



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

SCHOOL OF MANAGEMENT AND COMMERCE

**Bachelor of Business Administration with Specialization in
Business Analytics and Intelligence with Samatrix**

(BBA-BIA)

Programme Code: 39

2021-24

(Approved in the 26th Meeting of Academic Council held on 11 August 2021)



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



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PREFACE

The objective of any programme at Higher Education Institute is to prepare their students for the society at large. The K. R. Mangalam University visualizes all its programmes in the best interest of their students and in this endeavour; it offers a new vision to all its under-Graduate courses. It imbibes a Learning Outcome-based Curriculum Framework (LOCF) for all its Under Graduate programmes. The LOCF approach is envisioned to provide a focused, outcome-based syllabus at the undergraduate level with an agenda to structure the teaching-learning experiences in a more student-centric manner. The LOCF approach has been adopted to strengthen students' experiences as they engage themselves in the programme of their choice. The under-graduate Programmes will prepare the students for both, academia and employability. The programmes also state the attributes that it offers to inculcate at the graduation level. The graduate attributes encompass values related to emotional stability, well-being, critical thinking and also skills for employability.

The new curriculum of BBA offer courses in the areas of Management concepts, Financial Accounting, Organizational Behavior, Business Statistics, Research Methodology, Business Law, Strategic Management, Supply Chain Management, E-commerce, Entrepreneurial development. All the courses are having defined objectives and Learning Outcomes, which will help prospective students in choosing the elective courses to broaden their skills in the field of management and interdisciplinary areas. The courses will train students with sound theoretical and experimental knowledge that suits the need of academics and industry. The course also offers ample skills to pursue research as career in the field of management. The K. R. Mangalam University hopes the LOCF approach of the programme BBA will help students in making an informed decision regarding the goals that they wish to pursue in further education and life, at large.

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Dean SOMC

Approved By:

Prof. P. Prakash

Vice Chancellor- KRMU

ACKNOWLEDGEMENT

The development of an outcome-based Model Curriculum for Undergraduate degree courses in the Department of Commerce is a result of thoughtful deliberations at various stages of dedicated and specialized experts. This model curriculum has been framed to meet the expectations of an academically challenging environment, develop problem-solving skills by students, and aligns with current standards and to enrich the students to make them self-enablers and/or match job requirements on successful completion of their degrees. I wish to acknowledge all our experts who have been involved in the process of developing this outcome-based curriculum for Bachelors of Business Administration (BBA).

We are thankful to Dr. Rashmi Jain and Dr. RichaNangia with their team of Academic and Industry experts who were devotedly committed towards framing this curriculum. I am greatly gratified Ms. Manvi Arora for her supervision contribution, guidance, and support throughout the development of this curriculum. Special thanks and gratitude to Prof. P. Prakash, Vice Chancellor, K.R. Mangalam University and Prof. PushplataTripathi, Pro-Vice Chancellor and Registrar, K.R. Mangalam University who have been instrumental and encouraging throughout the process of developing this curriculum.

Prof. V. A. Dubey
Dean
School of Management and Commerce

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1. Introduction

The K.R. Mangalam Group has made a name for itself in the field of education. Over a period of time, the various educational entities of the group have converged into a fully functional corporate academy. Resources at KRM have been continuously upgraded to optimize opportunities for the students. Our students are groomed in a truly interdisciplinary environment wherein they develop integrative skills through interaction with students from engineering, social sciences, management and other study streams. The K.R. Mangalam story goes back to the chain of schools that offered an alternative option of world-class education, pitching itself against the established elite schools, which had enjoyed a position of monopoly till then. Having blazed a new trail in school education the focus of the group was aimed at higher education. With the mushrooming of institutions of Higher Education in the National Capital Region, the university considered it very important that students take informed decisions and pursue career objectives in an institution, where the concept of education has evolved as a natural process.

K.R. Mangalam University is established under the Haryana Private University Act 2006, received the approval of Haryana Legislature vide Amendment Act # 36 of 2013 and consent of the Hon'ble Governor of Haryana on 11th April 2013, which was published in the Gazette notification vide Leg. No.10/2013, dated 3rd May 2013.

KRM University is unique because of its

- Enduring legacy of providing quality education and thereby creating achievers who demonstrate leadership in diverse fields.
- Protecting and nurturing environment for teaching, research, creativity, scholarship, social and economic justice.

Objectives

- i. To impart undergraduate, post graduate and doctoral education in identified areas of higher education.
- ii. To undertake research programmes with industrial interface.
- iii. To integrate its growth with the global needs and expectations of the major stake holders through teaching, research, exchange & collaborative programmes with Foreign, Indian Universities/Institutions and MNCs.
- iv. To act as a nodal centre for transfer of technology to the industry.
- v. To provide job oriented professional education to the students.

2. About School

The School of Management & Commerce takes pride in its professional and highly qualified intellectual capital, its faculty members. The school boasts of its modern infrastructure and latest technology and resources in the field of General Management, Human Resource, Finance, Operations, Marketing, Information Technology, Economics and International Business. The school aims at creating professionals who are committed to excellence in their personal and professional endeavors by adopting the best of industry practices with a keen

focus on research, training and consultancy programmes. The approach to pedagogy combines fieldwork, case studies and instrumented feedback with a strong emphasis on concepts and theory.

School Vision

To create a School that is truly distinctive in its multidisciplinary and integrated approach, which harnesses talent, provides enabling environment for resources to be converted into competitive capabilities and one which “celebrates and rewards” both success and failure as it marches ahead in its relentless pursuit of providing an enriching educational platform connecting students and organization to deliver social and economic impact.

School Mission

SOMC is committed to

- Foster employability and entrepreneurship through futuristic curriculum and progressive pedagogy with cutting-edge technology
- Instill notion of lifelong learning through stimulating research, Outcomes-based education and innovative thinking
- Integrate global needs and expectations through collaborative programs with premier universities, research centers, industries and professional bodies
- Enhance leadership qualities among the youth having understanding of ethical values and environmental realities

Graduate Attributes

- **Deep Knowledge and Intellectual breadth:** In-depth knowledge of subject areas in the program of study through project based education with eventually builds the confidence and leadership skills.
- **Social and civic responsibilities:** The graduates will be capable to take up the social and other civic responsibilities relating to the society and environment.
- **Interpersonal and communication skills:** Graduate will be able to convey ideas and information effectively to a wide array of audiences for different purposes and contribute in a positive and collaborative manner to achieve the ultimate goals.
- **Critical thinking and problem solving:** The graduate will be able to instill the ability to think, assess the problems and find solutions to them.
- **Digital Literacy:** The graduates are well prepared to gear up with the ever-changing digital environment and work in digital society.
- **Self-awareness and sense of responsibility:** The graduates are self-aware and act with integrity and sense of ownership for their actions.

- **Leadership skills and personal attributes:** The graduates exhibit professional behavior and potential to be entrepreneurs and absorb leadership roles in the chosen careers.

3. Programmes offered by the School of Management

The school offers a wide array of Undergraduate, Postgraduate, and Doctoral programmes under its umbrella. In undergraduate programmes school Bachelor of Business Administration with Specialization in Business Analytics and Intelligence with Samatrix (BBA-BIA)

Program Educational Objectives (PEO)

PEO 1: Compete on global platform by applying business concepts to managerial decision-making and develop a systematic understanding of globalization and its impact on business.

PEO 2: Communicate effectively and demonstrate professional behaviour while working in diverse teams in multidisciplinary settings.

PEO 3: Inculcate ethical qualities in self and demonstrate concern for society and environment.

PEO 4: Ability to use knowledge, management-oriented skills and tools in an integrated manner for managerial practice.

