Program

BBA (Bachelor of Business Administration)-Online Ahead

Faculty of Arts, Humanities & Commerce
Department of Commerce & Management
Amritapuri
2021
<table>
<thead>
<tr>
<th>Contents</th>
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<tr>
<td>PROGRAM OUTCOME</td>
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<td>PROGRAM SPECIFIC OUTCOME</td>
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<tr>
<td>CURRICULUM STRUCTURE</td>
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<td>SYLLABUS</td>
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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 contest 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 Inculcatind 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 orders 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

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<th>Course Title</th>
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**Total credits of the programme – 118 credits**
## Syllabus

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### 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

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<th>CO PO Affinity Mapping</th>
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<td>CO1  PO2  PO3  PO4  PO5  PO6  PO7  PO8  PO9  PO10  PO11  PO12</td>
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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
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

Unit 2 Planning

Unit 3 Organising

Unit 4 Staffing and Directing

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

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Textbooks:
2. Samuel C Creto And S. Trevis Certo, Modern Management

References:
1. L. M Prasad, Principles And Practices Of 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

Unit 2

Unit 3

Unit 4

Unit 5
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.

References:


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

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TEXTBOOKS:
REFERENCES:
2. Williams and Sawyer, Using Information Technology,
3. Microsoft Office 2000 Complete, BPB publications

21MAT110A BASIC CONCEPTS OF MATHEMATICS 2 1 03

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**

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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.) Modalauxiliaries, ErrorAnalysis
- 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
Objectives: The purpose of this paper is to impart to the students an understanding of business concepts with a view to prepare them to face emerging challenges 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

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

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REFERENCE BOOKS:
1. Modern Business Organization by S. A. Sherlekar
2. Industrial Organization Management: Sherlekar, Patil, Pananje, Chitale

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

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**Text books:**
1. John B. Taylor and Rithika Gugnani - Principles of Economics
2. Samuelson and Nordhaus - MicroEconomics
3. Samuelson and Nordhaus - Economics
References books:

2. Craig Petersen, W. Chris, Managerial Economics.

21ENV200A  ENVIRONMENTAL SCIENCE AND SUSTAINABILITY  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, Genderequality, Classdiscrimination, Socialimpactsofdevelopmentonthepoorandtribal 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

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Textbooks / References:
**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 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.

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**Text books:**

1. Legal aspects of Business - AkileswarPathak
2BUS114A

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

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 71 Dispersion – Calculation of Range –Calculation of Quartile Deviation - Calculation of Standard Deviation and Co-Efficient of Variation.

Unit 3 Time Series

Unit 4 Financial Mathematics

Unit 5 Profit and Loss
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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

SEMESTERIII

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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.

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

Reference texts:
2. Organizational Behavior - Uma Sekaran
3. T. N Chhabra, Principles of Management
**Objectives:** The course of marketing will be appreciated through the fundaments 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

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.

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</table>
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

21BUS201A BANKING AND INSURANCE 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'être 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

Unit 2 Banking Operations
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
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

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Textbook:

References:
1. Tannan - Banking: Law and Practice in India.

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

Unit 2
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.)

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

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**Textbooks:**
2. Khanna Pandye and Ahuja – Cost Accounting

**References:**
2. Horngren Foster and Datar - Cost Accounting.
3. S N Maheshwari - Cost Accounting

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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:**

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<td>Introduction - Applications - Basic Terminology in Probability – Addition Theorem - Multiplication Theorem - Conditional Probability - Applicability and Problems - Baye’s Theorem - Applicability and Problems</td>
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<td>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.</td>
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Textbooks:
1. P N Arora, Sumeeth Arora, S Arora, - Comprehensive Statistical Methods
2. P R Vittal - Business Mathematics

Reference:

SEMESTER IV

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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

Unit 2 Marketing Communications

Unit 3 Distribution Management

Unit 4 Global Marketing

Unit 5 Trends in Marketing

**CO – PO Affinity Map**

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</table>

**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
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

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.

