

**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY**  
**Chhatrapati Sambhajinagar.**



**CIRCULAR /SU/CM/Revised Syllabus/NEP/113/2024**

It is hereby inform to all concerned that, in continuation Circular No/SU/CM/NEP-UG/50/2023/-18935-44 Date:13-12-2023 has prepared by the Board of Studies & on the recommendation of the Dean, Faculty of Commerce & Management; **the Academic Council at its meeting held on 08.04.2024 has accepted the "following Revised Structure with syllabus of Hons with Research degree Programme" as per direction by the state government letter dated on 13 March 2024 and Norms of National Education Policy-2020** under the Faculty of Commerce & Management **run at the Affiliated Colleges, Dr. Babasaheb Ambedkar Marathwada University as per appended herewith.**

| Sr.No. | Courses           | Semester |
|--------|-------------------|----------|
| 1      | B.Com. E-Commerce | I to II  |
| 2      | BCA               | I to II  |
| 3      | BBA               | I to II  |

**This is retrospective effect from the Academic Year 2024-25 and Onwards as per appended herewith.**

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,  
Aurangabad-431 004.

REF.NO. SU/Com/2024-25/321-30

Date:- 06-06-2024.

★  
★  
★  
★  
★  
★  
★  
★  
★

*Deputy Registrar,  
Academic Section  
Syllabus unit.*

**Copy forwarded with compliments to :-**

- 1] **The Principal all concerned affiliated colleges, Dr. Babasaheb Ambedkar Marathwada University.**
- 2] **The Director, University Network & Information Centre, UNIC, with a request to upload this Circular on University Website.**

**Copy to :-**

- 1] The Director, Board of Examination & Evaluation,
- 2] **The Section Officer, [ B.Com. Unit ] Examination Branch,**
- 3] The Section officer, [Eligibility Unit],
- 4] **The Programmer [Computer Unit-1] Examinations,**
- 5] **The Programmer [Computer Unit-2] Examinations,**
- 6] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 7] The Public Relation Officer,
- 8] The Record Keeper.

**Dr. Babasaheb Ambedkar Marathwada University**  
**Chhatrapati Sambhajnagar-431001**



**Three Years B.B.A.,  
And  
Four Years B.B.A. (Honours)**

**Degree Program**

## **Course Structure**

**(Revised)**

**(AS PER NEP-2020)**

**Subject ( Major ) :**

**Human Resource Management**

**Financial Management**

**Marketing Management**

**Faculty of Commerce and Management Science**

**Effective from 2024-25**

A blue ink handwritten signature, possibly reading 'GJ', located to the right of the 'Effective from 2024-25' text.

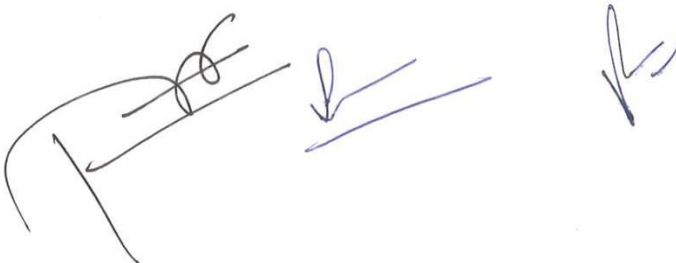
Three blue ink handwritten signatures are located at the bottom left of the page, below the main text area.

## PREFACE

The BBA Programme aims at equipping the students with new ideas and changes in the field of business and management. It is essential to update the syllabus to teach the latest developments in business world and changing the view of our students about the global changes. In the light of UGC guidelines and Higher Education Council's directives, the programme curriculum has been revised to meet the requirements of the modern time.

As we stand on the threshold of a new era in education, the dawn of the National Education Policy 2020 illuminates our path towards a holistic, inclusive, and progressive educational landscape. The Bachelor of Business Administration (BBA.) curriculum outlined herein reflects the ethos and aspirations of this transformative policy, aiming to equip learners with the knowledge, skills, and values necessary to thrive in the dynamic world of the 21st century. Moreover, the curriculum emphasizes the cultivation of ethical values, social responsibility, and global citizenship, instilling in students a sense of accountability towards society and the environment. By integrating courses on ethics, sustainability, and social sciences, the Bachelor of Business Administration (BBA) program aims to produce graduates who are not only proficient in their respective fields but also compassionate, ethical leaders committed to making a positive impact on the world.

The present revision of syllabus aims at familiarizing students with latest practices in management in the area of Human Resource Management, Financial Management and Marketing Management. It also aims at acquiring skills in accounting and quantitative techniques in the areas of decision making and management, and building entrepreneurial spirit and competencies, and develops research attitude in students.





**Illustrative credit distribution Structure for B.B.A. (Three / Four Years  
Honours / Honours) Degree Program with Multiple Entry and Exit  
Options**

**B.B.A. First Year (1st and 2<sup>nd</sup> Semester )**

| Sr.<br>No.                                                                                                                                                           | CourseType                                                                                                                                                    | First Semester                |         | Total<br>Credits | Second Semester                           |         | Total<br>Credits |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|---------|------------------|-------------------------------------------|---------|------------------|
|                                                                                                                                                                      |                                                                                                                                                               | Course<br>Code                | Credits |                  | Course Code                               | Credits |                  |
| 1                                                                                                                                                                    | <b>Major1(Core)M1</b><br>Mandatory                                                                                                                            | DSC-1                         | 4       | 12               | DSC-4                                     | 4       | 12               |
|                                                                                                                                                                      | <b>Major2(Core)M2</b><br>Mandatory                                                                                                                            | DSC-2                         | 4       |                  | DSC-5                                     | 4       |                  |
|                                                                                                                                                                      | <b>Major3(Core)M3</b><br>Mandatory                                                                                                                            | DSC-3                         | 4       |                  | DSC-6                                     | 4       |                  |
| 2                                                                                                                                                                    | <b>Major Electives</b> (Choose anyone from Pool of courses)                                                                                                   | ---                           | ---     | ---              | ---                                       | ---     | ---              |
| 3                                                                                                                                                                    | <b>Minor</b> (Choose any one from pool of courses)<br><b>It is from different discipline of the same faculty</b>                                              | ---                           | ---     | ---              | ---                                       | ---     | ---              |
| 4                                                                                                                                                                    | <b>GE/OE</b> (Generic / Open Elective )(Choose anyone from pool of courses) <b>It should be chosen compulsorily from the faculty other than that of Major</b> | GE/OE-1                       | 2       | 2                | GE/OE-2                                   | 2       | 2                |
| 5                                                                                                                                                                    | <b>VSC</b><br>(Vocational Skill Courses)<br>(Choose anyone from pool of courses)                                                                              | -----                         | ---     | 2                | VSC-1                                     | 2       | 2                |
| 6                                                                                                                                                                    | <b>SEC</b><br>(Skill Enhancement Courses)<br>(Choose anyone from pool of courses)                                                                             | SEC-1                         | 2       |                  | -----                                     | -----   |                  |
| 7                                                                                                                                                                    | <b>AEC</b> (Ability Enhancement Courses)<br><b>(Common for all faculty)</b>                                                                                   | AEC-1<br>(English)            | 2       | 4                | AEC-2<br>(English)                        | 2       | 4                |
| 8                                                                                                                                                                    | <b>VEC</b> (Value Education Courses)<br><b>(Common for all faculty)</b>                                                                                       | -----                         | ---     |                  | VEC-1<br>(Constitution of India)          | 2       |                  |
| 9                                                                                                                                                                    | <b>IKS</b> (Indian Knowledge System) Courses <b>(Common for all faculty)</b>                                                                                  | IKS-1                         | 2       |                  | ---                                       | ---     |                  |
| 10                                                                                                                                                                   | <b>OJT</b> (On Job Training)                                                                                                                                  | -----                         | ---     | 2                | ---                                       | ---     | 2                |
| 11                                                                                                                                                                   | <b>FP</b> (Field Project)                                                                                                                                     | -----                         | ---     |                  | ---                                       | ---     |                  |
| 12                                                                                                                                                                   | <b>CEP</b> (Community Engagement Project)<br><b>(Common for all faculty)</b>                                                                                  | ----                          | ---     |                  | ---                                       | ---     |                  |
| 13                                                                                                                                                                   | <b>CC</b> (Co-curricular Courses)<br><b>(Common for all faculty)</b>                                                                                          | CC-1<br>(Health and Wellness) | 2       |                  | CC-2<br>(Yoga education /Sports &Fitness) | 2       |                  |
| 14                                                                                                                                                                   | <b>RM</b> (Research Methodology)Course                                                                                                                        | ----                          | ---     |                  |                                           |         |                  |
| 15                                                                                                                                                                   | <b>RP</b> (Research Project)                                                                                                                                  | -----                         | ---     |                  |                                           |         |                  |
|                                                                                                                                                                      |                                                                                                                                                               |                               |         | <b>22</b>        |                                           |         | <b>22</b>        |
| <b>Exit Option: Award of UG Certificate in 3 Majors with 44 credits and an additional 4 credits of core NSQF course/ Internship OR continue with Major and Minor</b> |                                                                                                                                                               |                               |         |                  |                                           |         |                  |



Note: Major M1 (Human Resource Management) M2 (Financial Management) M3 (Marketing)  
"Office Organization & Management" course will be offered in first semester as GE/OE for students other than Commerce  
 Management Faculty

| Sr. No. | Course Type                                                                                                                                               | First Semester                |                                                                         |         | Total Credits |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|-------------------------------------------------------------------------|---------|---------------|
|         |                                                                                                                                                           | Course Code                   |                                                                         | Credits |               |
| 1       | Major1 (Core) M1<br>Mandatory ( <u>Human Resource Management</u> )                                                                                        | DSC-1                         | Principles of Management & OB                                           | 4       | 12            |
|         | Major2 (Core) M2<br>Mandatory ( <u>Financial Management</u> )                                                                                             | DSC-2                         | Fundamentals of Finance                                                 | 4       |               |
|         | Major3 (Core) M3<br>Mandatory ( <u>Marketing</u> )                                                                                                        | DSC-3                         | Introduction to Marketing                                               | 4       |               |
| 2       | Major Electives                                                                                                                                           | ---                           |                                                                         | ---     | ---           |
| 3       | Minor                                                                                                                                                     | ---                           |                                                                         | ---     | ---           |
| 4       | GE/OE (Generic / Open Elective)<br>(Choose anyone from pool of courses) <b>It should be chosen compulsorily from the faculty other than that of Major</b> | GE/OE -1                      |                                                                         | 2       | 2             |
| 5       | VSC                                                                                                                                                       | ----                          | --                                                                      | ---     | 2             |
| 6       | SEC<br>(Skill Enhancement Courses)<br>(Choose anyone from pool of courses)                                                                                | SEC-1.1<br>SEC-1.2<br>SEC-1.3 | Statistical Analysis<br>Business Communication<br>Office Automation – I | 2       |               |
| 7       | AEC (Ability Enhancement Courses)<br>(Common for all faculty)                                                                                             | AEC-1                         | English                                                                 | 2       |               |
| 8       | VEC                                                                                                                                                       | -----                         | ----                                                                    | ---     | 4             |
| 9       | IKS (Indian Knowledge System)<br>Courses (Common for all faculty)                                                                                         | IKS-1                         | To be offered by University                                             | 2       |               |
| 10      | OJT                                                                                                                                                       | -----                         |                                                                         | ---     |               |
| 11      | FP                                                                                                                                                        | -----                         |                                                                         | ---     | 2             |
| 12      | CEP                                                                                                                                                       | ----                          |                                                                         | ---     |               |
| 13      | CC (Co-curricular Courses)<br>(Common for all faculty)                                                                                                    | CC-1                          | Health & Wellness<br>(To be offered by University)                      | 2       |               |
| 14      | RM                                                                                                                                                        | ----                          | ----                                                                    | ---     | 22            |
| 15      | RP                                                                                                                                                        | -----                         | ----                                                                    | ---     |               |
|         |                                                                                                                                                           |                               |                                                                         |         | 22            |

Note: "Personnel Administration" course will be offered in second semester as GE/OE for students other than Commerce Management Faculty

| Sr. No. | Course Type                                                                                                                                                | Second Semester |                                                                     |         | Total Credits |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------------------------------------------------------------|---------|---------------|
|         |                                                                                                                                                            | Course Code     |                                                                     | Credits |               |
| 1       | Major1(Core)M1<br>Mandatory ( <u>Human Resource Management</u> )                                                                                           | DSC-4           | Human Resource Management                                           | 4       | 12            |
|         | Major2(Core)M2<br>Mandatory ( <u>Financial Management</u> )                                                                                                | DSC-5           | Financial Management                                                | 4       |               |
|         | Major3(Core)M3<br>Mandatory ( <u>Marketing</u> )                                                                                                           | DSC-6           | Marketing Management                                                | 4       |               |
| 2       | Major Electives                                                                                                                                            | ---             | ---                                                                 | ---     | ---           |
| 3       | Minor                                                                                                                                                      | ---             | ---                                                                 | ---     | ---           |
| 4       | GE/OE (Generic / Open Elective)<br>(Choose any one from pool of courses) <b>It should be chosen compulsorily from the faculty other than that of Major</b> | GE/OE -2        |                                                                     | 2       | 2             |
| 5       | VSC<br>(Vocational Skill Courses)<br>(Choose any one from pool of courses)                                                                                 | VSC-1.1         | Role Play and Simulation                                            | 2       | 2             |
|         |                                                                                                                                                            | VSC-1.2         | Book keeping and Computerized Accounting                            |         |               |
|         |                                                                                                                                                            | VSC-1.3         | I.T. Application in Business                                        |         |               |
| 6       | SEC                                                                                                                                                        | -----           | -----                                                               | -----   |               |
| 7       | AEC(Ability Enhancement Courses)<br>(Common for all faculty)                                                                                               | AEC-2           | English<br>To be Provided by the University                         | 2       | 4             |
| 8       | VEC(Value Education Courses)<br>(Common for all faculty)                                                                                                   | VEC-1           | Constitution of India<br>To be Provided by the University           | 2       |               |
| 9       | IKS                                                                                                                                                        | ---             |                                                                     | ---     |               |
| 10      | OJT                                                                                                                                                        | ---             |                                                                     | ---     | 2             |
| 11      | FP                                                                                                                                                         | ---             |                                                                     | ---     |               |
| 12      | CEP                                                                                                                                                        | ---             |                                                                     | ---     |               |
| 13      | CC(Co-curricular Courses)<br>(Common for all faculty)                                                                                                      | CC-2            | Yoga education/Sports & Fitness<br>To be provided by the university | 2       |               |
| 14      | RM                                                                                                                                                         |                 |                                                                     |         |               |
| 15      | RP                                                                                                                                                         |                 |                                                                     |         |               |
|         |                                                                                                                                                            |                 |                                                                     |         | 22            |

Handwritten signatures and marks at the bottom of the page, including a large signature on the left and several smaller ones on the right.