PEO 5: Pursue higher education and/or engage in continuous up-gradation and life-long learning.

Program Outcomes (PO)

PO 1 Multi-disciplinary knowledge: The Management Program is designed to develop the conceptual and practical skills of the students to select their professional career from a number of options available in the market. It delivers professional in Management- both Profit and Non-Profit Organization, industry openings in the stream of Marketing, Finance, IB, HR, IT, Operations, Business Analytics, Quality Management, Entrepreneurship, PSUs and Civil Services etc.

PO 2 Conceptual and practical skills: The Program enables the students to acquire the necessary knowledge and skills required for organizing and carrying out entrepreneurial activities, to develop the ability to analyze and understand business situations in which entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities.

PO 3: Employability: The Management Program aims to develop students' intellectual pursuit of knowledge of various management methods and processes in every area of activity. So, the students can equip with knowledge, skills and attitude to become more employable for the present and emerging job market.

PO 4 Complex Global Business Environment: The Management Program aims to develop students into leaders ready to tackle the challenges of today's complex global business environment.

PO 5 Integrative Experience and Experimental Learning: The Program provides integrative experience and experimental learning through the application of multi-disciplinary knowledge and analysing the impact of decisions and actions on various stakeholders.

PO 6 Innovative Thinking for Effective Decision Making: The Program prepares students to demonstrate awareness about the economic, ecological, political, legal and regulatory aspects of global business practices. The students acquire strategic and innovative thinking skills to enable effective decision-making and problem-solving in complex and uncertain conditions.

PO 7 Analytical Thinking: The Program aims at developing a student's intellectual ability, executive personality and managerial skills through an appropriate blending of business and practical education. It seeks to develop students as analytical and rigorous thinkers so that they are able to apply the concepts learnt to all pertinent issues that affect an organization's performance and effectiveness.

PO 8 Industry Exposure: The Program exposes students to the diverse area of application of knowledge in business firms and industrial organizations and enables them to gain practical knowledge in order to be globally competent.

PO 9 Team Building: The Program prepares students to work effectively in a team-based environment, persuade and influence others to work collectively for a common goal.

PO 10 Blended Learning: Throughout the management Program, students gain valuable insight and skills from the classroom, lectures, case studies, conferences, industrial visits and guest lectures delivered by industry professionals and leading academicians from across the world through various teaching methods and platforms.

3.1 Bachelor of Business Administration with Specialization in Business Analytics and Intelligence with Samatrix (BBA-BIA)

The basic objective of this programme is to understand the data analysis & visualize your data & method not just a tool-oriented Analyst. The programme is designed to understand data fundamental, analyse the data methodology, techniques, powerful dashboards, Power BI & Visualization power of data along with a strong focus on case studies to ensure hands on learning. Once armed with analytics, you will also learn the powerful data visualization tool like Advanced version of Excel, Power Map, Power BI, Business Intelligence software, Tableau desktop version & other open source tools etc to present your analysis.

The curriculum is based on choice-based credit system (CBCS) and learning out come based transfer (LOCF).

Eligibility Criteria: Pass in 10+2 examination conducted by Central Board of Secondary Education or equivalent examination from a recognized board with a minimum of 50% in aggregate.

Course Outline: The course covers: Management concepts/Financial Accounting/Organizational Behavior/Business Statistics/Research Methodology/Business Law/ Strategic Management/ Supply Chain Management/ E-commerce/ Entrepreneurial development.../..

Career Options: Commerce & Business, Data Analyst, Marketing Research, Research Analyst, Banking & Finance, Advertising, Tour & Travel, HR, Sales executive, Entrepreneur, etc.

Program Specific Outcomes (PSO)

Integrated BBA Course in University with Samatrix Company will help the students in following aspects:

PSO1: Creativity and Innovation: Develop leadership skills, creativity and entrepreneurship

PSO2: Design/development of solutions: Analyze and develop solutions for business problems and issues by using logical reasoning patterns for evaluating information, materials and data

PSO3: Multifaceted Business Issue: Conceptualize a multifaceted business issue and express into a written statement and verbal presentation.

4. Programme Duration: 3 Years (6 Semesters)

5. Class Timings

The classes will be held from Monday to Friday from 09:10 am to 04:10 pm.

6. Syllabi

The syllabi of all courses for three year and second year offered by BBA- BIA at SOMC are given in the following pages. For each course, the first line contains; Course Code, Title and credits of the course. This is followed by the course objectives and syllabus

For each course, the first line contains; Course Code, Course Title and Credits of the course.

This is followed by the course objectives, course outcome and the syllabus (Unit I to IV), Text book and reference books.

Bachelor of Business Administration with Specialization in Business Analytics and Intelligence with Samatrix (BBA-BIA) Based on CBCS and LOCF

PROGRAMME AT A GLANCE

Semester	1	2	3	4	5	6	Total
Courses	7	6	5	5	7	7	37
Credits	25	25	20	20	23	24	137

SEMESTER I

FIRST	S. N.	Nature of Course	Course Code	Proposed Titles	Skill Development	L	T	S	P	C	
	1	AECC 1	Ability Enhancement Compulsory Course	SMEL145A	Communications Skills	Skill Development	4	0	0	0	4
	3	AECC 3	Ability Enhancement Compulsory Course	SMDM301A	Disaster Management	Skill Development	3	0	0	0	3
	4	GE 1	Elective: Generic (GE)	SMMC 476A	Stress Management	Open Elective-I (for University)	4	0	0	0	4
	5	C1	CORE COURSE	SMMC123A	Business Applications of Economics	Employability	3	0	0	0	3
	6	C2	CORE COURSE	SMMC191A	Management Thought and Applications	Open Elective/ Employability	4	0	0	0	4
	7	C3	Skill Enhancement Course (SEC)	SMMC181A	Introduction to Artificial Intelligence Business Intelligence, Data Analytics	Skill Development	4	0	0	0	4
	TOTAL										25

SEMESTER II

EVEN SEMESTER										
S.N.	Nature of Course	Course Code	Proposed Titles	Skill Development	L	T	S	P	C	

1	C4	CORE COURSE	SMAW218A	Laws Governing Companies in India	Skill Development	0	0	0	0	4
2	C5	CORE COURSE	SMMC319A	Business Environment in India	Skill Development	4	0	0	0	4
3	C6	CORE COURSE	SMMC124A	Macro Economic Dynamics	Employability	3	0	0	0	3
4	C7	Ability Enhancement Compulsory Course (AECC)	SMMC182A	Statistics & Computational Data Analysis	Employability	4	0	0	0	4
5	GE 2	Elective: Generic (GE)	SMMC 478A	Self Management	Open Elective-II (for University)	4	0	0	0	4
6	C8	Elective: Generic (GE)	SMMC118A	Human Behaviour at Work	Open Elective/ Employability	4	0	0	0	4
TOTAL										25

SEMESTER III

SECOND	1	C9	CORE COURSE	SMMC211A	Human Capital Management	Open Elective/ Employability	4	0	0	4
	2	C10	CORE COURSE	SMMC303A	Production and Operations Management	Employability	4	0	0	4
	3	C11	Skill Enhancement Course (SEC)	SMMC183A	Machine Learning for Business	Skill Development	4	0	0	4
	4	C12	CORE COURSE	SMMC116A	Marketing for Contemporary Business	Open Elective/ Employability	4	0	0	4
	5	C13	CORE COURSE	SMMC115A	Financial Reporting and Analysis	Employability	4	0	0	4
TOTAL										20