Unit 3 Compensation management & employee relations and security

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

CO – PO Affinity Map
### 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**

Unit 2

Unit 3

Unit 4

Unit 5

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TEXT BOOKS:
2. M C Kothari - Research Methodology

REFERENCE BOOK:

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**


**Unit 2**


**Unit 3**


**Unit 4**


**Unit 5**


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**Textbooks:**

3. P. C. Tulsian – Financial Management, S. Chand
Reference books:

21BUS215A PRODUCTION AND OPERATIONS MANAGEMENT 3 0 03

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)

Unit 3 Aggregate Planning, Capacity Planning and Scheduling
Aggregate production planning: meaning – need - basic strategies - methods - models used - master productionscheduling - 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.

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**

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**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**

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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 ma 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

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

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


CO – PO Affinity Map

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Text book:

Reference books:
2. Rathod, Export Management

21BUS301A BUSINESS ETHICS AND CORPORATESOCIALRESPONSIBILITY 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

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

Unit 4 Corporate Social responsibility & Environment ethics

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

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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
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 organisation and to know the necessity of strategy supportive culture while implementing a strategy.

Syllabus:

Unit 1 Strategic Concepts

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

Unit 4 Strategy Analysis
Three stage strategy formulation - SWOT matrix - SPACE matrix - BCG matrix - value chain analysis.

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41
implementation.

**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*

21BUS304A SUSTAINABLEBUSINESSADMINISTRATION 3 0 03

**Objectives:** Green business operations and sustainability are becoming increasingly important in the global economy as companies attempt to grapple with competing pressures in order to deliver 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
Unit 2

Unit 3

Unit 4

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.

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Text Book:
1. Government & Business Management – by Kumar & Ghosh
2. The Economics of Development and Planning – by M. L. Jhingan
6. Economic Development of Business – by Dr. M. Adhikari
SEMESTER VI

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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.

Syllabus for electives
Category I Data Analytics

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Course Objective
- To help students to understand the techniques of analysis and conceptual framework of financial management.
- Develop knowledge on the allocation, management and funding of financial resources.

Course Outcome
CO1: To understand the importance of Business Analytics.
CO2: To acquire the knowledge of Operations and Functions in Excel.
CO3: To acquire the knowledge of Statistical analysis in Excel.
CO4: To acquire the skills of Data Visualizations using Excel.

Contents:
Module 1 - Introduction to Business Analytics (1 week)

Module 2 – Working with Excel Functions and Charts (2 weeks)

Module 3 – Statistical Analysis with Excel (3 weeks)
Statistical Functions, Descriptive Analysis using Statistics functions in Excel, understanding and usage of Data Analysis Tool pack in Excel.

Module 4 – What-if and Pivot Tables (2 weeks)
What-if analysis – Data Tables, Scenario Manager, Goal Seek, Crating Pivot Tables and Charts, Power Pivot.

Module 5 – Building Dashboard using Excel (1 week)
Advanced Graphs in Excel, Advanced Conditional Formatting in Excel, Dashboard Building.

References

21BUS452 DATA VISUALIZATION USING POWER BI 3 0 0 3

Course Objective
- To help students to understand the techniques of data Visualization with help tool Power BI.
- Develop knowledge on the Data Visualization and skill of storytelling from data.

Course Outcome
CO1: To understand the data visualization techniques using Power BI tool
CO2: To understand the usage of Power BI for Data representation.
CO3: To acquire the skills of Storytelling from data and communicating using Data.

Module 1 - Introduction to Data Visualization (1 week)
Introduction to Data Visualization, Types of Data, Data Visualization designing strategies and principles.

Module 2 – Introduction to Tool Power BI (2 Weeks)
Introduction to Power BI, Types of services offered by Power BI, Setup Power BI Desktop Application, Interface of Power BI, Importing Data into Power BI from various Sources. Joining and Blending Data. Connecting to Live Data.