Students will have to choose any three subjects as a **Major 1, Major 2, Major 3**, from Basket 1 under the respective faculty.

Students will be having three subject options of equal credits (instead of Major and / or minor verticals) in the first year. Students will have to select / declare choice of one subject **as a major subject** in the beginning of second year **out of three major options M1, M2 and M3 (which were opted in the first year).**

### **Courses to be designed for the students from other faculty**

#### **1) Generic /Open Elective Courses for other faculty**

GE/OE-1 : This is a 2 credit theory course to be designed for other faculty

GE/OE-2 : This is a 2 credit theory course to be designed for other faculty

### **Detailed Illustration of Courses included in 1<sup>st</sup> and 2<sup>nd</sup> semester:**

1) **Major 1** (Core) subject are mandatory

DSC-1 : This is a 4 credit theory course )

corresponding to Major 1 ( core) subject

2) **Major 2** (Core) subject are mandatory.

DSC-2 : This is a 4 credit theory course )

corresponding to Major 2 ( core) subject

3) **Major 3** (Core) subject are mandatory.

DSC-3 : This is a 4 credit theory course )

corresponding to Major 3 ( core) subject

4) **Generic / Open Elective (GE/OE):** (Needs to be chosen (any two) from pool of courses available at respective college). **These courses should be chosen compulsorily from faculty other than that of Major.**

GE/OE -1 : This is a 2 credit theory course should be chosen compulsorily from faculty other than that of Major.

GE/OE -2 : This is a 2 credit theory course should be chosen compulsorily from faculty other than that of Major.

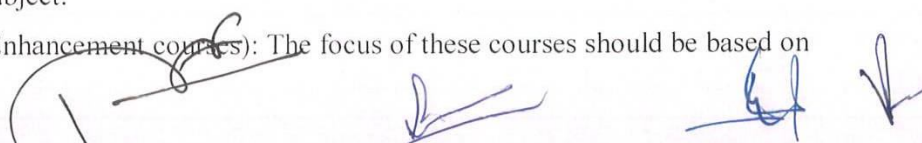
5) **SEC** (Skill Enhancement Courses) : Choose any one from pool of courses. These courses needs to be designed to enhance the technical skills of the students in specific area.

**SEC-1** : This is a 2 credit theory / practical course to enhance the technical skills of the students in specific area.

6) **VSC** (Vocational Skill Courses) : Choose any one from pool of courses. These courses should be based on Hands on Training corresponding to Major (core) subject.

**VSC-1** : This is a 2 credit theory / practical course based Hands on Training corresponding to Major ( core) subject.

7) **AEC** (Ability Enhancement courses): The focus of these courses should be based on





linguistic and communication skills. It will be common for all the faculty.

**AEC-1 : English**

This is a 2 credit theory course based on linguistic proficiency. It will be common for all the faculty.

**AEC-2 : English**

This is a 2 credit theory course based on linguistic proficiency. It will be common for all the faculty.

8) **IKS** (Indian Knowledge System) : The courses related to traditional and ancient culture of India will be included in this section. The respective college will have to choose one of the courses from the pool of courses designed by the University.

**IKS-1 : To be chosen from the pool of courses designed by the University**

This is a 2 credit theory course based on Indian Knowledge System. It will be common for all the faculty

9) **VEC** (Value Education Courses): The courses such as understanding India, Environmental Bachelor of Business Administration / Education, Digital and Technological solutions etc will be part of Value Education

Courses. It will be common for all the faculty.

**VEC-1 : Constitution of India**

This is a 2 credit theory course based on value education. It will be common for all the faculty

10) **CC** (Curricular Courses): The courses such as Health and wellness, Yoga education, Sports and Fitness, Cultural activities, NSS/NCC, Performing Arts. In the first semester it will be Health and wellness and will be common for all the faculty.

**CC-1 : Health and Wellness**

This is a 2 credit practical course based on Co-curricular activities. It will be common for all the faculty

**CC-2 : Yoga education / Sports and Fitness**

This is a 2 credit practical course based on Co-curricular activities. It will be common for all

the faculty

The block contains several handwritten marks in blue ink. At the top, there is a signature that appears to be 'W'. Below it, there is a large, stylized signature that looks like 'A' or 'B'. To the right of this, there is a smaller signature that looks like 'V'. At the bottom, there is a signature that looks like 'P'.

### B.B.A. Second Year (3<sup>rd</sup> and 4<sup>th</sup> Semester )

| Sr. No.                                                                                                                                                          | Course Type                                                                                                                                                    | Third Semester |         | Total Credits | Fourth Semester |         | Total Credits |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|---------|---------------|-----------------|---------|---------------|
|                                                                                                                                                                  |                                                                                                                                                                | Course Code    | Credits |               | Course Code     | Credits |               |
| 1                                                                                                                                                                | <b>Major( Core)</b><br>Mandatory<br>(Student will be choosing one subject as a major out of 3 majorsubjects and onesubjectasaminor)                            | DSC-7          | 4       | 8             | DSC-9           | 4       | 8             |
|                                                                                                                                                                  |                                                                                                                                                                | DSC-8          | 4       |               | DSC-10          | 4       |               |
| 2                                                                                                                                                                | <b>Major Electives</b> (Choose any one from pool of courses)                                                                                                   | ---            | ---     | ---           | ---             | ---     | ---           |
| 3                                                                                                                                                                | <b>Minor</b> (Choose any one from pool of courses)<br><b>It is from different discipline of the same faculty</b>                                               | Mn-1           | 4       | 4             | Mn-3            | 4       | 4             |
|                                                                                                                                                                  |                                                                                                                                                                | Mn-2           | 4       |               | Mn-4            | 4       |               |
| 4                                                                                                                                                                | <b>GE/OE</b> (Generic/Open Elective)(Choose any one from pool of courses)<br><b>It should be chosen compulsorily from the faculty other than that of Major</b> | GE/OE-3        | 2       | 2             | GE/OE-4         | 2       | 2             |
| 5                                                                                                                                                                | <b>VSC</b><br>( Vocational Skill Courses)(Choose anyone from pool of courses)                                                                                  | VSC-2          | 2       | 2             | ----            | ----    | 2             |
| 6                                                                                                                                                                | <b>SEC</b><br>(Skill Enhancement Courses)<br>(Choose anyone from pool of courses)                                                                              | ----           | ---     |               | SEC-2           | 2       |               |
| 7                                                                                                                                                                | <b>AEC</b> (Ability Enhancement Courses)<br><b>(Common for all faculty)</b>                                                                                    | AEC-3          | 2       | 2             | AEC-4           | 2       | 2             |
| 8                                                                                                                                                                | <b>VEC</b> (Value Education Courses)<br><b>(Common for all faculty)</b>                                                                                        | ----           | ---     |               | ----            | ---     |               |
| 9                                                                                                                                                                | <b>IKS</b> (Indian Knowledge System) Courses <b>(Common for all faculty)</b>                                                                                   | ----           | ---     |               | ---             | ---     |               |
| 10                                                                                                                                                               | <b>OJT</b> (On Job Training)                                                                                                                                   | ----           | ---     | 4             | ---             | ---     | 4             |
| 11                                                                                                                                                               | <b>FP</b> (Field Project)                                                                                                                                      | FP-1           | 2       |               | ---             | ---     |               |
| 12                                                                                                                                                               | <b>CEP</b> (Community Engagement Project)<br><b>(Common for all faculty)</b>                                                                                   | ----           | ---     |               | CEP-1           | 2       |               |
| 13                                                                                                                                                               | <b>CC</b> (Co-curricular Courses)<br><b>(Common for all faculty)</b>                                                                                           | CC-3           | 2       |               | CC-4            | 2       |               |
| 14                                                                                                                                                               | <b>RM</b> (Research Methodology) Course                                                                                                                        | ----           | ---     |               | ----            | ----    |               |
| 15                                                                                                                                                               | <b>RP</b> (Research Project)                                                                                                                                   | -----          | ---     |               | ----            | ----    |               |
|                                                                                                                                                                  |                                                                                                                                                                |                |         | 22            |                 |         | 22            |
| Exit Option: Award of UG Diploma in Major and Minor with 88 credits and an additional 4 credits of core NSQF course /Internship OR continue with Major and Minor |                                                                                                                                                                |                |         |               |                 |         |               |

Handwritten signatures and arrows pointing to the exit option text.

## B.B.A .Second Year (3rd and 4<sup>th</sup> Semester)

Note: "Retail Management" course will be offered in third semester as GE/OE for students other than Commerce Management Faculty

| Sr. No. | Course Type                                                                                                                                                             | Third Semester                |                                                                         |         | Total Credits |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|-------------------------------------------------------------------------|---------|---------------|
|         |                                                                                                                                                                         | Course Code                   |                                                                         | Credits |               |
| 1       | <b>Major(Core)</b> Mandatory<br>Group-A: <b>(Human Resource Management)</b><br>Group-B: <b>(Finance)</b><br><br>Group-C: <b>(Marketing)</b>                             | DSC-7                         | Employability skills                                                    | 4       | 8             |
|         |                                                                                                                                                                         | DSC-8                         | Human Factor in Business                                                | 4       |               |
|         |                                                                                                                                                                         | DSC-7                         | Direct Taxation                                                         | 4       |               |
|         |                                                                                                                                                                         | DSC-8                         | Financial Modeling                                                      | 4       |               |
|         |                                                                                                                                                                         | DSC-7                         | Behavioral Marketing                                                    | 4       |               |
|         |                                                                                                                                                                         | DSC-8                         | Brand Management                                                        | 4       |               |
| 2       | <b>Major. Elective</b>                                                                                                                                                  | ---                           |                                                                         | ---     | ---           |
| 3       | <b>Minor</b> (Choose any one from pool of courses)<br><b>Group- A : (Human Resource Management)</b><br><b>Group- B : (Finance)</b><br><br><b>Group- C : (Marketing)</b> | MH-1.1                        | Employability skills                                                    | 4       | 4             |
|         |                                                                                                                                                                         | MH-1.2                        | Human Factor in Business                                                |         |               |
|         |                                                                                                                                                                         | MF-1.1                        | Direct Taxation                                                         | 4       |               |
|         |                                                                                                                                                                         | MF-1.2                        | Financial Modeling                                                      | 4       |               |
|         |                                                                                                                                                                         | MM-1.1                        | Behavioral Marketing                                                    |         |               |
|         |                                                                                                                                                                         | MM-1.2                        | Brand Management                                                        |         |               |
| 4       | <b>GE/OE</b> (Generic/Open Elective)(Choose any one from pool of courses)<br><b>It should be chosen compulsorily from the faculty other than that of Major</b>          | GE/OE-3                       |                                                                         | 2       | 2             |
| 5       | <b>VSC</b> ( Vocational Skill Courses)(Choose any one from pool of courses)                                                                                             | VSC-2.1<br>VSC-2.2<br>VSC-2.3 | Job Design & Analysis<br>Fund Flow/ Cash Flow Analysis<br>Market Survey | 2       | 2             |
| 6       | <b>SEC</b>                                                                                                                                                              | ----                          |                                                                         | ---     |               |
| 7       | <b>AEC</b> (Ability Enhancement Courses)<br><b>(Common for all faculty)</b>                                                                                             | AEC-3                         | English/ Hindi/ Marathi                                                 | 2       | 2             |
| 8       | <b>VEC</b>                                                                                                                                                              | ----                          |                                                                         | ---     |               |
| 9       | <b>IKS</b>                                                                                                                                                              | ----                          |                                                                         | ---     |               |
| 10      | <b>OJT</b>                                                                                                                                                              | ----                          |                                                                         | ---     | 4             |
| 11      | <b>FP</b> (Field Project)                                                                                                                                               | FP-1                          | Field Project                                                           | 2       |               |
| 12      | <b>CEP</b>                                                                                                                                                              | ----                          |                                                                         | ---     |               |
| 13      | <b>CC</b> (Co-curricular Courses)<br><b>(Common for all faculty)</b>                                                                                                    | CC-3                          | Cultural Activity/NSS, NCC                                              | 2       |               |
| 14      | <b>RM</b>                                                                                                                                                               | ----                          |                                                                         | ---     |               |
| 15      | <b>RP</b>                                                                                                                                                               | -----                         |                                                                         | ---     |               |
|         |                                                                                                                                                                         |                               |                                                                         |         | 22            |

Note: "Project Proposal" course will be offered in Fourth semester as GE/OE for students other than Commerce



Management Faculty

| Sr. No. | Course Type                                                                                                                                                    | Fourth Semester               |                                                                                     |         | Total Credits |
|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|-------------------------------------------------------------------------------------|---------|---------------|
|         |                                                                                                                                                                | Course Code                   |                                                                                     | Credits |               |
| 1       | <b>Major(Core)</b> Mandatory Group-A: <b>(Human Resource Management)</b>                                                                                       | DSC-9                         | Training & Development                                                              | 4       | 8             |
|         |                                                                                                                                                                | DSC-10                        | Industrial Relations                                                                | 4       |               |
|         | Group-B: <b>(Finance)</b>                                                                                                                                      | DSC-9                         | Working Capital Management                                                          | 4       |               |
|         |                                                                                                                                                                | DSC-10                        | Banking & Indian Financial System                                                   | 4       |               |
|         | Group-C: <b>(Marketing)</b>                                                                                                                                    | DSC-9                         | Marketing Research                                                                  | 4       |               |
|         |                                                                                                                                                                | DSC-10                        | Digital Entrepreneurship                                                            | 4       |               |
| 2       | <b>Major Electives</b>                                                                                                                                         | ---                           |                                                                                     | ---     | ---           |
| 3       | <b>Minor</b> (Choose any one from pool of courses)<br><b>Group- A : (Human Resource Management)</b>                                                            | MH-2.1                        | Training & Development                                                              | 4       | 4             |
|         |                                                                                                                                                                | MH-2.2                        | Industrial Relations                                                                |         |               |
|         | <b>Group- B : (Finance)</b>                                                                                                                                    | MF-2.1                        | Working Capital Management                                                          | 4       |               |
|         |                                                                                                                                                                | MF-2.2                        | Banking & Indian Financial System                                                   |         |               |
|         | <b>Group- C : (Marketing)</b>                                                                                                                                  | MM-2.1                        | Marketing Research                                                                  | 4       |               |
|         |                                                                                                                                                                | MM-2.2                        | Digital Entrepreneurship                                                            |         |               |
| 4       | <b>GE/OE</b> (Generic/Open Elective)(Choose any one from pool of courses)<br><b>It Should be chosen compulsorily from the faculty other than that of Major</b> | GE/OE-4                       |                                                                                     | 2       | 2             |
| 5       | <b>VSC</b>                                                                                                                                                     | ----                          |                                                                                     | ----    | 2             |
| 6       | <b>SEC</b> ( Skill Enhancement Courses)(Choose any one from pool of courses)                                                                                   | SEC-2.1<br>SEC-2.2<br>SEC-2.3 | Case Study Analysis<br>Accounting for Managers<br>Applications of social Networking | 2       |               |
| 7       | <b>AEC</b> (Ability Enhancement Courses)<br><b>(Common for all faculty)</b>                                                                                    | AEC-4                         | Modern Indian Language (MIL-2)                                                      | 2       |               |
| 8       | <b>VEC</b>                                                                                                                                                     | -----                         |                                                                                     | ---     | 2             |
| 9       | <b>IKS</b>                                                                                                                                                     | ---                           |                                                                                     | ---     |               |
| 10      | <b>OJT</b>                                                                                                                                                     | ---                           |                                                                                     | ---     |               |
| 11      | <b>FP</b>                                                                                                                                                      | ---                           |                                                                                     | ---     | 4             |
| 12      | <b>CEP</b> (Community Engagement Project)<br><b>(Common for all faculty)</b>                                                                                   | CEP-1                         | Community Engagement Project                                                        | CEP-1   |               |
| 13      | <b>CC</b> (Co-curricular Courses)<br><b>(Common for all faculty)</b>                                                                                           | CC-4                          | (Fine/ Applied/ Visual/ Performing Arts)                                            | 2       |               |
| 14      | <b>RM</b>                                                                                                                                                      | ----                          |                                                                                     | ---     |               |
| 15      | <b>RP</b>                                                                                                                                                      | -----                         |                                                                                     | ---     | 22            |