SEMESTER IV

1	SEC 1	Skill Enhancement Course (SEC)	SMCS212A	E-Commerce	Skill Development	3	0	0	3
2	SEC 2	Skill Enhancement Course (SEC)	SMMC310A	Chasing The Rainbow: The Enterprenuerial Streak	Open Elective/ Entrepreneurship	4	0	0	4
3	C14	CORE COURSE	SMMC501 A	Analysing Cost for Managerial Decision Making	Employability	4	1	0	5
4	C15	CORE COURSE	SMMC218A	Research Methodology for Business	Employability	4	0	0	4
5	C16	CORE COURSE	SMMC184A	Strategy and Consumer Behavior Analytics-Product wise & Finance Analytics	Employability	4	0	0	4
TOTAL									20

SEMESTER V

	1	SEC 3	Skill Enhancement Course (SEC)	SMMC312A	Summer Training Project Report	Employability	4	0	0	0	4
THIRD	2	C17	CORE COURSE	SMMC315A	Taxation for Managers	Entrepreneurship	4	0	0	0	4
	3	C18	CORE COURSE	SMCS313A	Management Information System	Skill Development	3	0	0	0	3
	4	C19	CORE COURSE	SMMC220A	Ethics, Values & Corporate Social Responsibility	Skill Development	4	0	0	0	4
	5	C20	Ability Enhancement Compulsory Course (AECC)	SMMC317A	Management of Financial Institutions and Services	Employability	4	0	0	0	4
	6	VAC 1	VAC		Value Added Course	Employability	2	0	0	0	0
	7	C21	Ability Enhancement Compulsory	SMMC185A	Data Visualization	Employability	4	0	0	0	4

			Course (AECC)																
TOTAL																2	3		

SEMESTER VI

1	C22	CORE COURSE	SMMC302A	Strategic Orientation for Business	Employability	4	0	0	4
2	C23	CORE COURSE	SMMC324A	Global Business Operations	Skill Development	4	0	0	4
3	C24	CORE COURSE	SMMC304A	Project Planning and Evaluation	Employability	4	0	0	4
4	C25	CORE COURSE	SMMC325A	Banking and Insurance Management	Skill Development	4	0	0	4
5	SEC 4	Skill Enhancement Course (SEC)	SMMC186A	Case Studies and Projects	Skill Development	4	0	0	4
6	VAC 2	VAC		Value Added Course	Employability	2	0	0	0
7	C26	CORE COURSE	SMMC187A	Risk & Fraud Analytics, Supply Chain	Employability	4	0	0	4
TOTAL									24

SEMESTER I

SMMC652A	Communication Skills	L	T	P	C
Version 1.0		4	0	0	4
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

1. Identify key elements and principles of communication.
2. Demonstrate understanding of the communication process.
3. Describe individual communication strengths and growth areas.
4. Demonstrate ability to prepare and present a short oral presentation.
5. Appreciate the role of body language and voice tone in effective communication.
6. Communicate their message in an effective and engaging way for the recipient.

Course Outcomes

On completion of this course, the students will be able to

CO1. Understand the basics of Grammar to improve written and oral communication skills.

CO2. Understand the correct form of English with proficiency.

CO3. Improve student's personality and enhance their self-confidence.

CO4. Improve professional communication.

CO5. Enhance academic writing skills.

Catalog Description

This learning program with its practice-based learning tasks will facilitate the learners to enhance their communication skills in a modern and globalized context, enhance their linguistic and communicative competence and hone their interpersonal skills.

Course Content

UNIT I

6 lecture hours

Introduction to Communication: Importance of Communication Skills, Meaning, Forms & Types of Communication; Process of Communication; Principles of Effective Communication/7Cs, Barriers in Communication (Interpersonal, Intrapersonal and Organizational).

UNIT II

6 lecture hours

Academic Writing: Précis (Summary – Abstract – Synopsis – Paraphrase – Précis: Methods), Letter & Résumé (Letter Structure & Elements – Types of letter: Application & Cover - Acknowledgement – Recommendation – Appreciation – Acceptance – Apology – Complaint

–Inquiry). Writing a proposal and synopsis. Structure of a research paper. Citations and plagiarism.

UNIT III **6 lecture hours**

Technology-Enabled Communication: Using technology in communication tasks, E-mails, tools for constructing messages, Computer tools for gathering and collecting information; Different virtual medium of communication.

UNIT IV **6 lecture hours**

Building Vocabulary: Word Formation (by adding suffixes and prefixes); Common Errors; Words Often Confused; One word substitution, Homonyms and Homophones; Antonyms & Synonyms, Phrasal Verbs, Idioms & Proverbs (25 each); Commonly used foreign words(15 in number);

UNIT V **6 lecture hours**

Personality Development: Etiquettes & Manners; Attitude, Self-esteem & Self-reliance; Public Speaking; Work habits (punctuality, prioritizing work, bringing solution to problems), Body Language: Posture, Gesture, Eye Contact, Facial Expressions; Presentation Skills/ Techniques.

Text book [TB]:

Kumar, Sanjay and Pushplata. *Communication Skills*. Oxford University Press, 2015.

Reference Books/Materials

1. Mitra, Barun K. *Personality Development and Soft Skills*. Oxford University Press, 2012.
2. Tickoo, M.L., A. E. Subramanian and P.R. Subramaniam. *Intermediate Grammar, Usage and Composition*. Orient Blackswan, 1976.
3. Bhaskar, W.W.S., AND Prabhu, NS., “ English Through Reading”, Publisher: MacMillan, 1978
4. Business Correspondence and Report Writing” -Sharma, R.C. and Mohan K. Publisher: Tata McGraw Hill 1994
5. Communications in Tourism & Hospitality- Lynn Van Der Wagen, Publisher: Hospitality Press
6. Business Communication-K.K.Sinha
7. Essentials of Business Communication By Marey Ellen Guffey, Publisher: Thompson Press
8. How to win Friends and Influence People By Dale Carnegie, Publisher: Pocket Books
9. Basic Business Communication By Lesikar & Flatley, Publisher Tata McGraw Hills
10. Body Language By Allan Pease, Publisher Sheldon Press

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:**

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3		3		3									
CO2			3							3				
CO3			3											3
CO4			3											3
CO5							3				3			
1=lightly mapped 2=moderately mapped 3=strongly mapped														

UCES125A	Environmental Studies	L	T	P	C
Version 1.0		3	0	0	3
Pre-requisites/Exposure	Basics of Environment				
Co-requisites	--				

Course Objectives

1. To aware the students about the environment.
2. To learn the students concepts and methods from ecological and physical sciences and their application in environmental problem solving.
3. To think across and beyond existing disciplinary boundaries, mindful of the diverse forms of knowledge and experience that arises from human interactions with the world around them.
4. Communicate clearly and competently matters of environmental concern and understanding to a variety of audiences in appropriate forms.

Course Outcomes

On completion of this course, the students will be able to

- CO1.** To comprehend and become responsive regarding environmental issues.
- CO2.** Acquire the techniques to protect our mother earth, as without a clean, healthy, aesthetically beautiful, safe and secure environment no specie can survive and sustain.
- CO3.** Enable the students to discuss their concern at national and international level with respect to formulate protection acts and sustainable developments policies.
- CO4.** To know that the rapid industrialization, crazy consumerism and over-exploitation of natural resources have resulted in degradation of earth at all levels.
- CO5.** Become conscious about healthy and safe environment.

Catalog Description

This course imparts the basic concepts of environment which enable them to solve basic problems related to their surroundings. This course helps them to get an idea adverse effect of industrialization, population and degradation of natural resources on the environment. The course introduces the concepts of renewable and non-renewable resources.

Course Content

UNIT I

8 hours

Environment and Natural Resources:

Multidisciplinary nature of environmental sciences; Scope and importance; Need for public awareness.

Land resources; land use change; Land degradation, soil erosion and desertification.

Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).

Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

UNIT II **7 hours**

Ecosystems and Biodiversity:

Ecosystem: Definition and Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession.

Case studies of the following ecosystems:

- a) Forest ecosystem
- b) Grassland ecosystem
- c) Desert ecosystem
- d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Biological diversity: genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots ; India as a mega-biodiversity nation; Endangered and endemic species of India; Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity; Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

UNIT III **7 hours**

Environmental Pollution and Environmental Policies:

Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution nuclear hazards and human health risks; Solid waste management: Control measures of urban and industrial waste; Pollution case studies.

Sustainability and sustainable development; Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture; Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

UNIT IV **8 hours**

Human Communities and the Environment and Field work:

Human population growth: Impacts on environment, human health and welfare; Resettlement and rehabilitation of project affected persons; case studies; Disaster management: floods, earthquake, cyclones and landslides; Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan; Environmental ethics: Role of Indian and other religions and cultures in environmental conservation; Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.

Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.

Study of common plants, insects, birds and basic principles of identification.

Study of simple ecosystems-pond, river, Delhi Ridge, etc.

Text Books

1. Kaushik and Kaushik, Environmental Studies, New Age International Publishers (P) Ltd. New Delhi.

Reference Books/Materials

1. A.K. De, Environmental Chemistry, New Age International Publishers (P) Ltd. New Delhi.
2. S.E. Manahan, Environmental Chemistry, CRC Press.
3. S.S Dara and D.D. Mishra, Environmental Chemistry and Pollution Control, S.Chand& Company Ltd, New Delhi.
4. R. Gadi, S. Rattan, S. Mohapatra, Environmental Studies Kataria Publishers, New Delhi.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:**

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Programme and Course Mapping														
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CO1	3	3	-	-	-	-	-	-	-	-	3	-	-	-
CO2	-	-	-	3	-	-	-	-	-	-	-	-	-	-
CO3	-	-	-	-	-	3	-	-	-	-	-	-	3	-
CO4	-	-	-	-	3	-	-	3	-	-	-	-	-	-
CO5	-	3	-	3	-	-	-	-	-	-	-	-	-	-
1=lightly mapped 2=moderately mapped 3=strongly mapped														

UCDM 301A	Disaster Management	L	T	P	C
Version 1.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

1. To provide basic conceptual understanding of disasters and its relationships with development
2. To understand Medical and Psycho-Social Response to Disasters
3. To enhance awareness of Disaster Risk Management institutional processes in India
4. To understand the institutional and legal framework for India

Course Outcomes

On completion of this course, the students will be able to

CO1. To increase the knowledge and understanding of the disaster phenomenon, its different contextual aspects, impacts and public health consequences

CO2. To increase the knowledge and understanding of the International Strategy for Disaster Reduction (UN-ISDR) and to increase skills and abilities for implementing the Disaster Risk Reduction (DRR) Strategy.

CO3. To ensure skills and abilities to analyze potential effects of disasters and of the strategies and methods to deliver public health response to avert these effects..

CO4. To ensure skills and ability to design, implement and evaluate research on disasters.

Catalog Description

Under the Disaster Management Act 2005, the Institute inter alia, has been entrusted with the following functions: develop training modules, undertake research and documentation in disaster management and organize training programme, formulate and implement a comprehensive human resource development plan covering all aspects of disaster management; provide assistance in national level policy formulation; provide required assistance to the training and research institutes for development of training and research programmes for various stakeholders; provide assistance to the State Governments and State training institutes in the formulation of State level policies, strategies, disaster management framework and any other assistance as may be required for capacity-building; develop educational materials for disaster management including academic and professional courses; promote awareness among stakeholders including college/ school teachers and students, technical personnel and others associated with multi-hazard mitigation, preparedness and response measures; undertake, organize and facilitate study courses, conferences, lectures, seminars within and outside the

country to promote disaster management; undertake and provide support for publication of journals, research papers and books and establish and maintain libraries etc

Course Content

Unit I: 8 hours

Introduction to Disasters: Concept and definitions- Disaster, Hazard, vulnerability, resilience, risks.**Different Types of Disaster:** Causes, effects and practical examples for all disasters.Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etcMan-made Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures (Building and Bridge), War & Terrorism etc

Unit II: 7 hours

Disaster Preparedness and Response Preparedness

- i. Disaster Preparedness: Concept and Nature
- ii. Disaster Preparedness Plan
- iii. Prediction, Early Warnings and Safety Measures of Disaster.
- iv. Role of Information, Education, Communication, and Training, Role of Government, International and NGO Bodies.
- v. Role of IT in Disaster Preparedness
- vi. Role of Engineers on Disaster Management.
- vii. Relief and Recovery
- viii. Medical Health Response to Different Disasters

Unit III: 8 hours

Rehabilitation, Reconstruction and Recovery

- i. Reconstruction and Rehabilitation as a Means of Development.
- ii. Damage Assessment
- iii. Post Disaster effects and Remedial Measures.
- iv. Creation of Long-term Job Opportunities and Livelihood Options,
- v. Disaster Resistant House Construction
- vi. Sanitation and Hygiene
- vii. Education and Awareness,
- viii. Dealing with Victims' Psychology,
- ix. Long-term Counter Disaster Planning
- x. Role of Educational Institute

Unit IV: 7 hours

Disaster Management Act, 2005:

Disaster management framework in India before and after Disaster Management Act, 2005, National Level Nodal Agencies, National Disaster Management Authority

Liability for Mass Disaster

- i. Statutory liability
- ii. Contractual liability
- iii. Tortious liability
- iv. Criminal liability
- v. Measure of damages

Epidemics Diseases Act, 1897: Main provisions, loopholes.

Project Work: The project/ field work is meant for students to understand vulnerabilities and to work on reducing disaster risks and to build a culture of safety. Projects must be conceived based on the geographic location and hazard profile of the region where the institute is located.

Text Books

1. Author Title Publication Dr. Mrinalini Pandey Disaster Management Wiley India Pvt. Ltd.
2. Tushar Bhattacharya Disaster Science and Management McGraw Hill Education (India) Pvt. Ltd.

Reference Books/Materials

1. Jagbir Singh Disaster Management: Future Challenges and Opportunities K W Publishers Pvt. Ltd.
2. J. P. Singhal Disaster Management Laxmi Publications.
3. Shailesh Shukla, Shamna Hussain Biodiversity, Environment and Disaster Management Unique Publications
4. C. K. Rajan, Navale Pandharinath Earth and Atmospheric Disaster Management: Nature and Manmade B S Publication
5. Indian Law Institute (Upendra Baxi and Thomas Paul (ed.)), Mass Disasters and Multinational Liability: The Bhopal Case (1986)
6. Indian Law Institute, Upendra Baxi (ed.), Environment Protection Act: An Agenda for Implementation (1987)
7. Asian Regional Exchange for Prof. Baxi., Nothing to Lose But our Lives: Empowerment to Oppose
8. Industrial Hazards in a Transnational World (1989)
9. Gurudip Singh, Environmental Law: International and National Perspectives (1995), Lawman (India) Pvt. Ltd.
10. Leela Krishnan, P, The Environmental Law in India, Chapters VIII, IX and X (1999), Butterworths, New Delhi.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3						2				3			
CO2	3			2		2							1	
CO3				2	2	2	2							
CO4		2			2									
CO5														
1=lightly mapped 2=moderately mapped 3=strongly mapped														

SMMC123A	Business Applications of Economics	L	T	P	C
Version 2.0		3	0	0	3
Pre-requisites/Exposure	Basic Knowledge of Economics				
Co-requisites	--				

Course Objectives

1. To get an overview of economic tools, theories and principles, the exciting concepts of Marginal Decisions and Incremental Decisions.
2. To understand the factors influence Customers choice and how their decisions affect the goods markets by affecting the price, the supply and demand?
3. To understand the various types of elasticity as consumer shift from one market to another as this adds an insight about the fluctuations in commodity market
4. To understand profit maximization and cost minimization as the fundamental goals of any firm through the dynamics of Cost Analysis & Price Output Decisions
5. It helps to understand the concept of market and its various forms which are influenced by the demand and price forces.