Module 3 – Story telling through Data using Power BI (3 Weeks)
Representing and visualizing multiple variables, Types of plots, Understating the suitability of the graphs with respect to data. Visualising multiple dimensions in 2D.

Module 4 – Dashboards and Communicating using Data Visualisation in Power BI (3 Weeks)
Data Analysis, understanding metrics and scorecards, Building dashboards and automation, Advanced Interactive visualization.

References
3. Alberto Ferrari and Marco Russo - Analysing the Data with Microsoft Power BI and Power Pivot for Excel – 1 January 2019, Microsoft Press.
Course Objective
- To help students to understand basics of Tableau and its application
- Develop knowledge in the domain of data analytics and improve presentation skills using Tableau.

Course Outcome

CO1: To understand the business intelligence using Tableau
CO2: To understand the process of extraction and formatting of data
CO3: To know the formulas and calculations using Tableau
CO4: To improve the data visualisation using Tableau

Contents:

Module I - Introduction to Tableau
Data Visualization-Business Intelligence tools-Downloading Tableau-Introduction to Tableau-set up-Introducing Tableau file and data types- data terminologies – navigation- menus - Connecting to data source (Excel, Text Files)-data view - Connecting to Databases - Displaying the data underlying a workbook Adding, duplicating, and renaming worksheets-Reordering, clearing, and deleting worksheets-Changing a worksheet’s tab colour-Saving your changes-Saving your workbook

Module II – Data Extractions and formatting
Working with Data- extracting – applying extract filters – field operations – Meta data- data joining – data blending. Formatting - Dashboard Development-Sharing - Presenting Tableau operators and built-in functions-Creating a calculated field-Creating a calculated field on a shelf-Adding a table calculation-Using LOD expressions-Creating calculations in dialog boxes

Module III – Functions and Calculations
Calculating averages, medians, minimums, and maximums- Displaying the Summary Card- Calculating percentages of a table total- Forecasting future values -Sorting based on a field’s values-Combining fields to sort by more than one criteria-Creating a selection filter-Creating a wildcard filter-Creating a condition filter-Creating a top filter-Adding a Quick Filter to a worksheet-Editing, clearing, and deleting filters-Filtering data using parameters-Editing and deleting parameters

Module IV – Group Editing
Defining a group-Defining a group for “other” values-Finding members of a group-Editing and deleting groups-Defining a set-Creating summaries using sets-Combining sets-Editing and deleting sets.

Module V – Data Visualisation
Pivoting data-Creating Histograms, line charts, pie chart, bar chart, scatter plots, Tree maps, word clouds and bubble charts. Creating Pareto charts, Waterfall Charts-Bump Charts-Funnel Chart-Adding a text box to a chart-Formatting chart elements-Changing the colour sequence in charts-Adding a trend line to a chart-Forecasting

Reference:
- Getting Started with Tableau 2019.2 by Tristan Guillevin
- Mastering Tableau 2019.1 by Marleen Meier, David Baldwin
- Tableau: Creating Interactive Data Visualizations
- Tableau creating interactive data visualization by Jen Stirrup

CATEGORY 2: DIGITAL MARKETING AND SALES
Course Objective:
To introduce the students to the world of digital marketing; to enable them to develop digital marketing strategy and to equip to face the competition within the industry and to come out with successful digital marketing plans and campaigns.

Course Outcomes:
1. Translate some of the key marketing and business models that will help to shape your digital marketing strategy.
2. Review the history of digital marketing to give some perspective to your digital strategic plan.
3. Discuss the opportunities and risks of integrated digital marketing.
4. Outline an approach to developing a digital marketing plan.
5. Explain the key digital marketing activities needed for competitive success

Contents:

Module 1:
Introduction to Digital Marketing - Importance of digital marketing - Difference between traditional and digital marketing - Recent Trends and Current Scenario of the industry - Digital Marketing as a Tool of Success for Companies - Digital marketing to increase sales - Case studies on digital marketing strategies.