## **Courses to be designed for other Discipline / faculty**

### **1) Minor Courses for other Discipline**

Mn-1 : This is a 4 credit theory course to be designed for other discipline

Mn-2 : This is a 4 credit theory course to be designed for other discipline

Mn-3 : This is a 4 credit theory course to be designed for other discipline

Mn-4 : This is a 4 credit theory course to be designed for other discipline

### **2) Generic /Open Elective Courses for other faculty**

GE/OE-5 : This is a 2 credit theory course to be designed for other faculty

GE/OE-6 : This is a 2 credit theory course to be designed for other faculty

## **Detailed Illustration of Courses included in 3<sup>rd</sup> and 4<sup>th</sup> semester:**

### **1) Major (Core) subject are mandatory.**

DSC-7 : This is a 4 credit theory course

corresponding to Major ( core) subject

DSC-8 : This is a 4 credit theory course

corresponding to Major ( core) subject

DSC-9 : This is a 4 credit theory course

corresponding to Major ( core) subject

DSC-10 : This is a 4 credit theory course

corresponding to Major ( core) subject

### **2) Minor : (Choose any one from pool of courses) It is from different discipline of the same faculty**

Mn-1 : This is a 4 credit course to be chosen from other discipline of the same faculty

Mn-2 : This is a 4 credit course to be chosen from other discipline of the same faculty

Mn-3 : This is a 4 credit course to be chosen from other discipline of the same faculty

Mn-4 : This is a 4 credit course to be chosen from other discipline of the same faculty

### **3) Generic / Open Elective (GE/OE): (Needs to be chosen (any one) from pool of courses**

available at respective college). **These courses should be chosen compulsorily from faculty**

**other than that of Major.**

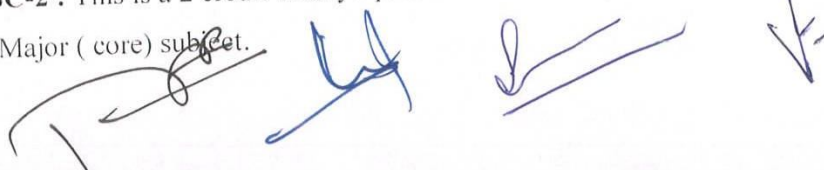
GE/OE -3 : This is a 2 credit theory course should be chosen compulsorily from faculty other than that of Major.

GE/OE -4 : This is a 2 credit theory course should be chosen compulsorily from faculty other

than that of Major.

**4) VSC (Vocational Skill Courses) :** Choose any one from pool of courses. These courses should be based on Hands on Training corresponding to Major (core) subject.

**VSC-2 :** This is a 2 credit theory / practical course based Hands on Training corresponding to Major ( core) subject.



5) **SEC (Skill Enhancement Courses)** : Choose any one from pool of courses. These courses needs to be designed to enhance the technical skills of the students in specific area.

**SEC-2** : This is a 2 credit theory / practical course to enhance the technical skills of the students in specific area.

6) **AEC (Ability Enhancement courses)**: The focus of these courses should be based on linguistic and communication skills. It will be common for all the faculty.

**AEC-3 : Modern Indian Language MIL-1**

This is a 2 credit theory course based on linguistic proficiency. It will be common for all the faculty.

**AEC 4 : Modern Indian Language MIL-2**

This is a 2 credit theory course based on linguistic proficiency. It will be common for all the faculty.

7) **FP-1 : Field Project** : This is a 2 credit course, should be corresponding to Major (core) subject

8) **CC (Curricular Courses)**: The courses such as Health and wellness, Yoga education, Sports and Fitness, Cultural activities, NSS/NCC, Performing Arts.

**CC-3 : Cultural Activity / NSS, NCC**

This is a 2 credit practical course based on Co-curricular activities. It will be common for all the faculty

**CC-4 : Fine/ Applied/ Visual/ Performing Arts**

This is a 2 credit practical course based on Co-curricular activities. It will be common for all the faculty

9) **CEP-1 : Community engagement and service** : This is a 2 credit course related to community

engagement and service

The block contains several handwritten signatures and initials in blue ink. On the left, there is a large, stylized signature. To its right, there are three distinct sets of initials or smaller signatures, each consisting of a few strokes.



## B.B.A. Third Year ( 5<sup>th</sup> and 6<sup>th</sup> Semester)

| Sr. No.                                                                                           | Course Type                                                                                                                                                    | Fifth Semester |         | Total Credits       | Sixth Semester |         | Total Credits |
|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|---------|---------------------|----------------|---------|---------------|
|                                                                                                   |                                                                                                                                                                | Course Code    | Credits |                     | Course Code    | Credits |               |
| 1                                                                                                 | <b>Major( Core)</b><br>Mandatory                                                                                                                               | DSC-11         | 4       | 8                   | DSC-13         | 4       | 10            |
|                                                                                                   |                                                                                                                                                                | DSC-12         | 4       |                     | DSC-14         | 4       |               |
| 2                                                                                                 | <b>Major Electives</b> (Choose any one From pool of courses)                                                                                                   | DSE-1          | 4       | 4                   | DSC-15         | 2       | 4             |
|                                                                                                   |                                                                                                                                                                | DSE-1          | 4       |                     | DSE-2          | 4       |               |
| 3                                                                                                 | <b>Minor</b> (Choose any one from pool of courses)<br><b>It is from different discipline of the same faculty</b>                                               | M-5            | 2       | 4                   | DSE-2          | 4       | 4             |
|                                                                                                   |                                                                                                                                                                | M-6            | 2       |                     | M-7            | 2       |               |
| 4                                                                                                 | <b>GE/OE</b> (Generic/Open Elective)(Choose any one from pool of courses)<br><b>It should be chosen compulsorily from the faculty other than that of Major</b> | ---            | ---     | ---                 | ---            | ---     | ---           |
| 5                                                                                                 | <b>VSC</b> ( Vocational Skill Courses)(Choose any one from pool of courses)                                                                                    | VSC-3          | 2       | 4                   | ---            | ---     | ---           |
|                                                                                                   |                                                                                                                                                                | VSC-4          | 2       |                     | ---            | ---     |               |
| 6                                                                                                 | <b>SEC</b> ( Skill Enhancement Courses)(Choose any one from pool of courses)                                                                                   | ----           | ---     |                     | ---            | ---     |               |
| 7                                                                                                 | <b>AEC</b> (Ability Enhancement Courses)<br><b>(Common for all faculty)</b>                                                                                    | ----           | ---     | ---                 | ---            | ---     | ---           |
| 8                                                                                                 | <b>VEC</b> (Value Education Courses)<br><b>(Common for all faculty)</b>                                                                                        | ----           | ---     |                     | ----           | ---     |               |
| 9                                                                                                 | <b>IKS</b> (Indian Knowledge System) Courses <b>(Common for all faculty)</b>                                                                                   | ----           | ---     |                     | ---            | ---     |               |
| 10                                                                                                | <b>OJT</b> (On Job Training)                                                                                                                                   | -----          | ---     | 2<br>(FP-2 / CEP-2) | OJT-1          | 4       | 4             |
| 11                                                                                                | <b>FP</b> (Field Project)                                                                                                                                      | FP-2           | 2       |                     | ---            | ---     |               |
| 12                                                                                                | <b>CEP</b> (Community Engagement Project)<br><b>(Common for all faculty)</b>                                                                                   | CEP-2          | 2       |                     | ----           | ----    |               |
| 13                                                                                                | <b>CC</b> (Co-curricular Courses)<br><b>(Common for all faculty)</b>                                                                                           | ----           | ---     |                     | ----           | ---     |               |
| 14                                                                                                | <b>RM</b> (Research Methodology) Course                                                                                                                        | ----           | ---     |                     | ----           | ----    |               |
| 15                                                                                                | <b>RP</b> (Research Project)                                                                                                                                   | -----          | ---     |                     | ----           | ----    |               |
|                                                                                                   |                                                                                                                                                                |                |         | 22                  |                |         | 22            |
| <b>Exit Option: Award of UG Degree in Major with 132 credits OR continue with Major and Minor</b> |                                                                                                                                                                |                |         |                     |                |         |               |

| Sr. No. | Course Type                                                                                                | Fifth Semester     |                                                   | Credits | Total Credits       |
|---------|------------------------------------------------------------------------------------------------------------|--------------------|---------------------------------------------------|---------|---------------------|
|         |                                                                                                            | Course Code        |                                                   |         |                     |
| 1       | <b>Major(Core) Mandatory</b><br>Group-A: <b>(Human Resource Management)</b>                                | DSC-11             | Indian Labour Market & Employee Welfare Practices | 4       | 8                   |
|         |                                                                                                            | DSC-12             | Performance Management System                     | 4       |                     |
|         | Group-B: <b>(Finance)</b>                                                                                  | DSC-11             | Indirect Tax                                      | 4       |                     |
|         |                                                                                                            | DSC-12             | Banking & Indian Financial System                 | 4       |                     |
|         | Group-C: <b>(Marketing)</b>                                                                                | DSC-11             | Entrepreneurship                                  | 4       |                     |
|         |                                                                                                            | DSC-12             | Tourism Management                                | 4       |                     |
| 2       | <b>Major Electives</b> (Choose anyone from pool of courses)<br>Group-A: <b>(Human Resource Management)</b> | DSE-H-1.1          | Knowledge Management                              | 4       | 4                   |
|         |                                                                                                            | DSE-H-1.2          | Human Resource Accounting                         | 4       |                     |
|         | Group-B: <b>(Finance)</b>                                                                                  | DSE-F-1.1          | Merchant Banking & Financial Services             | 4       |                     |
|         |                                                                                                            | DSE-F-1.2          | International Financial Management                | 4       |                     |
|         | Group-C: <b>(Marketing)</b>                                                                                | DSE-M-1.1          | Digital Entrepreneurship                          | 4       |                     |
|         |                                                                                                            | DSE-M-1.2          | Rural Entrepreneurship                            | 4       |                     |
| 3       | <b>Minor</b> (Choose any one from pool of courses)<br>Group- A : <b>(Human Resource Management)</b>        | MH3.1              | Indian Labour Market & Employee Welfare Practices | 4       | 4                   |
|         |                                                                                                            | MH3.2              | Performance Management System                     | 4       |                     |
|         | Group- B : <b>(Finance)</b>                                                                                | MF-3.1             | Indirect Tax                                      | 4       |                     |
|         |                                                                                                            | MF-3.2             | Banking & Indian Financial System                 | 4       |                     |
|         | Group- C : <b>(Marketing)</b>                                                                              | MM-3.1             | Entrepreneurship                                  | 4       |                     |
|         |                                                                                                            | MM3.2              | Tourism Management                                | 4       |                     |
| 4       | <b>GE/OE</b>                                                                                               | ---                |                                                   | ---     | ---                 |
| 5       | <b>VSC</b><br>( Vocational Skill Courses)(Choose any one from pool of courses)                             | VSC-3.1            | Business Legislation                              | 2       | 4                   |
|         |                                                                                                            | VSC-3.2<br>VSC-3.3 | Optimization Techniques<br>Event Management       | 2       |                     |
| 6       | <b>SEC</b>                                                                                                 | ---                |                                                   | ---     | ---                 |
| 7       | <b>AEC</b>                                                                                                 | ----               |                                                   | ---     |                     |
| 8       | <b>VEC</b>                                                                                                 | ----               |                                                   | ---     |                     |
| 9       | <b>IKS</b>                                                                                                 | -----              |                                                   | ---     |                     |
| 10      | <b>OJT</b>                                                                                                 | -----              |                                                   | 2       | 2<br>(FP-2 / CEP-2) |
| 11      | <b>FP</b> (Field Project)                                                                                  | FP-2               | Field Project                                     | 2       |                     |
| 12      | <b>CEP</b> (Community Engagement Project)<br>(Common for all faculty)                                      | FP-2/CEP-2         | Field Project/ Community Engagement Project       | 2       |                     |
| 13      | <b>CC</b>                                                                                                  | ----               |                                                   | ---     |                     |
| 14      | <b>RM</b>                                                                                                  | ----               |                                                   | ---     |                     |
| 15      | <b>RP</b>                                                                                                  | -----              |                                                   | ---     | 22                  |