Course Outcomes

CO1. Microeconomics as a discipline develops skills in the students to understand functioning of entire economy on the basis of individual.

CO2. Students would be exposed to economic dilemmas as per the course boundaries which will be updated with new thinking and gears while delivering the course.

CO3. Microeconomics enables studying the causes, effects and solutions of general redundancy.

CO4. Structural market framework gives immense understanding about the market at a large level.

Catalog Description

The fundamental and unique course of Micro Economics would encourage the action - leaning and value adding potential business learners who are enthusiastic and passionate with the thought of working in International behemoths and soon-to-be-Indian behemoths of today. Also, then they need to apprehend about Business Economics jargons which are basically related to various disciplines like Management, Accounting, Economics, Basic Finance, Engineering and the like. As Micro economics gives practical inside to solve business dilemmas by using its tools for other disciplines.

Course Content

UNIT – I

8 Hours

Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economic and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics. Opportunity Costs, Time Value of Money, Marginalize, Instrumentalism, Market forces and Equilibrium, Risk, Return and Profits.

UNIT II **8 Hours**

Consumer Behavior and Demand Analysis: Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium. Theory of Demand, Law of Demand, Movement along Vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand and Expectation Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods (Brief).

UNIT III **6 Hours**

Theory of Production: Meaning and Concept of Production, Factors of Production and production function. Fixed and Variable Factors. Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISOQUANTS.

UNIT IV **8 Hours**

Cost Analysis & Price Output Decisions: Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale. Explicit Cost and Implicit Cost, Private and Social Cost. Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.

Text book [TB]:

Dwivedi, D.N.; Managerial Economics, Vikas Publishing House.

Reference book(s) [RB]:

1. Mehta, P. L.; Managerial Economics, Sultan Chand & Sons.
2. Koutsoyiannis, A.; Modern Micro Economics, Macmillan Press Ltd.
3. Salvator, Dominick, Managerial Economics, McGraw-Hill Book Company
4. Chaturvedi, D.D. and S. L. Gupta; Business Economics, Brijwasi Publishers.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term	Attendance	Presentation/	End Term
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		Exam		Assignment/ etc.	Exam
Weightage (%)	10	20	10	10	50

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
C01	2	3	3		2	3	2		3		3	3	3	
C02		3									3		3	
C03							3			3				
C04					3	3						3		
C05														
1=lightly mapped 2=moderately mapped 3=strongly mapped														

SMMC191A	MANAGEMENT THOUGHTS AND APPLICATIONS	L	T	P	C
Version 1.0		3	0	0	3
Pre-requisites/Exposure	Basics of Management				
Co-requisites	--				

Course Objectives

1. The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.
2. Observe and evaluate the influence of historical forces on the current practice of management.
3. To understand the concept of Managerial function.

Course Outcomes

On completion of this course, the students will be able to

CO1. Practice the process of management's four functions: planning, organizing, leading, and controlling.

CO2. Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.

CO3. Evaluate leadership styles and motivation theory to anticipate the consequences of each leadership style and motivation theory.

CO4. Apply course concepts and theory in a practical context.

Catalog Description

This course introduces the student to the management process. The course takes an integrated approach to management by examining the role of the manager from a traditional and contemporary perspective while applying decision-making and critical-thinking skills to the challenges facing managers in today's globally diverse environment. The course examines the techniques for controlling, planning, organizing resources and leading the workforce.

Course Content

Unit I: **7 lecture hours**

Introduction: Concept, Nature, Process and Significance of Management; Managerial Levels, Skills, Functions and Roles; Management v/s Administration; Coordination as Essence of

Management; Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches.

Unit II: 8 lecture hours

Planning: Nature, Scope and Objectives of Planning; Types of Plans; Planning Process; Business Forecasting; MBO; Concept, Types, Process and Techniques of Decision-Making; Bounded Rationality.

Organizing: Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

Unit III: 8 lecture hours

Staffing: Concept, Nature and Importance of Staffing; Motivating and Leading: Nature and Importance of Motivation; Types of Motivation; Theories of Motivation-Maslow, Herzberg, X, Y and Z; Leadership - Meaning and Importance; Traits of a Leader; Leadership Styles - Likert's Systems of Management; Tannenbaum & Schmidt Model and Managerial Grid.

Unit IV: 7 lecture hours

Controlling: Nature and Scope of Control; Types of Control; Control Process; Control Techniques - Traditional and Modern; Effective Control System.

Text Book:

1. Koontz, Cannice, and Weihrich (2014). Management- A Global, Innovative and Entrepreneurial Perspective (14th Edition). New Delhi: Tata McGraw Hill Publishing Company.

Reference Books:

1. Stoner, Freeman and Gilbert Jr. (2013). Management (6th Edition). New Delhi: Pearson Prentice Hall of India.
2. Chopra R. K., Mohan Puneet, & Sharma Vandana (2010). Principles & Practices of Management. New Delhi: Sun India Publication.
3. Tripathi P. C. & Reddy P. N. (2015). Principles & Practices of Management (5th Edition). New Delhi: Tata McGraw Hill Publishing House.
4. Gupta, C.B (2016). Management Concepts and Practices. New Delhi: Sultan Chand and Sons.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
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Weightage (%)	10	20	10	10	50
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Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	2	1	1	2				3	1	2	
CO2	3	3	2	2	1	1	2				3	1	2	
CO3	3	3	2	2	1	1	2				3	1	2	
CO4	3	3	2	2	1	1	2				3	1	2	
CO5														
1=lightly mapped 2=moderately mapped 3=strongly mapped														

SEMESTER II

SMAW 218A	LAWS GOVERNING COMPANIES IN INDIA	L	T	P	C
Version 2.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

1. Discuss the basics of The Companies Act, 2013.
2. Identify the documents involved in the process of formation and incorporation of a company.
3. Demonstrate awareness of management of a company.
4. Analyse about the types of meetings of a company and also about the process of winding up of a company.

Course Outcomes

On completion of this course, the students will be able to

CO1. Analyze the basic concepts in The Companies Act, 2013.

CO2. Understand the kind of documents involved in the process of formation and incorporation of a company.

CO3. Gain the clarity about management of a company.

CO4. Comprehend the concept of meetings of a company, its types and also the process of winding up of a company.

Catalog Description

Corporate world is the most complex, dynamic and ever growing area of the whole economic system. The number of registered companies in India has grown from 30,000 in 1956 to nearly a million, as of date. Companies are mobilizing huge resources at a rapid pace and are entering into new range of activities. In view of increasing emphasis on adherence to norms of good corporate governance, Company Law assumes an added importance in the corporate legislative milieu, as it deals with structure, management, administration and conduct of affairs of Companies. A thorough study of various provisions of the Companies Act is a must for becoming a competent and efficient in conducting business. In the light of this, the syllabus has been designed to impart thorough knowledge to the students preparing for the Company Law paper of the CS Executive Program. The study material is based on those sections of the

Companies Act, 2013 and the rules made there under which have been notified by the Government of India and came into force w.e.f. April 01, 2014 (including Amendments/clarifications/circulars issued there under up to June, 2014). In respect of sections of The Companies Act, 2013 which have not been notified, applicable sections of Companies Act, 1956 have been dealt with in the course.