Module 2:
Website Planning and Creation – Generating Leads for Business through Websites – Content Development – Search Engine optimization (SEO) – Design Elements for Websites

Module 3:
Social Media Marketing – Driving Traffic to Company’s Websites - Paid Advertisements on Social Media Platforms like Facebook, Instagram, YouTube and more – Effective Social Media Strategies – Targeting Right Audience – Social Media Campaign – Cost -per – Click(CPC) – Cost – per – View (CPV), Cost – per – Impression (CPM).

Module 4:
Digital Media Planning - Determining When, Where and How often to Advertise to Maximize Conversions and ROI - Media Buying – Types - Cost-per-Install (CPI) - Cost-per-Order (CPO) - Cost-per- Acquisition (CPA) - Click-through-Rate (CTR)

Module 5:
Email Marketing – Communicating to Potential Consumer – Types of Email – Creating Appealing Emails - How to Build the Right Subscriber List - Build a Database by Segmenting Based on Demographics - Mode of Acquisition - Target Group - Email Marketing Tools - Software to Design Attractive Emails – Automated Emails – Extracting Information from Email Campaign Analytics.

Reference:
1. Marketing 4.0: Moving from Traditional to Digital by Philip Kotler, Iwan Setiawan, Hermanwan Kartajaya – John Wiley & Sons
2. Fundamentals of Digital Marketing by Puneet Bhatia - Pearson
To understand different types of advertisements and key players in advertising industry. To recognize the need of ethics in advertisement and to develop decision making capacities. The students will learn effective sales promotion techniques and to manage sales forces successfully.

Course Outcomes:
1. Describe different types of advertisement and identify key players in advertising industry.
2. Identify and make decisions regarding the most feasible advertising appeal and media mix.
3. Conduct pre-testing, post testing and concurrent testing of ads to determine their effectiveness.
4. Identify the dealer-oriented promotion techniques, customer-oriented promotion techniques and the salesmen oriented promotion techniques.
5. Explain the steps involved in sales force management.

Contents:
Module 1:
Overview of Advertising Management: Introduction, Meaning and Framework of Advertising; Defining Advertising; Advertising to Persuade the Buyer; Importance of Advertising in Marketing; Role of Advertising in Marketing Mix and Positioning; Advertisers and Advertising Agencies; Choosing an Advertising Agency

Module 2
Structure of an Advertising Agency: Introduction, Overview of an Advertising Agency; Departments of an Advertising Agency, Creative department, Media department, Client servicing department, Marketing research department; Ancillary Services; Interfacing with Client’s Organisation; Integration of Services

Module 3
Advertising Budgets: Introduction, Factors Influencing Budget Setting, Typical Spending Patterns, Common Budgeting Approaches, Budgeting Methods, Decision Support System (DSS), Structure of DSS, Allocating the Marketing Communication Budget

Module 4
Laws for Protection against Malpractices: Introduction, Civil and Penal Codes Applicable to Advertising; Laws Relating to Intellectual Property Rights; Consumer Protection and Consumer Protection Act, 1986; The Monopolies and Restrictive Trade Practices Act, 1969; A Note Regarding Comparative Advertising; Regulation Governing Broadcast Media Advertising

Module 5
Sales Promotion: Introduction, Meaning and Importance of Sales Promotion; Strengths and Limitations of Sales Promotion; Difference between Sales Promotion and Advertising; Tools and Techniques of Consumer Sales Promotion; Trade Promotions; Organising Sales Promotion Campaigns

Reference :
1. Scientific Advertising by Claude C Hopkins – Cosimo Classics
2. Advertising & Sales Promotion by Pankhuri Bhagat – SBPD Publishing House

Course Objective:
The course will help the students to identify the need of social media marketing and its significance in this fast-moving era. Also, the course will enable them to recognize the cutting edge advantage of the application of social media marketing in different industries, across the globe.
Course Outcomes:
1. To identify and recognize the need of social media marketing.
2. To learn about various social media platforms, how they function, and what role they play in marketing.
3. To update the fast-changing technologies related to social media, to address the audience.
4. To understand the competitive edge created by social media marketing.
5. To analyze the business environment and formulate marketing strategies.