| Sr. No. | Course Type                                                                                                                                                       | Sixth Semester |                                  | Credit<br>s | Total<br>Credits |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|----------------------------------|-------------|------------------|
|         |                                                                                                                                                                   | Course<br>Code |                                  |             |                  |
| 1       | <b>Major(Core) Mandatory</b><br>Group-A: <b>(Human Resource Management)</b>                                                                                       | DSC-13         | Employee Engagement Practices    | 4           | 10               |
|         |                                                                                                                                                                   | DSC-14         | Training & Development           | 4           |                  |
|         |                                                                                                                                                                   | DSC-15         | Employee Quality of Work Life    | 2           |                  |
|         | Group-B: <b>(Finance)</b>                                                                                                                                         | DSC-13         | Money & Banking                  | 4           |                  |
|         |                                                                                                                                                                   | DSC-14         | Managerial Economics             | 4           |                  |
|         |                                                                                                                                                                   | DSC-15         | Budgeting                        | 2           |                  |
|         | Group-C: <b>(Marketing)</b>                                                                                                                                       | DSC-13         | New Product Development          | 4           |                  |
|         |                                                                                                                                                                   | DSC-14         | Sales Force Management           | 4           |                  |
|         |                                                                                                                                                                   | DSC-15         | Advertising Management           | 2           |                  |
| 2       | <b>Major Electives</b> (Choose anyone from pool of courses)<br>Group-A: <b>(Human Resource Management)</b>                                                        | DSE-H2.1       | Indian Labor Market              | 4           | 4                |
|         |                                                                                                                                                                   | DSE-H-2.2      | Employee Compensation Management |             |                  |
|         | Group-B: <b>(Finance)</b>                                                                                                                                         | DSE-F 2.1      | Import Export Procedures         | 4           |                  |
|         |                                                                                                                                                                   | DSE-F 2.2      | Risk Management                  |             |                  |
|         | Group-C: <b>(Marketing)</b>                                                                                                                                       | DSE-M2.1       | Sustainable Marketing            | 4           |                  |
|         |                                                                                                                                                                   | DSE-M2.2       | Influencer Marketing             |             |                  |
| 3       | <b>Minor</b> (Choose any one from pool of courses)<br><b>It is from different discipline of the same faculty</b><br>Group- A : <b>(Human Resource Management)</b> | MH-4.1         | Employee Engagement Practices    | 4           | 4                |
|         |                                                                                                                                                                   | MH-4.2         | Training & Development           |             |                  |
|         | Group- B : <b>(Finance)</b>                                                                                                                                       | MF-4.1         | Money & Banking                  | 4           |                  |
|         |                                                                                                                                                                   | MF-4.2         | Managerial Economics             |             |                  |
|         | Group- C : <b>(Marketing)</b>                                                                                                                                     | MM-4.1         | New Product Development          | 4           |                  |
|         |                                                                                                                                                                   | MM-4.2         | Sales Force Management           |             |                  |
| 4       | GE/OE                                                                                                                                                             | ----           |                                  | ---         | ---              |
| 5       | VSC                                                                                                                                                               | ----           |                                  | ----        | ---              |
| 6       | SEC                                                                                                                                                               | ---            |                                  | ---         | ---              |
| 7       | AEC                                                                                                                                                               | ----           |                                  | ---         |                  |
| 8       | VEC                                                                                                                                                               | ----           |                                  | ---         |                  |
| 9       | IKS                                                                                                                                                               | ---            |                                  | 4           | 4                |
| 10      | OJT(On Job Training)                                                                                                                                              | OJT-1          | OJT                              | ---         |                  |
| 11      | FP                                                                                                                                                                | ---            |                                  | ----        |                  |
| 12      | CEP                                                                                                                                                               | ----           |                                  | ---         |                  |
| 13      | CC                                                                                                                                                                | ----           |                                  | ----        |                  |
| 14      | RM                                                                                                                                                                | ----           |                                  | ----        |                  |
| 15      | RP                                                                                                                                                                | ----           |                                  | ----        | 22               |



## **Courses to be designed for other Discipline / faculty**

### **1) Minor Courses for other Discipline**

Mn-5 : This is a 2 credit theory course to be designed for other discipline

Mn-6 : This is a 2 credit theory course to be designed for other discipline

Mn-7 : This is a 2 credit theory course to be designed for other discipline

Mn-8 : This is a 2 credit theory course to be designed for other discipline

### **Detailed Illustration of Courses included in 5<sup>th</sup> and 6<sup>th</sup> semester:**

1) **Major (Core)** subject are mandatory.

DSC-11 : This is a 4 credit theory course Major ( core) subject

DSC-12 : This is a 4 credit theory course Major ( core) subject

DSC-13 : This is a 4 credit theory course Major ( core) subject

DSC-14: This is a 4 credit theory course Major ( core) subject

DSC-15: This is a 4 credit theory course Major ( core) subject

2) **Major Electives** (Choose any one from pool of courses in respective semester )

DSE-1 : This is a 4 credit course corresponding to Major (elective) subject

DSE-2 : This is a 4 credit course corresponding to Major (elective) subject

DSE-3 : This is a 4 credit course corresponding to Major (elective) subject

DSE-4 : This is a 4 credit course corresponding to Major (elective) subject

3) **Minor :** (Choose any one from pool of courses) **It is from different discipline of the same faculty**

Mn-5 : This is a 4 credit course to be chosen from other discipline of the same faculty

Mn-6 : This is a 4 credit course to be chosen from other discipline of the same faculty

Mn-7 : This is a 4 credit course to be chosen from other discipline of the same faculty

Mn-8 : This is a 4 credit course to be chosen from other discipline of the same faculty

4) **VSC (Vocational Skill Courses)** : Choose any one from pool of courses. These courses should be based on Hands on Training corresponding to Major (core) subject.

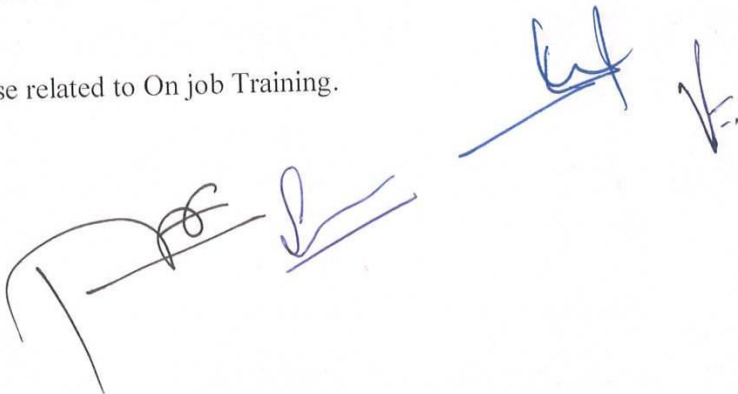
**VSC-3** : This is a 2 credit course based Hands on Training corresponding to Major ( core) subject.

**VSC-4** : This is a 2 credit course based Hands on Training corresponding to Major ( core) subject.

5) **FP-2 : Field Project** : This is a 2 credit course, should be corresponding to Major ( core) subject

6) **CEP-2 : Community engagement and service** : This is a 2 credit course related to community engagement and service

7) **OJT-1** : This is a 4 credit course related to On job Training.



# B.B.A .Fourth Year: UG Honors Degree( 7<sup>th</sup> and 8<sup>th</sup> Semester)

| Sr. No. | Course Type                                                                                                                                                 | Seventh Semester |         | Total Credits | Eighth Semester |         | Total Credits |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------|---------------|-----------------|---------|---------------|
|         |                                                                                                                                                             | Course Code      | Credits |               | Course Code     | Credits |               |
| 1       | Major( Core)<br>Mandatory                                                                                                                                   | DSC-16           | 4       | 14            | DSC-20          | 4       | 14            |
|         |                                                                                                                                                             | DSC-17           | 4       |               | DSC-21          | 4       |               |
|         |                                                                                                                                                             | DSC-18           | 4       |               | DSC-22          | 4       |               |
|         |                                                                                                                                                             | DSC-19           | 2       |               | DSC-23          | 2       |               |
| 2       | Major Electives(Choose any one<br>From pool of courses)                                                                                                     | DSE-4            | 4       | 4             | DSE-5           | 4       | 4             |
|         |                                                                                                                                                             | DSE-4            | 4       |               | DSE-5           | 4       |               |
| 3       | Minor (Choose any one from pool<br>of courses)<br>It is from different discipline of<br>the same faculty                                                    | ---              | --      | -             | ---             | -       | ---           |
|         |                                                                                                                                                             | ---              | -       |               | ---             | -       |               |
| 4       | GE/OE(Generic/Open Elective<br>(Choose any one from pool<br>of courses)<br>It should be chosen compulsorily<br>from the faculty other than that<br>of Major | ---              | ---     | ---           | ---             | ---     | ---           |
|         |                                                                                                                                                             | ---              | ---     |               | ---             | ---     |               |
| 5       | VSC<br>( Vocational Skill<br>Courses)(Choose any one<br>from pool of<br>courses)                                                                            | ---              | ---     | ---           | ---             | ---     | ---           |
|         |                                                                                                                                                             | ---              | ---     |               | ---             | ---     |               |
| 6       | SEC<br>( Skill Enhancement<br>Courses)(Choose any one<br>from pool of courses)                                                                              | ---              | ---     | ---           | ---             | ---     | ---           |
|         |                                                                                                                                                             | ---              | ---     |               | ---             | ---     |               |
| 7       | AEC(Ability Enhancement<br>Courses)<br>(Common for all faculty)                                                                                             | ---              | ---     | ---           | ---             | ---     | ---           |
|         |                                                                                                                                                             | ---              | ---     |               | ---             | ---     |               |
| 8       | VEC(Value Education Courses)<br>(Common for all faculty)                                                                                                    | ---              | ---     | ---           | ---             | ---     | ---           |
|         |                                                                                                                                                             | ---              | ---     |               | ---             | ---     |               |
| 9       | IKS(Indian Knowledge System)<br>Courses(Common for all faculty)                                                                                             | ---              | ---     | ---           | ---             | ---     | ---           |
|         |                                                                                                                                                             | ---              | ---     |               | ---             | ---     |               |
| 10      | OJT(On Job Training)                                                                                                                                        | ---              | ---     | 4             | OJT-2           | 4       | 4             |
| 11      | FP(Field Project)                                                                                                                                           | ---              | -       |               | ---             | ---     |               |
| 12      | CEP(Community Engagement<br>Project)<br>(Common for all faculty)                                                                                            | ---              | -       |               | ---             | ---     |               |
|         |                                                                                                                                                             | ---              | -       |               | ---             | ---     |               |
| 13      | CC(Co-curricular Courses)<br>(Common for all faculty)                                                                                                       | ---              | ---     | 4             | ---             | ---     | 4             |
| 14      | RM(Research Methodology)<br>Course                                                                                                                          | RM-1             | 4       |               | ---             | ---     |               |
| 15      | RP (Research Project)                                                                                                                                       | ---              | ---     |               | ---             | ---     |               |
|         |                                                                                                                                                             | ---              | ---     |               | ---             | ---     |               |
|         |                                                                                                                                                             |                  |         | 22            |                 |         | 22            |

Award of Four Year UG Honours Degree in Major and Minor with 176 credits

| Sr. No. | Course Type                                                                                                | Seventh Semester |                                     | Credit<br>s | Total<br>Credits |
|---------|------------------------------------------------------------------------------------------------------------|------------------|-------------------------------------|-------------|------------------|
|         |                                                                                                            | Course<br>Code   |                                     |             |                  |
| 1       | <b>Major(Core) Mandatory</b><br>Group-A: <b>(Human Resource Management)</b>                                | DSC-16           | Employee training budgeting         | 4           | 14               |
|         |                                                                                                            | DSC-17           | Knowledge Management                | 4           |                  |
|         |                                                                                                            | DSC-18           | Global HRM                          | 4           |                  |
|         |                                                                                                            | DSC-19           | Human Resource Accounting           | 2           |                  |
|         | Group-B: <b>(Finance)</b>                                                                                  | DSC-16           | Strategic cost management           | 4           |                  |
|         |                                                                                                            | DSC-17           | Credit Risk Management              | 4           |                  |
|         |                                                                                                            | DSC-18           | Corporate Restructuring             | 4           |                  |
|         |                                                                                                            | DSC-19           | Fixed Income Market                 | 2           |                  |
|         | Group-C: <b>(Marketing)</b>                                                                                | DSC-16           | Marketing Research                  | 4           |                  |
|         |                                                                                                            | DSC-17           | Marketing Channels                  | 4           |                  |
|         |                                                                                                            | DSC-18           | Promotion decisions                 | 4           |                  |
|         |                                                                                                            | DSC-19           | Product Pricing Decisions           | 2           |                  |
|         |                                                                                                            |                  |                                     |             |                  |
| 2       | <b>Major Electives</b> (Choose anyone from pool of courses)<br>Group-A: <b>(Human Resource Management)</b> | DSE-H 3.1        | Human Resource Strategies & Systems | 4           | 4                |
|         |                                                                                                            | DSE-H 3.2        | HR Metrics & KPI                    |             |                  |
|         | Group-B: <b>(Finance)</b>                                                                                  | DSE-F 3.1        | Operating and financial leverage    | 4           |                  |
|         |                                                                                                            | DSE-F 3.2        | Behavioral Finance                  |             |                  |
|         | Group-C : <b>(Marketing)</b>                                                                               | DSE-M 3.1        | Logistics Marketing Planning        | 4           |                  |
|         |                                                                                                            | DSE-M 3.2        | Marketing Models                    |             |                  |
| 3       | <b>Minor</b>                                                                                               | ----             |                                     | --          | -                |
|         |                                                                                                            | ----             |                                     | -           |                  |
| 4       | <b>GE/OE</b>                                                                                               | ---              |                                     | ---         | ---              |
| 5       | <b>VSC</b>                                                                                                 | ----             |                                     | ----        |                  |
| 6       | <b>SEC</b>                                                                                                 | -----            |                                     | ---         | --               |
| 7       | <b>AEC</b>                                                                                                 | ----             |                                     | ---         |                  |
| 8       | <b>VEC</b>                                                                                                 | -----            |                                     | ---         |                  |
| 9       | <b>IKS</b>                                                                                                 | -----            |                                     | ---         |                  |
| 10      | <b>OJT</b>                                                                                                 | -----            |                                     | -           | 4                |
| 11      | <b>FP</b>                                                                                                  | ----             |                                     | -           |                  |
| 12      | <b>CEP</b>                                                                                                 | ----             |                                     | ---         |                  |
| 13      | <b>CC</b>                                                                                                  | ----             |                                     | ---         |                  |
| 14      | <b>RM</b> (Research Methodology) Course                                                                    | RM-1             |                                     | 4           |                  |
| 15      | <b>RP</b>                                                                                                  | -----            |                                     | ---         | 22               |