Course Content

Course Syllabus:

UNIT I

8 hours

Introduction – Introduction to the concept of company, characteristics of a company; types of companies including one person company, small company and producer company; association not for profit; illegal association; lifting of corporate veil; formation of company –promoters, their legal position, pre-incorporation contract and provisional contracts; online registration of a company.

UNIT II

8 hours

Documents –Memorandum of Association, Articles of Association, doctrine of constructive notice and indoor management, shelf and red herring prospectus, mis-statement in prospectus; book building.

Share Capital – Nature, types of shares, issue, allotment and forfeiture of share, transfer and transmission of shares, provisions regarding buyback, issue of bonus shares, debentures, and dividend provisions.

UNIT III

7 hours

Management- Classification of directors, women directors, independent director, small shareholders' director; disqualifications, director identity number (DIN); appointment; legal positions, powers and duties; removal of directors; key managerial personnel, managing director, manager, oppression and mismanagement.

UNIT IV

7 hours

Meetings - Types of meetings, meetings of shareholders and the board; convening and conduct of meetings, postal ballot, meeting through video conferencing, e-voting.

Winding up: concept and modes of winding up; national company law tribunal (NCLT).

Text Books

1. Dr. G.K. Kapoor, Company Law and Practice, Taxmann's

Reference Books/Materials

1. Hicks, Andrew & Goo S H, Cases and Material on Company Law, Oxford University Press
2. Kershaw, David, Company Law in Context, Oxford University Press, UK

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment t I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1		3		3	3						3			
CO2		3		3	3									
CO3		3		3	3						3			
CO4		3		3	3									
CO5														
1=lightly mapped 2=moderately mapped 3=strongly mapped														

SMMC 319A	BUSINESS ENVIRONMENT IN INDIA	L	T	P	C
Version 2.0		4	0	0	4
Pre-requisites/Exposure					

Course Objectives

1. Discuss the Business Environment challenges at each level in organization
2. Understand the policies and acts
3. Understanding the importance of Financial institutes
4. Learning about the Globalization, FDI

Course Outcomes

On completion of this course, the students will be able to

CO1. To understand the concept of BE its contemporary challenges

CO2. To understand economic reforms

CO3. Learning about Industrial Policy and Financial Institution

CO4. Analyzing BOP, Foreign Trade

Catalog Description

This course helps to understand the theoretical framework of Business Environment – its concept, significance and changing dimensions. The purpose of Business Environment is to analyse macro environmental factors such as economic, political, legal, socio-cultural, technological and international. The study of economic environment includes economic systems, economic planning, government policies, role of public sector banks and development banks, economic reforms like Liberalisation, Privatisation, Globalisation and their impact on business entity.

Course Content

Course Syllabus:

Unit I

Business environment: Nature, structure and components of business environment; country risk; political risk and corporate adjustment; international impact on business environment; nature of Indian economy.

Unit II

Economic reforms: current monetary and fiscal policy environment; competitive environment and the Competition Act 2002; consumer and investor's protection; corporate governance.

Unit III

Introduction to background of Industrial Policy and Industrial policy of 1991: public sector reforms; public private partnership; SMEs – threats and challenges; industrial sickness; industrial financial institutions – IDBI, IFCI and ICICI.

Unit IV

Balance of payments scenario: foreign trade pattern and policy; globalization trends; factors influencing FDI in India; Foreign Exchange Management Act.

Text book [TB]:

Cherulimum, F.(2015). Business environment - Text & cases (24th ed.). New Delhi: Himalayas Publishing House.

Reference book(s) [RB]:

1. Mishra, S. K., &Puri, V. K. (2016). Economic environment of business (With case studies).(9th ed.). New Delhi: Himalaya Publishing House.
2. Shukla, M. B. (2012). Business environment - Text and cases. New Delhi: Taxman.
3. Cherulimum, F.(2015). International business environment (2th ed.). New Delhi: Himalayas Publishing House.
4. Saleem, S. (2015). Business environment (3rd ed.). Noida: Pearson India Education.
5. Ashwatthapa, K. (2016). Essentials of business environment (13th ed.). New Delhi: Himalayas Publishing House.
6. Datt, G., &Sundaram, K. P. M.(2016). Indian economy (72nd ed.). New Delhi: S. Chand.
7. Ministry of Finance. Economic Survey (2015-16). New Delhi: Govt. of India.
8. Bedi, S.(2012). Business environment. New Delhi: Excel Books.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3										3			
CO2					3									
CO3				3							3			
CO4		3												
CO5														
1=lightly mapped 2=moderately mapped 3=strongly mapped														

SMMC124A	Macro Economics Dynamics	L	T	P	C
Version 2.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

1. To understand the overall nature and functioning of an economy
2. To understand the determinants of an economy which governs the structures of the country
3. Students will learn and be aware about Money, Inflation and their impact on domestic and foreign market
4. To aware students about the importance of Fiscal Policy and other Government policies and their impact on the business.

Course Outcomes

CO1. Macroeconomics as a discipline develops skills in the students to understand functioning of entire economy.

CO2. Students would be exposed to economic dilemmas as per the course boundaries which will be updated with new thinking and gears while delivering the course.

CO3. Correct economic policies formulated at macro level make it possible to control business cycles (inflation and deflation) and resultantly, violent booms and depressions rarely occur.

CO4. Macroeconomics enables studying the causes, effects and solutions of general redundancy.

Catalog Description

Economics is that common term which has its importance in each and everybody's life. One cannot image his life without it. This unique and exciting course of Macro Economics would encourage the action-oriented and values adding potential business learners who are passionate and excited with the thought of working in macroeconomic environment. Also, then they need to be abreast of Economics jargons which are basically from various disciplines like Management Accounting, Basic Finance, and the like. Macroeconomic analysis is of paramount importance in getting us an idea of the functioning of an economic system.

Course Content

UNIT – I

8 lecture Hours

Introduction to Macro Economics: Nature and Scope of Macro Economics, Macroeconomic Aggregates: Aggregate demand, Aggregate Supply, Aggregate Output, and Aggregate Consumption.

Circular flow of Economic Activities and Income: Two Sector Economy, Three Sector Economy and Four Sector Economy, National Income: Concept, GDP, GNP, NDP, NNP, Per Capita Income, Personal Disposable Income, Measurement of National Income, Uses of National Income Data, Difficulties in the measurement of National Income.

UNIT – II **6 Lecture Hours**

Income Determination: Consumption Function; Psychological Law of Consumption Function, Investment Function, Balance of payments.

UNIT – III **8 Lecture Hours**

Money and Inflation: Functions of Money, Theories of Demand for Money, Determinants of Money Supply, Inflation: Introduction, Causes of Inflation, Inflation and Unemployment, Control of Inflation.

UNIT – IV **8 Lecture Hours**

Business Cycle: Introduction, Features of Business Cycles, Phase of Business Cycles, Causes and Effects of Business Cycle, Measures to Control Business Cycles: Fiscal Policy and Monetary Policy, IS-LM model- The interaction of Real and Monetary sectors of the economy.

Text book [TB]:

Diwedi, D. N. Macro Economics. New Delhi: Tata McGraw Hill.