Contents:
Module 1: Social Media Marketing - Throwing a Great “Party” on Social Media - Identifying Goals for Social Media Marketing such as eWOM - Customer Evangelists - Building a Content Marketing Machine
Module 2: Facebook Marketing - The Structure of Facebook: Pages and Profiles - Understanding Edgerank and Interactivity - Page Set up and Posting Rhythm - Leveraging Facebook Advertising
Module 3: LinkedIn Marketing - The Structure of LinkedIn: Profiles, Pages, Groups, and a Social Rolodex - Optimizing LinkedIn Profile - Using LinkedIn as a Social Rolodex Preliminary Syllabus - LinkedIn Pages, Groups, and Other Opportunities
Module 4: Twitter, Instagram, and Pinterest - Twitter: Of @ signs and # hashtags - Instagram: Twitter for Pictures - Pinterest: The Concept of the Idea Board
Module 5: YouTube Marketing - YouTube and the Video Revolution - The Three Uses of Video: Supportive, SEO, and Viral - YouTube Channel Basics and Video Tips

Reference Books:
1. Social Media Marketing by Michael R. Solomon – Pearson
2. Social Media Marketing All-in-One for Dummies by Zimmerman Jan - John Wiley & Sons Inc

CATEGORY 3: BANKING AND FINTECH

Course Objectives
1) This course is framed focusing on educating students on the recent trends and innovations in the Banking sector. Topics covered include digital banking, IoT, Recent trends, Datamining, cyber security, and cyber threats.
2) The students can understand the cyber security threats, examine the types of frauds and threats, explore methods of fraud detection and prevention, and increase their ability to recognize potential fraudulent situations.
3) To educate the students on how Customer Relationship Management has changed in Digital banking.

Course Outcome
CO 1: To understand the basic concept of Innovative Banking along with various functions and objectives, qualities of Innovations in Banking
CO 2: To have a basic understanding about various types of technologies in Banking
CO 3: To equip with the knowledge of cyber security detecting cyber fraud.
CO 4: To understand the importance of Digital Banking and cashless payments
CO 5: To find out the importance of Banking technology management.

Contents:
Module 1 - Introduction to Digital Banking
Introduction - Meaning- Definition- Need for digital Banking-Advantages to customers and Banks- Dimensions of Digital Banking -Trends in Information technology -Recent development in Banking - usage and impact of IT in banking- ICT based banking products- Role of IDBRT-E-Banking in India

Module 2 –Cash Less Payments
Cash less payments- meaning&benefits -methods (cards, USSD, AEPS, UPI, point of sale) NFC cards-wallet platform- E-KYC- features of E-KYC services- Aadhaar based payment UIDAI- AUA-NEFT- smart cards- cyber security for digital payment.

Module 3 – Bank Technology Management and CRM
Meaning of banking technology- role of ICT in banking- centralised banking services- Data mining- Application of data mining in banking- - SWIFT (Society for Worldwide Interbank Financial Telecommunication-CRM- Meaning- definition- role of CRM in banking- CRM in a digitalized environment- current status of e-CRM in banks- e-CRM techniques- benefits of eCRM- data warehousing and data mining- analytical CRM- customer retention-CRM through data mining

Module 4 – Cyber Securities
Information security- software based security systems hardware based security systems (smart card, M chip)- authentication methodologies and security measures (password protection- smart cards- biometric characteristics)- encryption and security- customer confidentiality- regulatory environment of internet banking.