| Sr. No.                                              | Course Type                                                                                                | Eighth Semester |                                   | Credits | Total Credits |
|------------------------------------------------------|------------------------------------------------------------------------------------------------------------|-----------------|-----------------------------------|---------|---------------|
|                                                      |                                                                                                            | Course Code     |                                   |         |               |
| 1                                                    | <b>Major(Core) Mandatory</b><br>Group-A: <b>(Human Resource Management)</b>                                | DSC-20          | Organization Development & Change | 4       | 14            |
|                                                      |                                                                                                            | DSC-21          | Human Resource Information System | 4       |               |
|                                                      |                                                                                                            | DSC-22          | Management Development            | 4       |               |
|                                                      |                                                                                                            | DSC-23          | Employee Mobility                 | 2       |               |
|                                                      | Group-B: <b>(Finance)</b>                                                                                  | DSC-20          | Business Valuation                | 4       |               |
|                                                      |                                                                                                            | DSC-21          | Dividend Policy                   | 4       |               |
|                                                      |                                                                                                            | DSC-22          | Indian Economy                    | 4       |               |
|                                                      |                                                                                                            | DSC-23          | Equity Market                     | 2       |               |
|                                                      | Group-C: <b>(Marketing)</b>                                                                                | DSC-20          | Content Marketing                 | 4       |               |
|                                                      |                                                                                                            | DSC-21          | Search Engine Marketing           | 4       |               |
|                                                      |                                                                                                            | DSC-22          | Social Marketing                  | 4       |               |
|                                                      |                                                                                                            | DSC-23          | B2B Marketing                     | 2       |               |
|                                                      |                                                                                                            |                 |                                   |         |               |
| 2                                                    | <b>Major Electives</b> (Choose anyone from pool of courses)<br>Group-A: <b>(Human Resource Management)</b> | DSE-H 4.1       | Global HRM                        | 4       | 4             |
|                                                      |                                                                                                            | DSE-H 4.2       | Career Planning & Development     |         |               |
|                                                      | Group-B: <b>(Finance)</b>                                                                                  | DSE-F 4.1       | Infrastructure & Project Finance  |         |               |
|                                                      |                                                                                                            | DSE-F 4.2       | Strategic Financial Management    | 4       |               |
|                                                      | Group-C: <b>(Marketing)</b>                                                                                | DSE-M 4.1       | Visual Marketing                  |         |               |
|                                                      |                                                                                                            | DSE-M 4.2       | Consumer Behavior                 | 4       |               |
| 3                                                    | Minor                                                                                                      | ---             |                                   | -       | ---           |
| 4                                                    | GE/OE                                                                                                      | ----            |                                   | ---     | ---           |
| 5                                                    | VSC                                                                                                        | ----            |                                   | ---     | ---           |
|                                                      |                                                                                                            | ----            |                                   | ---     |               |
| 6                                                    | SEC                                                                                                        | ---             |                                   | ---     | ---           |
| 7                                                    | AEC                                                                                                        | ----            |                                   | ---     |               |
| 8                                                    | VEC                                                                                                        | -----           |                                   | ---     | ---           |
| 9                                                    | IKS                                                                                                        | ---             |                                   | ---     |               |
| 10                                                   | OJT(On Job Training)                                                                                       | OJT-2           | OJT                               | 4       | 4             |
| 11                                                   | FP                                                                                                         | ---             |                                   | ---     |               |
| 12                                                   | CEP                                                                                                        | ----            |                                   | ---     |               |
| 13                                                   | CC                                                                                                         | ----            |                                   | ---     |               |
| 14                                                   | RM                                                                                                         | ----            |                                   | ---     |               |
| 15                                                   | RP                                                                                                         | ----            |                                   | ---     |               |
| Four Year Degree in Major and Minor with 176 credits |                                                                                                            |                 |                                   |         | 22            |

### **Detailed Illustration of Courses included in 7<sup>th</sup> and 8<sup>th</sup> semester:**

1) **Major (Core)** subject are mandatory.

DSC-16 : This is a 4 credit theory course corresponding to Major ( core) subject

DSC-17 : This is a 4 credit theory course corresponding to Major ( core) subject

DSC-18 : This is a 4 credit course corresponding to Major ( core) subject

DSC-19: This is a 2 credit theory course corresponding to Major (core) subject

DSC-20 : This is a 4 credit theory course corresponding to Major ( core) subject

DSC-21 : This is a 4 credit course corresponding to Major ( core) subject.

DSC-22 : This is a 4 credit course corresponding to Major ( core) subject

DSC-23: This is a 2 credit theory course corresponding to Major (core) subject

2) **Major Electives** (Choose any one from pool of courses for each semester )

DSE-5 : This is a 4 credit course corresponding to Major (elective) subject

DSE-6 : This is a 4 credit course corresponding to Major (elective) subject

DSE-7 : This is a 4 credit course corresponding to Major (elective) subject

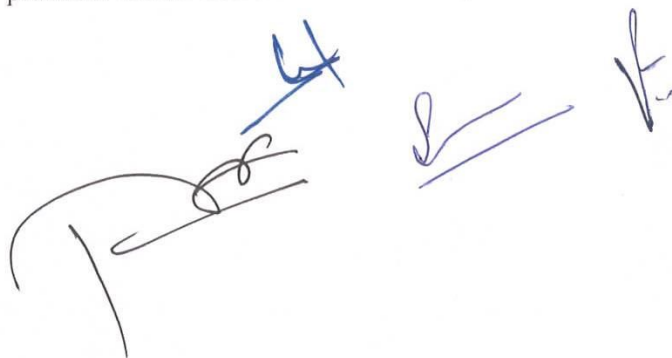
DSE-8 : This is a 4 credit course corresponding to Major (elective) subject

3) **Research Methodology** : RM-1 : This is a 4 credit theory course based on Research Methodology

4) **Research Project** :

RP-1 : This is a 4 credit practical course based on Research Project

RP-2: This is a 8 credit practical course based on Research Project

Three handwritten signatures in blue ink are located at the bottom of the page. The first signature on the left is a large, stylized cursive signature. The second signature in the middle is a more compact, cursive signature. The third signature on the right is a simple, stylized signature.

## **General Guidelines for Course Selection**

- 1) The Major subject is the discipline or course of main focus, bachelors degree shall be awarded in that discipline / subject.
- 2) Students will have to choose any three subjects as a Major 1, Major 2, Major 3, from Basket 1 under the respective faculty (based on the available options in the respective college).
- 3) Students will be having three subject options of equal credits (instead of Major and / or minor verticals) in the first year.
- 4) In the beginning of second year, students will have to select / declare choice of one major subject and one minor subject from three major options M1, M2 and M3 (which were opted in the first year)
- 5) Once the students finalize their Major Subject and Minor Subject in the beginning of the second year of the programme, they shall pursue their further education in that particular subject as their Major and Minor subjects. Therefore, from second year onwards curriculum of the Major and Minor subjects shall be different.
- 6) Students are required to select Minor subject from other discipline of the same faculty.
- 7) Students are required to select Generic /Open Elective (vertical 3 in the credit framework) compulsorily from the faculty different than that of their Major / Minor subjects.
- 8) Vocational Skill Courses and Skill Enhancement Courses (VSC and SEC) shall be related to the Major subject
- 9) Curriculum of Ability Enhancement Courses (AEC), Value Education Courses (VEC), Indian Knowledge System (IKS), and Co-curricular Courses (CC) will be provided by the University separately.



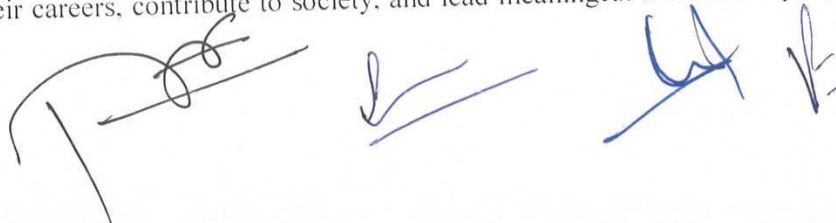


## **Programme Educational Objectives (PEOs) :**

Programme Educational Objectives (PEOs) for the Bachelor of Business Administration Curriculum under the National Education Policy 2020:

- 1. Mastery of Discipline-Specific Knowledge:** Graduates of the Bachelor of Business Administration program will reveal a deep perceptive of fundamental principles, theories, and methodologies in their chosen Management discipline, enabling them to analyze complex problems, propose innovative solutions, and contribute to advancements in their field.
- 2. Interdisciplinary Proficiency:** Graduates will acquire the ability to incorporate knowledge and skills from multiple Management disciplines, fostering a holistic approach to problem solving and innovation. They will be prepared to address comprehensive challenges by drawing upon varied perspectives.
- 3. Critical Thinking and Analytical Skills:** Graduates will enlarge strong critical thinking abilities, enabling them to evaluate information rigorously, analyze data effectively, and make informed decisions based on evidence. They will demonstrate proficiency in applying logical reasoning and methods to solve business problems and generate solution.
- 4. Leadership and Innovation:** Graduates will demonstrate leadership qualities and Entrepreneurial mindset, capable of initiating and driving positive change in their Organizations and communities. They will exhibit creativity, resilience, and adaptability, harnessing innovation to address complex challenges and seize opportunities for growth and advancement.
- 5. Global Citizenship and Cultural Sensitivity:** Graduates will possess a global perspective and cultural sensitivity, recognizing the interconnectedness of diverse communities and the importance of collaboration across borders. They will engage in cross-cultural dialogue, embrace diversity, and contribute to the advancement of knowledge and understanding on a global scale.

These Programme Educational Objectives serve as guiding principles for the Bachelor of Business Administration curriculum, reflecting our commitment to nurturing well-rounded graduates who are prepared to excel in their careers, contribute to society, and lead meaningful lives in a rapidly changing world.



## **Programme Outcomes (POs) :**

The National Education Policy (NEP) 2020 for India emphasizes several key aspects for Bachelor of Business Administration (BBA.) programs, aiming to produce graduates who are not only well versed in their respective disciplines but also equipped with skills necessary for holistic development and employability. While specific program outcomes may vary between institutions and disciplines within BBA. programs, here are some common outcomes aligned with NEP 2020.

**PO1. The citizenship and society:** Apply broad understanding of ethical and professional skill in Bachelor of Business Administration subjects in the context of global, economic, environmental and societal realities while encompassing relevant contemporary issues.

**PO2. Environment and sustainability:** Apply broad understanding of impact of Bachelor of Business Administration subjects in a global, economic, environmental and societal context and demonstrate the knowledge of, and need for sustainable development.

**PO3. Ethics:** Apply ability to develop sustainable practical solutions for Bachelor of Business Administration subject related problems within positive professional and ethical boundaries.

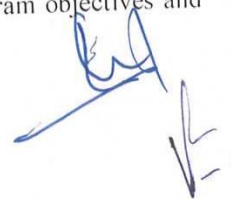
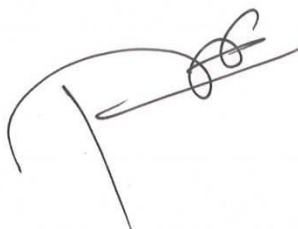
**PO4. Individual and team work:** Function effectively as a leader and as well as team member in diverse/ multidisciplinary environments.

**PO5. Communication:** Communicate effectively on complex Business Problems for effective solution, Bachelor of Business Administration subjects has related activities with the social sciences community in particular and with the society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations to solve the issues.

**PO6. Project management and finance:** Express knowledge and understanding of the Management principles of Bachelor of Business Administration and apply these to one's own work as a member and leader in a team, to complete a project in any environment.

**PO7. Life-long learning:** Be acquainted with the need for lifelong learning and have the ability to engage in independent and life-long learning in the broadest context of Socio-technological change.

These program outcomes align with the broader goals of NEP 2020 to transform higher education in India and prepare students for the challenges and opportunities of the 21<sup>st</sup> century. Board of Studies designing BBA . curricula are encouraged to incorporate these outcomes into their program objectives and learning outcomes.



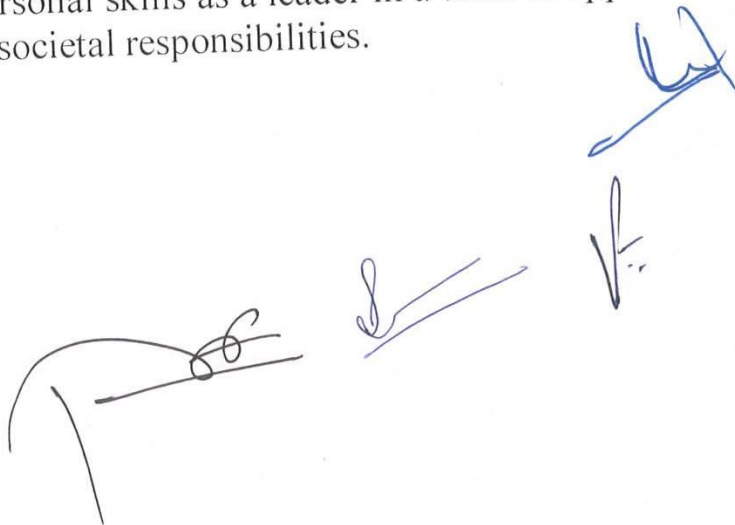
**Programme Specific Outcomes (PSOs):**

**PSO 1:** Gain knowledge and skills in the areas of Management principles and practices, Human Resource Management, Financial Management and Marketing Management

**PSO 2 :** An ability to apply conceptual foundations of management to solve practically decision-making problems.

**PSO 3 :** An ability to adapt to dynamic changes in an Competitive market environment with an understanding of societal and ecological issues relevant to professional managerial practice through life-long learning.

**PSO 4 :** Excellent adaptability to role in multi-disciplinary work environment, good interpersonal skills as a leader in a team in appreciation of professional ethics and societal responsibilities.

The image shows three handwritten signatures or initials in blue ink. The first signature on the left is a stylized, cursive mark. The second signature in the middle consists of a series of loops and a long horizontal stroke. The third signature on the right is a more compact, stylized mark with a vertical line and a horizontal stroke.



