods and services in an environment where scarce natural and energy resources, pollution regulations, population growth and climate change are driving corporate decision-making. Businesses who adapt to this new environment will be better positioned to succeed in the global economy where demand for “green” products is increasing exponentially. This subject is designed as a survey of green

business operating principles, sustainability, and social responsibility issues that will impact decision-making of the business leaders of the future.

Course Outcome:

CO1: To understand the environmental impact on business.

CO2: To appreciate the fundamental rights and duties and directive principles of the state

CO3: To be familiar with the different legislations and an awareness of environment policy of the state regarding industrial location.

CO4: To recognise the importance of environmental policy of the country.

CO5: To understand the utility of internet as a tool for environment protection

Syllabus:

Unit 1

Environment Impact on Business: Social, Economic, Political, Cultural, Legal and constitutional sub-systems of environment and their impact on Business.

Unit 2

Constitution of India: Fundamental rights and duties, Directive Principles of State Policy, 74th Amendment of the Constitution pertaining to local Governments.

Unit 3

Introduction to Environmental Legislation: How the Parliament functions - Bill to Act to Rules. How a Bill is issued in parliament and how it becomes an Act, How a rule is notified/ Gazetted. Difference between Regulation, Law and Notification Bills. Introduction to Environmental Acts, Factory Act, Safety Related rules. Environmental Policy of the Government of India for Industrial Location with respect to ecology. The Command & Control Regime and The Economics Instruments Regime.

Unit 4

Public Policy for Industry and Business: Environmental Policy of the Government of India and the working of the Ministry of Environment and Forests, Central Pollution Control Board, State Pollution Control Boards. Annual Report of the Ministry of Environment and Forests (current year).

Unit 5

Internet and Environmental Management: Use of internet as a tool, Specific websites related to environmental management, Extracting latest updated information from related sites. Introduction to software packages for GIS and MIS Reference.

CO – PO Affinity Map

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	3	3	3	3
CO2	3	3	2	3	3	3	3
CO3	3	3	2	3	3	3	3
CO4	3	3	2	3	3	3	3
CO5	3	3	2	3	3	3	3

Text Book:

1. *Government & Business Management – by Kumar & Ghosh*
2. *The Economics of Development and Planning – by M. L. Jhingan*
3. *Microeconomic Theory & Welfare Economics – by P. N. Chopra*
4. *Economic Development – Problems, Principles & Policies – by Benjamin Higgins.*
5. *Economic Development – Past & Present – by Gill*
6. *Economic Development of Business – by Dr. M. Adhikari*

SEMESTER VI

Course Code	Course Title	L-T-P	Cr.
	ELECTIVE from Category 6	3 0 0	3
	ELECTIVE from Category 6	3 0 0	3
	ELECTIVE from Category 6	3 0 0	3
21BUS398A	Internship		12
	Total		21

21BUS398A

INTERNSHIP

12Credit

It is oriented towards developing the skills, knowledge and attitudes needed to make an effective start as a member of the Management profession. Every student will have to do a assigned project work on a particular topic relevant to the area of their study. The final project evaluation will be done at the end of the semester on the basis of the dissertation submitted by the student duly signed by the project supervisor.

Course outcome

Students will be able to learn

CO1. the selection of a particular project based on certain decisional criteria

CO2.use of data collection methods

CO3. analyse the collected data using statistical tools.