Module 5 – Cyber Security Threats
hackers- techniques used by the hackers- phishing- pharming- key loggers- screen loggers- phishing Trojans- transaction poisoning- card related fraud- site cloning- false merchant site

Reference

1. New Innovation in Banking Sector, Rabi Narayan Misra & BPN Reddy, Publisher: Discovery Publishing Pvt.Ltd
2. Innovations in Banking Timothy Morris Publisher: Taylor & Francis Ltd,

Course Objectives

- This course explores the forensic accountant's role in today's economy. Topics covered include fraud detection and fraud investigation techniques, valuation of closely held businesses, lost profits analyses, and various types of litigation support services.
- Fundamental legal concepts governing expert witness testimony are also examined, and students are required to quantify economic damages in cases.
- The students are able to understand both the pervasiveness and the causes of fraud and white-collar crime in our society, examine the types of fraud and fraud schemes that affect business enterprises, explore methods of fraud detection and prevention, and increase their ability to recognize potential fraudulent situations.

Course Outcome

CO 1: To understand the basic concept of forensic accounting along with various functions and objectives, qualities and responsibilities of a forensic accountant
CO 2: To have a basic understanding about various types of fraud and fraudster
CO 3: To equip with the knowledge of detecting financial frauds.
CO 4: To understand the importance of investigation in fraud detection process
CO 5: To find out the importance of fraud prevention in an organisation.

Contents:
Module 1 - Introduction to Forensic Accounting
Introduction - Functions and objectives of forensic accounting - Responsibilities of the qualified forensic accountant - Qualities and characteristics of the effective forensic accountant - Auditing in forensic accountancy - Differences between various types of fraud - Importance of proactive fraud prevention.

Module 2 – Types of Fraud
Nature of Fraud - Why People Commit Fraud - Fighting Fraud Prevention - Fraud Detection – Recognizing the Symptoms of Fraud; Data-Driven Fraud Detection- Fraud Investigation - profiling and exploration of fraudsters - ranging from low-level fraudulent activity to the highest-level cases of criminal fraud - Different types of Frauds – Cash Fraud - Inventory Fraud - Accounts Payable Fraud - Accounts Receivable Fraud - Payroll Fraud - Revenue Recognition Fraud

Module 3 - Fraud Detection Techniques
Importance of taking a proactive approach to fraud-Detection and prevention - Introduction to revenue recognition detection - Financial statement fraud and several key fraud risk factors

Module 4 - The Investigative Process
Fundamentals of the investigative process - Importance of detecting fraudulent activity at the earliest possible stage

Module 5 - Fraud Prevention
Fraud policy and the enforcement of ethics - Effective methods for preventing fraud in a variety of settings

References
2. Forensic Accounting for Dummies, Frimette Kass-Shraibman and Vijay Sampath, Wiley Publishers
4. Forensic Accounting and Fraud Examination, Mary-Jo Kranacher, Richard Riley and Joseph Wells, Wiley Publishers

Course Objective:
This paper intends to provide basic skills to operate in stock market and the ways of investing in it. It will enable the student to take up investment in stock market independently.

Course Outcome:
CO1: To get a reasonable exposure in the matters relating to capital markets
CO2: To study about the securities market in India
CO3: To study about mutual funds
CO4: To study about credit rating agencies in India
CO5: To study about the new issue markets
CO6: Students will be able to open a D-mat account and buy & sell securities

Contents

Module 1
Introduction: Concept of capital market – importance and role – components of a capital market – Government Securities Market – foreign exchange market – derivatives market – concept of money market – distinction between capital market and money market – money market institutions

Module 2
New issue market- functions-steps to be followed in floating a new issue

Module 3

Module 4
Background on Mutual Funds: Advantages of investing in Mutual funds. Motives of mutual fund investments, Net Asset Value, Types of Mutual funds: Open ended, close ended, equity, debt, hybrid, money market, Load vs. no load funds, Factors affecting choice of mutual funds. CRISIL Mutual Fund Ranking and its Usage.

Module 5
Credit rating – credit rating agencies in India-CRISIL-IICRA-CARE-limitations of rating.

Reference:
2. Clifford Gomez – Financial Markets, Institutions and Financial Services, PHI
3. Punithavathy Pandian – Financial Services and Markets, Vikas
5. G. S. Batra – Financial Services and Markets, Deep and Deep Publication