# MAJOR (CORE M1 ) MANDATORY HUMAN RESOURCE MANAGEMENT DSC 1

|                  |                                                  |                         |    |
|------------------|--------------------------------------------------|-------------------------|----|
| Subject Title    | Principles of Management & Organization Behavior |                         |    |
| Subject Ref. No. | DSC 1                                            | No. of Credits          | 4  |
|                  |                                                  | No. of Periods / Week   | 4  |
|                  |                                                  | Assignments / Sessional | 40 |
|                  |                                                  | Semester Examination    | 60 |

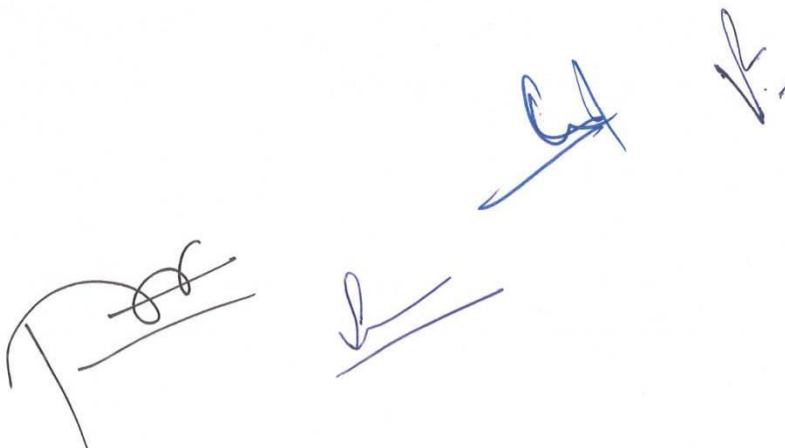
## Course Objectives

At the end of the course, students will be able to:

|    |                                                                                                                                     |
|----|-------------------------------------------------------------------------------------------------------------------------------------|
| 1) | Understand the basic principles of management and important roles and skills of a manager.                                          |
| 2) | To have a basic knowledge of Evolution of Management thoughts and Organization Behavior and about the management thinkers.          |
| 3) | To gain knowledge of core functions of management.                                                                                  |
| 4) | To know the basics of organization behavior and the foundation of individual behavior in an organization.                           |
| 5) | Use the knowledge properly about the group dynamics and organization, its culture and creativity concepts of organization behavior. |

|                                                 |                                                                                                                                                                                                                                                                                                                                                      |                    |
|-------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Pre Requisite                                   | The students are expected to be prepared with the basic business, management and organizational behavior concepts so that the mentor can easily teach and facilitate their minds to make them learn the practical aspects.                                                                                                                           | Number of Lectures |
| Unit – I<br>Introduction & Nature of Management | Introduction & Nature of Management: Definition, meaning, scope and importance, process of Management. Functions of Management- Planning, Organizing, Directing, controlling and staffing., Role of Manager-Mintzberg's Managerial roles, interpersonal, informational and decisional roles. Management skills,                                      | 15                 |
| Unit-II Core Managerial Functions               | Core Managerial Functions: Planning: Meaning, nature, need, types. Organizing: Definition, Meaning, benefits, process and the concept. Directing & Controlling: Meaning, definition, importance, nature & principles of directions, Introduction, importance, levels and process of controlling. Introduction to the Staffing Concept, Coordination: | 15                 |

|                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                       |           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
|                                                                                                                                                       | definition, need, types.                                                                                                                                                                                                                                                                                                                                                                                              |           |
| <b>Unit – III</b><br><b>Introduction,</b><br><b>Nature of</b><br><b>Organization</b><br><b>Behavior (OB),</b><br><b>Individual</b><br><b>behavior</b> | <b>Organization Behavior (OB):</b> Meaning, definition and the OB Model. personality traits, personality & OB. Perception: Definition, factors affecting perception, Motivation: Introduction to the Concept , Learning: Meaning, definition, the learning process & principles of learning. Attitudes and Values: nature, components of attitude                                                                     | <b>15</b> |
| <b>Unit – IV Group</b><br><b>Dynamics and</b><br><b>organization</b>                                                                                  | Management as an art, science, profession and a social system, concept of Management, administrations organization and university of Management. reasons to study management. Values and its categories, merging personal and organizational values. Motivation: Definition, nature, importance and principles and theories.                                                                                          | <b>15</b> |
| <b>Text Books</b>                                                                                                                                     | Aswathappa, K. (2010). <i>Organizational Behaviour: Text, Cases and Games</i> (9th Ed.). Himalaya Publishing House.<br>Robbins, S. P., & Coulter, M. (2021). <i>Management</i> . Pearson Education.<br>Subba Rao, P. (2008). <i>Management and Organizational Behaviour</i> . Himalaya Publishing House.<br>Vishwanathan, R. (2010). <i>Principles of Management: Concepts and Cases</i> . Himalaya Publishing House. |           |
| <b>Additional</b><br><b>Reference Books</b>                                                                                                           | Robbins, S. P., & Judge, T. A. (2011). <i>Organizational Behavior</i> (12th ed.). Prentice Hall.<br>Sherlekar, S. A. (2009). <i>Management: Value-Oriented Holistic Approach</i> . Himalaya Publishing House.<br>Subba Rao, P. (2009). <i>Principles of Management</i> . Himalaya Publishing House.                                                                                                                   |           |



## DSC 2 (MAJOR 2 CORE M2 MANDATORY) FUNDAMENTALS OF FINANCIAL MANAGEMENT1

| Subject Title | FUNDAMENTALS OF FINANCIAL MANAGEMENT |                         |    |
|---------------|--------------------------------------|-------------------------|----|
| Course Code.  | DSC- 2                               | No. of Credits          | 4  |
|               |                                      | No. of Periods (Min)    | 60 |
|               |                                      | Assignments / Sessional | 40 |
|               |                                      | Semester Examination    | 60 |

### Course Objectives

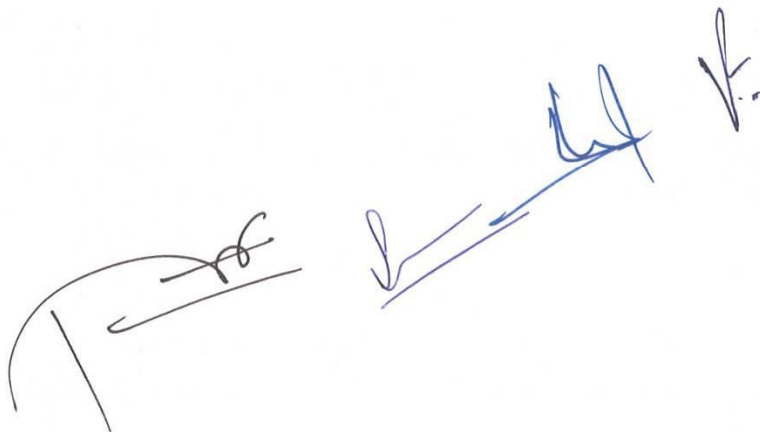
At the end of the course, students will be able to:

|    |                                                                                                                       |
|----|-----------------------------------------------------------------------------------------------------------------------|
| 1) | To acquaint students with the techniques of financial management and their applications for business decision making. |
| 2) | Students will be able to Explain the concepts of Capital Structure and basis of Capitalization                        |
| 3) | Students will be able to elaborate the concept of Capital Budgeting for Business decisions                            |
| 4) | Students will be able to solve the problems of working capital for Small Businesses.                                  |

| Pre Requisite | Basic understanding of Marketing Management will develop the basic Marketing skills of the students.                                                                                                                          | Number of Lectures |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Unit – I      | Introduction & Basic Concepts of Financial Management, Important functions of Financial Management, Objectives of Financial Management, Concept of Income, profit and Expenses, Company Revenue and Types of Company Expenses | 12                 |
| Unit – II     | Capital Structure Planning capitalization Concept, basis of capitalization, consequences and remedies of over and under capitalization.                                                                                       | 12                 |
| Unit III      | Capital Expenditure Decisions / Long term Financial Decisions & Dividend Decisions Objectives of Capital Budgeting Process, Concept of Cash flow, Meaning and objective of Fund Flow                                          | 18                 |



|                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |    |
|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>Unit IV</b>              | Understanding of Working Capital Management / Liquidity Management<br>Meaning and various concepts of Working Capital, Management of Working Capital and Issues in Working Capital.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 18 |
| <b>Suggested Text Books</b> | <ul style="list-style-type: none"> <li>• Rostogi, Fundamentals of Financial Management, Taxmann Publications.</li> <li>• Fundamental of Financial Management, Sharma, Gupta, Kalyani Publishers, New Delhi. Suggested Readings</li> <li>• Fundamentals of Financial Management, Vandana Dangi, V.K. Global Pvt. Ltd., New Delhi</li> <li>• Parasuraman – Financial Management: A Step by Step Approach, Cengage Learning</li> <li>• Pandey, I.M. Financial Management. Vikas Publications.</li> <li>• Financial Management, Himalaya Publishing House</li> <li>• Bhalla V.K – Financial Management – S.Chand</li> <li>• Horne, J.C. Van and Wackowich. Fundamentals of Financial Management. New Delhi, Prentice Hall of India.</li> </ul> |    |



Handwritten signature and date: 10/11/2020

## DSC 3 (MAJOR 3 CORE M3 MANDATORY) MARKETING

|                      |                                             |                                |    |
|----------------------|---------------------------------------------|--------------------------------|----|
| <b>Subject Title</b> | <b>Introduction to Marketing Management</b> |                                |    |
| <b>Course Code.</b>  | <b>DSC- 3</b>                               | <b>No. of Credits</b>          | 4  |
|                      |                                             | <b>No. of Periods (Min)</b>    | 60 |
|                      |                                             | <b>Assignments / Sessional</b> | 40 |
|                      |                                             | <b>Semester Examination</b>    | 60 |

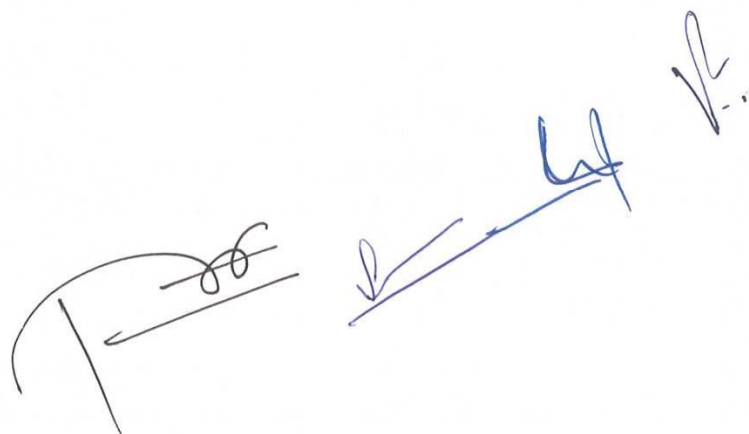
### Course Objectives

At the end of the course, students will be able to:

|    |                                                                                                              |
|----|--------------------------------------------------------------------------------------------------------------|
| 1) | To introduce Marketing as a critical business function that drives value creation and customer satisfaction. |
| 2) | To analyze the impact of external environmental factors on marketing decision making                         |
| 3) | To help students learn about the systematic process of developing and implementing marketing strategies.     |

| <b>Pre Requisite</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Number of Lectures</b> |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
|                      | Basic understanding of Marketing Management will develop the basic Marketing skills of the students.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                           |
| <b>Unit – I</b>      | 1.1 Definition & Functions of Marketing: Scope of Marketing, Evolution of Marketing, Core concepts of marketing: Need, Want, Demand, Customer Value, Exchange, Customer & Consumer, Customer Satisfaction, Customer Delight, Customer Loyalty, Marketing v/s Market<br>1.2 Markets: Definition of Market, Competition, Key customer markets, Marketplaces, Market spaces, Meta-markets, Digital Markets, Brick & Click Model.<br>Impact of Globalization, Technology and Social Responsibility on Marketing. Functions of Marketing Manager. Linkage of Marketing Function with All Functions in the Organization. | <b>15</b>                 |
| <b>Unit – II</b>     | 2.1 Concept of Environment: Macro Environment & Micro Environment – Components and Characteristics, Needs & Trends, Major Forces Impacting the Macro Environment & Micro Environment.<br>2.2 Need for Analyzing the Marketing Environment :Analyzing the Demographic, Economic, Socio cultural, Natural ,Technological, and Political-Legal Environment.                                                                                                                                                                                                                                                           | <b>15</b>                 |
| <b>Unit III</b>      | 3.1 Marketing as Value Delivery Process: Traditional & modern approaches<br>3.2 Segmentation: Definition, Need for segmentation, Benefits of                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 15                        |

|                                   |                                                                                                                                                                                                                                                                                                             |   |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
|                                   | segmentation to marketers, Bases for market segmentation of consumer goods, Criteria for effective segmentation.<br>3.3 Positioning: Concept of Differentiation & Positioning, Introduction to the concepts of Value Proposition & USP.                                                                     |   |
| <b>Unit IV</b>                    | 4.1 Meaning & importance of consumer behavior, Comparison between Organizational Buying behavior and consumer buying behavior, Buying roles                                                                                                                                                                 | 7 |
| <b>Unit V</b>                     | 5.1 Marketing Mix: Origin & Concept of Marketing Mix, 7P's - Product, Price, Place, Promotion, People, Process, Physical Evidence.                                                                                                                                                                          | 8 |
| <b>Suggested Text Books</b>       | <ul style="list-style-type: none"> <li>• Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson, 14th Edition</li> <li>• Marketing Management, Rajan Saxena, TMGH</li> <li>• Marketing, Lamb, Hair, Sharma, McDaniel, Cengage Learning</li> </ul>                 |   |
| <b>Additional Reference Books</b> | <ul style="list-style-type: none"> <li>• Principles of Marketing – Philip Kotler, Gary Armstrong, Prafulla Agnihotri,</li> <li>• MKTG- CENGAGE Learning- Lamb/Hair/Sharma</li> <li>• Ehasan Haque, Pearson, 13th Edition Marketing Management- Text and Cases, Tapan K Panda, 2nd Edition, Excel</li> </ul> |   |



Handwritten signature and date: 12/11/2020



# OPEN ELCTIVE GE/OE-1 OFFICE ORGANISATION AND MANAGEMENT

|                  |                                    |                         |    |
|------------------|------------------------------------|-------------------------|----|
| Subject Title    | Office Organisation and Management |                         |    |
| Subject Ref. No. | GE/OE 1                            | No. of Credits          | 2  |
|                  |                                    | No. of Periods / Week   | 2  |
|                  |                                    | Assignments / Sessional | 20 |
|                  |                                    | Semester Examination    | 30 |

## Course Objectives

At the end of the course, students will be able to:

|    |                                                                                                             |
|----|-------------------------------------------------------------------------------------------------------------|
| 1) | Student will be able to explain the meaning, importance and functions of office work with other departments |
| 2) | Student will be able to understand the different office working environment                                 |
| 3) | Students would be able to elaborate the importance of office records.                                       |

| Pre Requisite |                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Number of Lectures |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Unit – I      | The students are expected to know about the basics of organizational office Environment.<br>Office management – meaning importance, function and relations of the office with other departments. Office organization – Centralization and decentralization of office services – merits and demerits, allocation and distribution of office work. Office accommodation and layout – office location office layout, office building – their objectives and principles. | 10                 |
| Unit-II       | Office organization and environment – Nature objectives internal and external environment, working facilities – lighting, seating, recreational facilities, safety and sanitary arrangement and pollution control etc. Office correspondence – incoming and outgoing correspondence procedures and types of office post. Office communication – meaning, importance, types, internal and external communication.                                                     | 10                 |
| Unit – III    | Records and maintenance – meaning, significance essentials of a good filing system, traditional and modern filing methods and equipment. Index – meaning, objectives and methods. Office forms – meaning, significance, types and essentials of form designing.                                                                                                                                                                                                      | 10                 |

|                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>Recommended Books</b> | <ul style="list-style-type: none"> <li>• Office Management and Procedure by RK Sharma, Shashi Gupta and Sushil Nayar; Kalyani Publication, Ludhiana.</li> <li>• Office Management by PK Gupta.</li> <li>• Office Management by Ghosh and Aggarwal.</li> <li>• Office Management by Gupta, Bansal, Jain and Malik.</li> <li>• Modern Office Management by Dr. IM Sahai.</li> <li>• Office Management and Procedure by Singh and Chhabhria; Dhanpat Rai and Sons, New Delhi</li> <li>• Manual of Office Management and Correspondence by BN Tondon; S Chand and Co., Ram Nagar, New Delhi.</li> </ul> |  |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|

Handwritten signature and initials in blue ink, consisting of a large stylized 'R' followed by several smaller, less legible marks.