Reference book(s) [RB]:

1. Froyen, T. R. Macro-Economics. New Delhi: Pearson Education.
2. Agarwal, V. Macro-Economic. New Delhi: Pearson Education.
3. Geetika, Ghosh, P., & Chodhury, P. R. Managerial Economics. New Delhi: Tata McGraw Hill.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Programme and Course Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
C01	3										3			
C02		3												
C03				3			3					3		
C04					3			3						
C05														
1=lightly mapped 2=moderately mapped 3=strongly mapped														

SMMC118A	HUMAN BEHAVIOUR AT WORK	L	T	P	C
Version 2.0		4	0	0	4
Pre-requisites/Exposure	Basics of Management Studies				
Co-requisites					

Course Objectives

1. Discuss the Organization behavior levels and challenges at each level in organization
2. Understand the attitude and perception of an individual
3. Understanding the importance of working in team
4. Learning the organization structure and need for change and development in organization

Course Outcomes

On completion of this course, the students will be able to

- CO1.** To understand the concept of OB and its contemporary challenges .
CO2. To understand individual behavior and processes
CO3. To design the interpersonal and team processes.
CO4. To analyze organizational structure & design

Catalog Description

The main objective of this course is to understand the human interactions in an organization, find what is driving it and influence it for getting better results in attaining business goals. The organizations in which people work have an effect on their thoughts, feelings, and actions. These thoughts, feelings, and actions, in turn, affect the organization itself.

It will enable students to list and define basic organizational behaviour principles, and analyses how these influence behaviour in the workplace. This will help analyses individual human behaviour in the workplace as influenced by personality, values, perceptions, and motivations. They would be able to outline the elements of group behaviour including group dynamics, communication, leadership, power & politics and conflict & negotiation and understand their own management style as it relates to influencing and managing behaviour in the organization systems. This course will enhance critical thinking and analysis skills through the use of management case studies, personal application papers and small group exercises.

Course Content

Course Syllabus:

UNIT I

10 hours

Foundation and background of OB: contemporary challenges -workforce diversity, cross-cultural dynamics, changing nature of managerial work, ethical issues at work, emotional intelligence in contemporary business

UNIT II 10 hours

Individual behaviour and processes: individual differences – values and attitudes; Perception- concept, process and applications; Personality- concept, determinants and theories applications; Learning and Reinforcement, Stress – symptoms, causes, consequences and management

UNIT III 10 hours

Interpersonal and team processes: group behaviour, group development, group dynamics, social loafing; developing teams – self-directed work teams, virtual teams; team building; Empowerment - concept, significance, process, prerequisites, Conflict – concept, sources, types, management of conflict, Power – concept, sources, approaches; organizational politics

UNIT IV 10 hours

Organizational processes and structure: organizational structure and design, Work and job design; organizational learning; organizational culture; organizational change and development.

Text Book

1. Robbins, S.P., Organisational Behaviour , Prentice Hall of India, New Delhi

Reference Books:

1. Pareek, Udai, Understanding Organisational Behaviour, Oxford University Press, New Delhi
2. Robbins, S.P., Organisational Behaviour , Prentice Hall of India, New Delhi
3. Hellgiegel, D & J.W. Slocum, Organisational Behaviour, Thomson Learning
4. McSchane, Organisation Behaviour, TMH, New Delhi
5. Luthans, Fred, Organisational Behaviour, McGraw Hill, New York
6. New Storm and Keith Davis, Organisation Behaviour , TMH, New Delhi
7. Nelson, Debra L and James C Quick, Organisational Behaviour, Thomson Learning

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4

C01		3									3		
C02					2					3			
C03								3					
C04	2												
C05													
1=lightly mapped 2=moderately mapped 3=strongly mapped													

SEMESTER III

SMMC 211A	HUMAN CAPITAL MANAGEMENT	L	T	P	C
Version 2.0		4	0	0	4
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

- Students will understand the key terms, theories/concepts, and practices within the field of human capital management
- Students will develop an understanding and key skills that are required by today's HR professionals and to enable the students to effectively contribute to the dynamic organizations.
- Students shall be able to identify and appreciate the significance of ethical issues in human capital practices and the management of people in the workplace.

Course Outcomes

On completion of this course, the students will be able to

CO1. Analyze the basic concepts in Concept of HCM its Nature, Scope, Objectives, Importance & Evolution of HRM.

CO2. Understand the elements of HR Planning & acquisition of Human Resources.

CO3. Students will gain the clarity for developing human resources.

CO4. Students will develop an understanding for Managing Performance & Compensation.

Catalog Description

The learners would be able to explain the meaning of Human Capital Management which is used to describe both the people who work for a company or organization and the department responsible for managing resources related to employees. Human capital management is the strategic approach to the effective management of people in an organization, so that they help the business gain a competitive advantage. The overall purpose of this course is to ensure that the organization is able to achieve success through people. The students can specialize in recruiting, training, employee-relations or benefits, recruiting specialists, find, and get hired by top recruiters. Human capital management involves developing and administering programs that are designed to increase the effectiveness of an organization or business. It includes the entire spectrum of creating, managing, and cultivating the employer-employee relationship.

The concept behind human capital management is that employees who are subject to effective human resource management are able to more effectively and productively contribute to a company's overall direction, thereby ensuring that company goals and objectives are accomplished. Today's human resource management team is responsible for much more than

traditional personnel or administrative tasks. Instead, members of a human capital management team are more focused on adding value to the strategic utilization of employees and ensuring that employee programs are impacting the business in positive and measurable ways.

Course Content

8 hours

UNIT I

Introduction to HRM: Concept, Nature, Scope, Objectives and Importance of HRM; Evolution of HRM; Personnel Management vs HRM ; Functions of HRM ;Challenges of HRM; Strategic HRM ; HRIS; International HRM; HRM in Changing Environment.

UNIT II

8 hours

Acquisition of Human Resources: HR Planning; Job Analysis – Job Description and Job Specification; Recruitment; Selection Process, Placement, Induction, Socialization.

UNIT III

7 hours

Developing Human Resources: Training and Development; Executive Development – Process and Techniques; Career Planning and Development; HRD.

UNIT IV

7 hours

Managing Performance & Compensation: Performance and Potential Appraisal; wage and salary administration; Incentive compensation, significance; Employee Welfare; Health and Safety, Social Security.

Textbook:

1. Dessler, Gary, (2011) Human Resource Management, Pearson Education, (2nd Edition),

Reference Books:

1. Aswathappa, K., Human Resource Management, McGraw Hill Education.
2. VSP Rao, Human Resource Management, Excel Books.
3. C.B. Gupta, Human Resource Management, Sultan Chand & Sons.
4. Jyothi, P. and Venkatesh, D.N, Human Resource Management, Oxford Higher Education.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I/ Assignment t I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam

Weightage (%)	10	20	10	10	50
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Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	2											3	
CO2	2		3										3	
CO3	2				3								3	
CO4	2		3										3	
CO5														
1=lightly mapped 2=moderately mapped 3=strongly mapped														

SMMC 303A	Productions and Operations Management	L	T	P	C
Version 2.0		4	0	0	4
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

This course emphasizes the fundamentals of the various techniques used in practice of production and operations management to include location, sales forecast, quality and production planning and control.

Course Outcomes

On completion of this course, the students will be able to

CO1. Develop basic understanding and knowledge about production and operations management.

CO2. Understand the elements of production planning and scheduling

CO3. Operations management offers tools to measure performance, improve production, determine throughput, optimize capacity and cut operations cost

CO4. Understand the safety mechanism and tools for productivity improvement.

Catalog Description

This course reviews the management of operations in manufacturing, service, and government organizations. Topics include a review of the activities and responsibilities of operations management, the tools and techniques available to assist in running the operation, and the factors considered in the design of the system.

Course Content

Course Syllabus:

UNIT I

10 Hours

Nature, evolution and scope of production and operations management, operations as a competitive strategy, recent trends in production and operations management, production processes and methods; Decision making and forecasting – Tools and techniques.

UNIT II

8 hours

Facility Location: Nature, location theories, location factors; Facility layout - Objectives of a good layout, factors influencing layout, principles of layout, types of layout, service facility layout, importance of layout.