## SEC 1.2 STATISTICAL ANALYSIS

|                         |                             |                                |           |
|-------------------------|-----------------------------|--------------------------------|-----------|
| <b>Subject Title</b>    | <b>STATISTICAL ANALYSIS</b> |                                |           |
| <b>Subject Ref. No.</b> | <b>SEC 1.2</b>              | <b>No. of Credits</b>          | <b>2</b>  |
|                         |                             | <b>No. of Periods (Min)</b>    | <b>30</b> |
|                         |                             | <b>Assignments / Sessional</b> | <b>20</b> |
|                         |                             | <b>Semester Examination</b>    | <b>30</b> |

### Course Objectives

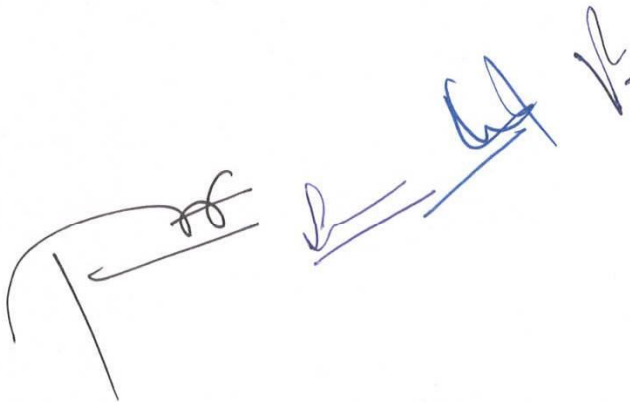
At the end of the course

|    |                                                                                                        |
|----|--------------------------------------------------------------------------------------------------------|
| 1) | Students will To familiarize students with fundamentals of Statistics.                                 |
| 2) | Students will be able to solve the measures of central tendencies and Dispersion                       |
| 3) | Students will apply the concepts of Coefficient of Correlation and Time Series for different Data Sets |

| <b>Pre Requisite</b> | Basic understanding of Business Statistics will develop the ability to solve the business problems.                                                                                | <b>Number of Lectures</b> |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| <b>Unit – I</b>      | Meaning and Definition of Statistics, Scope of Statistics, Limitation of Statistics, Collection of Data, Presentation of Data, Frequency Distribution, Primary and Secondary Data. | <b>08</b>                 |
| <b>Unit – II</b>     | Measures of Central Tendencies: Mean, Median, Mode, Measures of Dispersion: Range, Quartile deviation, Standard Deviation, Mean Deviation.                                         | <b>10</b>                 |
| <b>Unit III</b>      | Correlation Analysis- Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation, Regression, Time Series Analysis                                                     | <b>12</b>                 |



|                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Text<br/>Books<br/>Additional<br/>Reference<br/>Books</b> | <ul style="list-style-type: none"> <li>• P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai.</li> <li>• S.P. Gupta, Statistical Methods, Sultan Chand &amp; Sons, New Delhi.</li> <li>• S.P. Gupta, Elements of Business Statistics, Sultan Chand &amp; Sons, New Delhi.</li> <li>• J.K. Sharma, Business Statistics, Pearson Education, New Delhi.</li> <li>• Business Statistics &amp; OR - Dr. S.P. Rajagopalan, Tata McGraw Hill.</li> </ul> |
|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



Handwritten signature and initials in blue ink, possibly reading 'R. V.' or similar, with a large 'R' and 'V' followed by a checkmark-like flourish.

## SEC 1.3 (SKILL ENHANCEMENT COURSES)

|                                                     |                                                   |                         |    |
|-----------------------------------------------------|---------------------------------------------------|-------------------------|----|
| Subject Title                                       | <b>Business Communication (SEC 1.3)</b>           |                         |    |
| Subject Ref. No.                                    | SEC 1.3                                           | No. of Credits          | 2  |
|                                                     |                                                   | No. of Periods (Min)    | 30 |
|                                                     |                                                   | Assignments / Sessional | 20 |
|                                                     |                                                   | Semester Examination    | 30 |
| <b>Course Objectives</b>                            |                                                   |                         |    |
| At the end of the course, students will be able to: |                                                   |                         |    |
| 1)                                                  | To define the scope of Business Communication.    |                         |    |
| 2)                                                  | To explain legal aspects of written Communication |                         |    |

| Pre Requisite              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Number of Lectures |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Unit – I                   | Basic understanding of Business communication will develop the ability to communicate effectively.<br>Meaning ,Objective ,Importance and Process: Types – Verbal-Non Verbal ,Formal -Informal<br>7Cs of Communication, Barriers and Measures to overcome the barriers to communication: Dos and Don't 's in Business Communication<br>Speaking Skill: Speech -Preparation, Guidelines of Effective Speech, Negotiation, Effective Listening and its Barrier, Public speaking skills, Interview conducting and appearing. | 15                 |
| Unit – II                  | Written Communication: Meaning ,Merit ,Limitation & legal aspects of Written Communication . Letter Writing: Types and of layout of Business Letter, Essentials of Good letters. Report Writing and Presentation of Report. Meeting: Drafting the minutes and leading the Meeting.<br>Organisational Communication: Internal Communication: Notice, circular& Memo.<br>External Communication: Enquiries ,Quotations, Bank and Financial Institutions.                                                                   | 15                 |
| Text Books                 | Communication Skills: Dr.Rao & Dr. Das Himalaya Publication.                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                    |
| Additional Reference Books | Communication for Business- Taylor- Pearsons Education.<br>Basics of Business communication- Lesikar and Flatley-Tata Mc Graw Hills.Communication Today by Ruben Roy,Himalaya Publication.                                                                                                                                                                                                                                                                                                                               |                    |

## SEC 1.4 (SKILL ENHANCEMENT COURSES)

|                         |                                    |                                |           |
|-------------------------|------------------------------------|--------------------------------|-----------|
| <b>Subject Title</b>    | <b>Office Automation (SEC 1.4)</b> |                                |           |
| <b>Subject Ref. No.</b> | <b>SEC 1.4</b>                     | <b>No. of Credits</b>          | <b>2</b>  |
|                         |                                    | <b>No. of Periods (Min)</b>    | <b>30</b> |
|                         |                                    | <b>Assignments / Sessional</b> | <b>20</b> |
|                         |                                    | <b>Semester Examination</b>    | <b>30</b> |

### Course Objectives

At the end of the course, students will be able to:

|    |                                                                                                       |
|----|-------------------------------------------------------------------------------------------------------|
| 1) | Student will be able to explain functionality of computer and Operating Systems and its applications. |
| 2) | Students will be able to recognize the Artificial Intelligence systems.                               |

| <b>Pre Requisite</b>                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                        | <b>Number of Lectures</b> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| <b>Unit – I</b>                                                                                                                                                                                                                                        | Introduction to Computer.Data Representation. Concept of Data Processing. Application of Information Electronics and Communication Technology.Introduction to various types of OS and its functions. User Interface. Various settings of GUI based OS.file and Directory Management                                                                                    | <b>12</b>                 |
| <b>Unit – II</b>                                                                                                                                                                                                                                       | Introduction: History, Definition of AI, Emulation of human cognitive process, knowledge search trade off, stored knowledge, semantic nets. An abstract view of modelling, elementary knowledge. Computational logic, analysis of compound statements using simple logic connectives, predicate logic, knowledge organization and manipulation, knowledge acquisition. | <b>18</b>                 |
| 1. Computer Networking by Tittel Ed, McGraw Hills Companies2. Joyce Cox, Office: Step by Step, Prentice Hall of India, New Delhi<br>2. Russel (Stuart), 'Artificial Intelligence- Modern approach, Pearson Education series in AI', 3rd Edition, 2009. |                                                                                                                                                                                                                                                                                                                                                                        |                           |



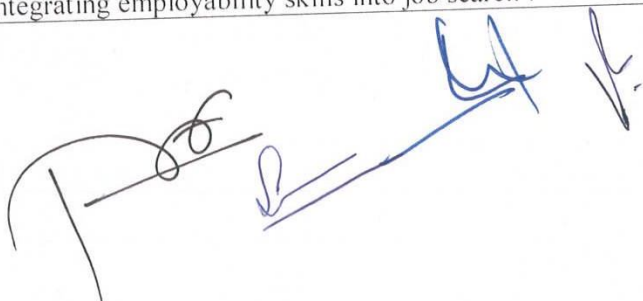
|                  |                                  |                         |    |
|------------------|----------------------------------|-------------------------|----|
| Subject Title    | <b>HUMAN RESOURCE MANAGEMENT</b> |                         |    |
| Subject Ref. No. | DSC-4                            | No. of Credits          | 4  |
|                  |                                  | No. of Periods / Week   | 4  |
|                  |                                  | Assignments / Sessional | 40 |
|                  |                                  | Semester Examination    | 60 |

#### Course Objectives

At the end of the course, students will be able to:

|    |                                                                                                                                                                                                                                                                                      |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1) | <b>To make the students remember the concept of Employability &amp; Human Resource</b><br>The Objectives of this course is to sensitize students to the various facets of managing people and to create an understanding of the policies and practices of human resource management. |
| 2) | <b>To make the students undersatand the HR Skills required in the industry</b>                                                                                                                                                                                                       |
| 3) | <b>To make the students able to apply their knowledge of human resource management wich can lead to organisational success.</b>                                                                                                                                                      |
| 4) | <b>To make the students analyse their potential thrgh undersatandng and implementing functions of Human resource Managemnent</b>                                                                                                                                                     |
| 5) | <b>To make the students evaluate and formulate the HR Policies which would not only acieve the individual , organisational as well as societal goal</b>                                                                                                                              |

|               |                                                                                                                                                                                                                                                                                                                                         |                    |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Pre Requisite | Basic concept of human resource and organisation                                                                                                                                                                                                                                                                                        | Number of Lectures |
| Unit-I        | <b>Employability &amp; Human Resource</b> : concept of HR, employability, elements of employability , Employability skills, communication , crtical thinking, Problem solving, time managemnent, ability to work independently, dedication , collaboration, flexibility, leadership, integrating employability skills into job search . | 15                 |



|                            |                                                                                                                                                                                                                                                                                                                                                         |    |
|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| Unit – II                  | <b>HR Skills:</b> Types of Skills, Attitude, Components of Attitude, Functions of Attitude, Measurement of Attitude, Work related attitudes, Aptitude , Knowledge, Careers ,                                                                                                                                                                            | 10 |
| Unit – III                 | <b>Human Resource Management :</b> Defination , nature, histroy and evolution , similar term for HRM, objectives, importance , how HRM contributes to organizational success , personnel Mgt, difference between Personnel Management and HRM, .                                                                                                        | 10 |
| Unit – IV                  | <b>Functions of HRM:</b> Planning , organising , directing , controlling ,Employemnt, HRD, compensation, Human Relations.                                                                                                                                                                                                                               | 10 |
| Unit – V                   | <b>Role of HR and HR Policies :</b> Role of HR Manager, HR policy, benfits of HR policies, Principles for formulating HR Policies , importance of HR Policies, characteristics if sound HR Policies, HRM in the New Millennium                                                                                                                          | 15 |
| Text Books                 | 1. Dessler, Gary Human Resource Management, Prentice Hall<br>2. Aswathappa K. Human Resources and Personnel Management Tata McGraw Hill New Delhi, 1997.<br>3. P. SubbaRao; Personnel And Human Resource Management” Text & Cases, Himalaya Publishing House. 2009.<br>4. Sarma A.M., Performance Management systems, Himalaya Publication House, 2008. |    |
| Additional Reference Books | 5. Cardy, Performance Management concepts skills & exercise, printice Hall of India 2007.                                                                                                                                                                                                                                                               |    |

Handwritten signature and initials in blue ink, located at the bottom of the page.

|                                                     |                                                                                                                |                         |    |
|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------|-------------------------|----|
| Subject Title                                       | FINANCIAL MANAGEMENT                                                                                           |                         |    |
| Subject Ref. No.                                    | DSC-5                                                                                                          | No. of Credits          | 4  |
|                                                     |                                                                                                                | No. of Periods / Week   | 4  |
|                                                     |                                                                                                                | Assignments / Sessional | 40 |
|                                                     |                                                                                                                | Semester Examination    | 60 |
| <b>Course Objectives</b>                            |                                                                                                                |                         |    |
| At the end of the course, students will be able to: |                                                                                                                |                         |    |
| 1)                                                  | Students will be able to explain the importance of Time Value of Money.                                        |                         |    |
| 2)                                                  | Students will be able to demonstrate the concepts of Capital Structure and basis of Capitalization             |                         |    |
| 3)                                                  | To acquaint students with the different types of Leverages and their applications for business decision making |                         |    |
| 4)                                                  | Students will be able to elaborate the concept of Working Capital for Business decisions                       |                         |    |

| Pre Requisite | Basic concept of human resource and organisation                                                                                                                                                                                                                                                                                                                                                                                                              | Number of Lectures |
|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Unit-I        | <b>Introduction :</b> Time Value of Money---Importance and Uses, Concept of Future Value and Present Value and its applications                                                                                                                                                                                                                                                                                                                               | 15                 |
| Unit – II     | <b>Cost of Capital and Capital Structure :</b> Meaning, concept, Significance of Cost of Capital,, Determination of Cost of Capital — Equity, Preference & Debentures, Retained earnings, Capitalization.<br>Meaning of Capital Structure, Patterns of Capital Structure, Importance, Factors determining Capital Structure, Optimal Capital Structure, Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach) | 10                 |
| Unit – III    | <b>Leverages :</b> Meaning of leverage, Types of leverages-Financial, Operating and Combined leverage, Significance and limitations of Financial leverage, Distinction between Financial and Operating leverage.                                                                                                                                                                                                                                              | 10                 |



|                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                        |           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>Unit – IV</b>                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Working Capital Management :</b> Concept of Working Capital, Overview of Cash Budgeting, Excess v/s Inadequate WorkingCapital, Factor determining working capital Needs, Operating Cycle, Overview of Inventory & Receivable Management, Estimation of Working Capital requirement. | <b>10</b> |
| <b>Unit – V</b>                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Dividend Policy &amp; Decision Making :</b> Introduction, Significance, Factors of Determinants of Dividend Policy, Forms of Dividends, Types of Dividend Policies                                                                                                                  | <b>15</b> |
| <b>Text Books</b><br>1. Khan, M.Y & Jain, P.K.: Financial Management; Tata McGraw Hill, New Delhi,<br>2. Pandey, I. M.: Financial Management; Vikas Publishing House, New Delhi,<br>3. Chandra, Prasana: Financial Management; Tata McGraw Hill, New Delhi,<br>4. Brealey and Meyers: Principles of Corporate Finance: Tata McGraw Hill, New Delhi,<br>5. Vanhorne, James C: Financial Management and Policy; Prentice Hall of India, New Delhi, |                                                                                                                                                                                                                                                                                        |           |

## DSC 6 (MAJOR 3 CORE M3 MANDATORY) MARKETING

|               |                             |                         |    |
|---------------|-----------------------------|-------------------------|----|
| Subject Title | <b>Marketing Management</b> |                         |    |
| Course Code.  | DSC- 6                      | No. of Credits          | 4  |
|               |                             | No. of Periods (Min)    | 60 |
|               |                             | Assignments / Sessional | 40 |
|               |                             | Semester Examination    | 60 |

### Course Objectives

At the end of the course, students will be able to:

|    |                                                                                                                                                                                                                                   |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1) | Students will understand marketing role in business, including creating customer value and applying the Marketing Mix (4Ps). They will also analyze the Product Life Cycle and distinguish between sales and marketing functions. |
| 2) | Students will be able to explore Brand Identity, Brand Association, Brand Image, and the significance of Brand Equity.                                                                                                            |
| 3) | Students will be able to identify roles of distribution channel and its criteria                                                                                                                                                  |
| 4) | Students will be able to explain different types of Marketing Research and Marketing information System.                                                                                                                          |

| Pre Requisite |                                                                                                                                                                                                                                                                               | Number of Lectures |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Unit – I      | Importance of Marketing in Business<br>Difference between Sales & Marketing<br>Marketing Mix (7Ps)<br>Product life cycle                                                                                                                                                      | 15                 |
| Unit – II     | Basic knowledge related to Brand Awareness<br>Brand Recognition:<br>Brand Recall<br>Top-of-Mind Awareness (TOMA):<br>Brand Familiarity, Brand Identity:<br>Brand Association, Brand Image: Brand Equity:<br>Word-of-Mouth (WOM) Marketing<br>Brand Ambassadors or Influencers | 15                 |
| Unit III      | Basic of Marketing channel. Criteria of selection of Distribution ( Distributors Exclusive – inclusive , wholesalers, Retailers , Organized Retailers E commerce- Platforms                                                                                                   | 15                 |

|                                   |                                                                                                                                                                                                                                                       |   |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| <b>Unit IV</b>                    | Importance of Basic Market Research & Market Intelligence, Types of Marketing research and Marketing information System.                                                                                                                              | 8 |
| <b>Suggested Text Books</b>       | <p>Marketing 4.0: Moving from Traditional to Digital" by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan (Wiley India).</p> <p>Marketing Management: A Value-Creation Process" by M. Govindarajan and S. Natarajan (Prentice-Hall of India).</p> |   |
| <b>Additional Reference Books</b> | <p>Marketing Management: A Value-Creation Process" by M. Govindarajan and S. Natarajan (Prentice-Hall of India).</p> <p>Indian Social Media: A Boom for Business by Rishi Rathod (Notion Press).</p>                                                  |   |

Handwritten signature and initials in blue ink, located at the bottom of the page. The signature appears to be 'Rishi Rathod' and the initials are 'RR'.



## VSC 1.3 (VOCATIONAL SKILL COURSE) PERSONNEL ADMINISTRATION

|               |                                 |                         |    |
|---------------|---------------------------------|-------------------------|----|
| Subject Title | <b>Personnel Administration</b> |                         |    |
| Course Code.  | VSC 1.3                         | No. of Credits          | 2  |
|               |                                 | No. of Periods (Min)    | 30 |
|               |                                 | Assignments / Sessional | 20 |
|               |                                 | Semester Examination    | 30 |

### Course Objectives

At the end of the course, students will be able to:

|    |                                                                                                                                                  |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------|
| 1) | Students will be able to understand the key terms related to personal policy.                                                                    |
| 2) | Students will be able to explore the concepts of personal procedures, drafts and practice the use of legal communications in personal department |

| Pre Requisite                                                                       |                                                                                                                                                                                                                                                                                                                                                                                               | Number of Lectures |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Unit – I<br><b>Designing Personnel Policy</b>                                       | Elements of Personnel Policy, Role of Time office, Methods & Elements of Time Office, Leave Records, Statutory Registers                                                                                                                                                                                                                                                                      | 12                 |
| Unit – II<br><b>Drafting communication in personnel department and Legalization</b> | Letter of Appointment – Probationary & Contract Employee. IT Employee, Letter of promotion and transfer .Designing of salary structure – Manufacturing Employee/Service Sector Employee & IT Employee. Drafting of Legal Communications Memo, Warning, Show- Cause Notice, Charge Sheet Elements of Domestic Enquiry                                                                          | 18                 |
| Suggested Text Books<br>Additional Reference Books                                  | <ul style="list-style-type: none"> <li>Personnel Management – Edwin Flippo , 4<sup>th</sup> Edition,</li> <li>Guide on Labour Management forms and precedents (Law, Practice and Procedure) by S.D. Puri (Snow white publications)</li> <li>Personnel/ Human Resource Management by David De Cenzo, Stephen</li> <li>Robbins, Prentice Hall of India, 2008, 3<sup>rd</sup> Edition</li> </ul> |                    |

## VSC 1.1 (VOCATIONAL SKILL COURSE) ROLE PLAY / ORGANIZATION BEHAVIOUR

|                  |                                              |                         |  |    |
|------------------|----------------------------------------------|-------------------------|--|----|
| Subject Title    | Role Play / Organization Behavior Simulation |                         |  |    |
| Subject Ref. No. | VSC 1.1                                      | No. of Credits          |  | 2  |
|                  |                                              | No. of Periods / Week   |  | 2  |
|                  |                                              | Assignments / Sessional |  | 20 |
|                  |                                              | Semester Examination    |  | 30 |

### Course Objectives

At the end of the course, students will be able to:

|    |                                                                                                                                                                                     |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1) | Student will be able to explain the concept of organizational behavior through simulation and role play.                                                                            |
| 2) | Student will be able to demonstrate idea and knowledge about OB Group behavior as that of observed in industry with the help of simulation and role play.                           |
| 3) | Student will be able to apply knowledge to deal with real life industry situations about the organization and its cultural aspects with the assistance of simulation and role play. |

| Pre Requisite                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Number of Lectures |
|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
|                                                                                                | The students are expected to know the basic concepts of principles of management and organization behavior.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                    |
| Unit- I Introduction of Organization Behavior (OB), Individual Behavior Simulation & Role Play | Organization Behavior (OB): Meaning, definition and the OB Model. History and evolution of Simulation and Role Play technique. Introduction, nature and importance of simulation and role play. Simulation: Experiential learning method. Difference between simulation and the role play. Interactive simulation and role play activities about OB Individual Behavior concepts like intelligence, personality, perception, motivation, learning, Maslow's Theory, Herzberg Two Factor Theory, attitudes and values and work stress.<br><b>Hands on Activity:</b> Simulation and role plays about the real life industry case studies of individual behavior concepts of OB. | 10                 |
| Unit – II OB Group Dynamics Simulation and Role Play.                                          | Group dynamics: Nature and types of groups. Interactive simulation and role play about the group dynamics concept in an organization like leadership, conflict resolution, team dynamics, organizational communication and power and political behavior.<br><b>Hands on Activity:</b> Simulation and role plays about the real life industry case studies of group behavior concepts of OB. Practicing, applying, mimicking, experiencing, exploring, investigating and performing of the group dynamics concepts through simulation and role play.                                                                                                                           | 10                 |
| Unit - III Core Organization Concept Simulation and                                            | Introduction to Organization, its structure, culture, creativity and innovation. Interactive and collaborative simulation and role play activities about the organization concept of OB like organization structure, operational level, middle level, higher level management.                                                                                                                                                                                                                                                                                                                                                                                                | 10                 |

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |
|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>Role Play</b>                  | culture, creativity, organizational change and development, decision making and human resource policies and practices.<br><b>Hands on Activity:</b> Simulation and role plays about the real life industry case studies of organization concept of OB.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| <b>Text Books</b>                 | Aswathappa, K. (2010). <i>Organizational Behaviour: Text, Cases and Games</i> (9th Ed.). Himalaya Publishing House.<br>Baporikar, N. (2009). <i>Case Method: Cases in Management</i> . Himalaya Publishing House.<br>Gibson, David (2006), <i>Games and Simulations in Online Learning: Research and Development Frameworks</i> , IGI Global, 1st Edition<br>Robbins, S. P., & Coulter, M. (2021). <i>Management</i> . Pearson Education.<br>Robbins, S. P., & Judge, T. A. (2011). <i>Organizational Behavior</i> (12th ed.). Prentice Hall.<br>Subba Rao, P. (2008). <i>Management and Organizational Behaviour</i> . Himalaya Publishing House.<br>Vishwanathan, R. (2010). <i>Principles of Management: Concepts and Cases</i> . Himalaya Publishing House. |  |
| <b>Additional Reference Books</b> | Singh, K. (2015). <i>Organizational Behaviour: Text and Cases</i> . Vikas Publishing House.<br>Vohra, N., Robbins, S. P., & Judge, T. A. (2022). <i>Organizational Behavior</i> (18th ed., updated). Pearson.<br>Yaraddi, R. K., Kulkarni, R. R., Patil, S. R., & Navalagi, R. R. (2018). <i>Management Case Studies: A Student's Handbook</i> (1st ed.). Notion Press.                                                                                                                                                                                                                                                                                                                                                                                         |  |



## VSC 1.2 (VOCATIONAL SKILL COURSE) BOOK KEEPING AND COMPUTERISED ACCOUNTANCY

|                  |                                           |                         |  |    |
|------------------|-------------------------------------------|-------------------------|--|----|
| Subject Title    | Book Keeping and Computerized Accountancy |                         |  |    |
| Subject Ref. No. | VSC 1.1                                   | No. of Credits          |  | 2  |
|                  |                                           | No. of Periods / Week   |  | 2  |
|                  |                                           | Assignments / Sessional |  | 20 |
|                  |                                           | Semester Examination    |  | 30 |

### Course Objectives

At the end of the course, students will be able to:

|   |                                                                                                                                                 |
|---|-------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | To understand the core principles of bookkeeping and accounting and the significance of accurate financial record-keeping for business success. |
| 2 | To help learn and apply the rules of debit and credit and prepare the accounting vouchers with the help of supporting documents                 |
| 3 | Understand the importance of regular data backups and ensuring data integrity.                                                                  |

| Pre Requisite                                                  |                                                                                                                                                                                                                                                                                                      | Number of Lectures |
|----------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| <b>Unit-I<br/>Introduction of Book Keeping and Accountancy</b> | Meaning, definition, features, objectives, advantages, importance and limitations of Book Keeping.<br>Meaning of Accountancy and Basics of Accounting system<br>Difference between Book-keeping and Accountancy<br>Basic Accounting terminologies<br>Accounting concepts, Conventions and principles | 8                  |
| <b>Unit – II<br/>Fundamentals of Double Entry Book-Keeping</b> | Meaning, methods, advantages of Double Entry Book-Keeping<br>Classification of accounts, golden rule<br>Accounting Equations                                                                                                                                                                         | 8                  |
| <b>Unit - III<br/>Journal and Ledger</b>                       | Meaning, importance and utility of Journal<br>Format and recording of Journal Meaning, definition, importance, and format of Ledger, Balancing of Ledger accounts<br>Preparation of Trial Balance                                                                                                    | 14                 |

**Suggested Text Books:**

- Book Keeping and Accountancy – Lion Dr.NishikantJha, Prof. Rajiv Mishra, Prof.NiravGada, Himalaya Publishing House
- Book Keeping and basic Accounting, Dr. S. M. Shukla
- Fundamentals of Accounting, SahityaBhawan Publications

*Handwritten signature in blue ink, possibly reading "Dr. S. M. Shukla".*

## VSC 1.3 (VOCATIONAL SKILL COURSE) I.T.APPLICATIONS IN BUSINESS -II

|                                                     |                                                                                                                    |                               |                         |    |
|-----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------|-------------------------|----|
| Subject Title                                       |                                                                                                                    | IT Applications in Business 2 |                         |    |
| Course Code.                                        |                                                                                                                    | VSC 1.3                       | No. of Credits          | 2  |
|                                                     |                                                                                                                    |                               | No. of Periods (Min)    | 30 |
|                                                     |                                                                                                                    |                               | Assignments / Sessional | 20 |
|                                                     |                                                                                                                    |                               | Semester Examination    | 30 |
| <b>Course Objectives</b>                            |                                                                                                                    |                               |                         |    |
| At the end of the course, students will be able to: |                                                                                                                    |                               |                         |    |
| 1)                                                  | Provide computer literacy and prepare the student for a successful working relationship with computerized systems. |                               |                         |    |
| 2)                                                  | Define and categorize application and system software and use general purpose application packages                 |                               |                         |    |

| <b>Pre Requisite</b> | Basic understanding of Information Technology will enhance the Computer skills of the students.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Number of Lectures</b> |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| <b>Unit – I</b>      | Information and data. Capture of data, storage, processing and display. Types of Information systems in organisations, the digital economy. Introduction to systems ideas and their application to information handling activities. The sociotechnical character of information systems. The roles and functions of information systems within organisations including providing management information, supporting e-commerce.                                                                                                                                                                             | 7                         |
| <b>Unit – II</b>     | Creating new presentations -Auto content wizard -Using template – Blank presentation -Opening existing presentations -Adding, editing, deleting, copying, hiding slides -Presentations -Applying new design - Adding graphics -Using headers and footers Animating text –Special effects to create transition slides -Controlling the transition speed Adding sounds to slides -Using action buttons                                                                                                                                                                                                        | 7                         |
| <b>Unit III</b>      | Working with worksheets -cells -Entering, editing, moving, copying, cutting, pasting, transforming data -Inserting and deleting of cells, rows & columns -Working with multiple worksheets -switching between worksheets -moving, copying, inserting & deleting worksheets –Using formulas for quick Calculations -Working & entering a Formula - Formatting a worksheet -Creating and editing charts -elements of an EXCEL chart -Selecting data to a Chart -Types of chart -chart wizard - Formatting chart elements -Editing a chart –Printing charts.<br>(Must Take Minimum 5 practicals for this unit) | 16                        |



|                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Suggested<br/>Text Books</b> | <ul style="list-style-type: none"> <li>• Fundamentals of Information Technology –Yadav D.S. New Age Publication</li> <li>• Fundamentals of Information Technology including MS Office- Maidasani Dinesh Firewall Media</li> <li>• Compute Fundamentals and Information Technology –Bangia Firewall Media</li> <li>• Introduction to Information Technology ---Rajaraman V PHI Publications</li> <li>• Fundamentals of Information Technology---Leon M Vikas Publications</li> </ul> |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

*[Handwritten signature]*