UNIT III

10 hours

New Quality concepts and Initiatives: ISO 9000, ISO14000: Global environmental management standards, Kaizen, contribution of Deming, service quality, TQM, roadmap for TQM, Six Sigma, statistical quality control.

UNIT IV

12 hours

Production planning and control: Meaning, planning procedure, production control, capacity planning, material resource planning, enterprise resource planning.

Text Book:

1. Chary, S. N. (2012). *Production and operations management* (5thed.). New Delhi: Tata McGraw Hill.

Suggested Readings:

1. Chunawalla, S. A., & Patel, D. R. (2016). *Production and operations management* (9thed.). Mumbai, Maharashtra : Himalaya Publishing House.
2. Aswathappa, K., & Bhat, K.S. (2015). *Production and operations management* (2nded.). Mumbai, Maharashtra : Himalaya Publishing House.
3. Muhlemann, A., Oakland, J., Lockyer K., Sudhir, B., & Katyayani, J. (2013). *Production and operations management lectures guide* (6th ed.). New Delhi: Pearson Education.
4. Schroeder, R. G. (2011). *Operations management: Contemporary concepts and cases* (5th ed.). New Delhi: McGraw Hill.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3			2		3						3		
CO2		2		2		3						2		
CO3			3			3		2			2			
CO4			3			3		2	2			3		
CO5														

1=lightly mapped 2=moderately mapped 3=strongly mapped

SMMC 116A	MARKETING OF CONTEMPORARY BUSINESS	L	T	P	C
Version 2.0		4	0	0	4
Pre-requisites/Exposure					
Co-requisites	--				

Course objectives-

- Students will be able to apply the theoretical marketing concepts to the practical situations, demonstrate the ability to carry out a market research projects & construct written sales plans and professional interactive presentations
- Students would be able to assess the market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
- They will develop an understanding for effective marketing strategies to achieve organizational objectives & would be able to design a strategy implementation program to maximize its chance of success.
- Students would be able to communicate and defend their recommendations and critically examine and build upon the recommendations both quantitatively and qualitatively.

Course Outcomes-

After completion of the course:

CO1 The students will be able to understand the core concepts, scope & functions of Marketing. Students get an opportunity to understand the the concepts of segmentation, targeting, positioning & marketing mix.

CO2 The students will understand product, its classifications, branding, packaging, labeling, PLC, & pricing

CO3 The students may be able to develop a promotional plan & decisions for a product, channels of distribution & the factors affecting.

CO4 This subject will provide the students with a tool for assessing consumer behaviour. Students get to know about the vivid concepts of advertising, green marketing, e-marketing, international marketing etc.

Catalogue Description

Student is expected to understand the basic philosophy of the marketing in right way. The understanding of the customer's psychology would be gained, by applying various tools. The aim is to assimilate the applicability of the basic strategies in students as, what is to be done for gaining the customer's attention, How they should be targeted, How to be in touch with the market for maintaining the relationship in perpetuity. These are some of the true practices with

which candidate would be in regular touch through kind of case studies, discussions and projects etc.

Course Content

UNIT I 10 LECTURES

Introduction: Core concepts, scope, & functions of marketing; evolution of marketing concepts; selling vs. marketing; classification of market; marketing environment; market segmentation, targeting & positioning; overview of marketing mix.

UNIT II 10 LECTURES

Product: Meaning; product classifications; concept of product mix; branding, packaging and labeling; product life cycle.

Price: Concept & significance; factors affecting price of a product; pricing policies and strategies.

UNIT III 10 LECTURES

Promotion: Significance; introduction of elements of promotion mix, factors affecting promotion mix decisions.

Channels of distribution: Concept, importance & functions; levels of distribution channels; factors affecting choice of distribution channel.

UNIT IV 10 LECTURES

Consumer Behavior: Concept & significance; consumer buying process and factors influencing consumer buying decisions.

Introduction to new trends in marketing: Green marketing; e-marketing; international marketing; rural marketing; retail marketing and digital marketing.

SUGGESTED READINGS

1. Kotler, P., Keller, K., Koshy, L., &Jha, M. (2016).*Marketing management* (16thed.). New Delhi: Pearson.
2. Kurtz, D. L., & Boone, L. E.(2013), *Principles of contemporary marketing* (16th ed.). New Delhi: Cengage Learning India.
3. Etzel, M. J., Bruce, J., W., Stanton, W. J., &Pandit, A. (2010). *Marketing* (14thed.). New Delhi: Tata McGraw-Hill.
4. Kumar, A., &Meenakshi, N.(2011). *Marketing management* (2nded.). New Delhi: Vikas Publishing House.
5. Ramaswamy, V. S., &Namakumari, S. (2013). *Marketing management: Global perspective Indian context* (5thed.). New Delhi: McGraw Hill Education (India) P. Ltd.
6. Kumar, S. R.(2012). *Case studies in marketing management*. New Delhi: Pearson.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:**

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
C01	3	3	1	1	3	2	3	1	2	1	3			
C02	3	3	1	1	3	2	3	1	2	1		3		
C03	3	3	1	1	3	2	2	1	2	1				
C04	3	3	1	1	3	1	1	1	2	1		3		
C05														
1=lightly mapped 2=moderately mapped 3=strongly mapped														

SMMC115A	FINANCIAL REPORTING & ANALYSIS	L	T	P	C
Version 2.0		4	0	0	4
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

1. To familiarise students with the concepts and measurements that underline financial statements.
2. To make the students learn the accounting standards.
3. To develop the skills needed to analyse financial statements effectively.
4. To develop an understanding on concept and treatment of issue of shares and debentures.

Course Outcomes

On completion of this course, the students will be able to

CO1. Understand the concepts and measurements that underline financial statements and will be able to prepare Balance Sheet of Joint Stock Company.

CO2. Acquire knowledge on accounting standards and principles

CO3. Comprehend the knowledge about capital and revenue receipts and expenditures

CO4. Understand accounting treatment of Issue of shares and debentures.

Catalog Description

This course imparts the basic concepts of Accounting, the aim of this course is to make the students learn the concepts of auditing principles and standards. Students will be able to understand accounting treatment and reporting procedure of Joint Stock Company. The participants are expected to carefully go through the pre class readings before each session to facilitate an interactive discussion in the class.

Course Content

Unit I: **8 lecture hours**

Meaning and scope of accounting: Need for accounting, development of accounting, definition and functions of accounting, limitation of accounting, book keeping and accounting, is accounting science or art?, end user of accounting information, accounting and other disciplines, role of accountant, branches of accounting, difference between management accounting and financial accounting, objectives of accounting, accounting equation.

Accounting principles and standards: Meaning of accounting principles, accounting concepts, accounting conventions, systems of book keeping, systems of accounting, introduction to accounting standards issued by icai. journalizing transactions: journal, rules of debit and credit, compound journal entry, opening entry sub division of journal: cash journal, petty cash book, purchase journal, sales journal, sales return journal, voucher system.

Ledger posting and trial balance: ledger posting, relationship between journal and ledger, rules regarding posting, trial balance, final accounts of sole proprietorship.

Unit II: 12 lecture hours

Capital and revenue: Classification of income, classification of expenditure, classification of receipts, difference between capital expenditure & capitalized expenditure, revenue recognition. accounting concept of income: concept of income, accounting concepts and income measurement, expired cost & income measurement, relation principle and income measurement, accountants and economist's concept of capital and income.

Unit III: 12 lecture hours

Inventory Valuation: Meaning of inventory, objectives of inventory valuation, inventory systems, methods of valuation of inventories, Ind AS 2 on Inventories . provisions and reserves: concept of deprecation, causes of depreciation, basic features of depreciation, meaning of depreciation accounting, objectives of providing depreciation, fixation of depreciation amount, method of recording depreciation, methods of providing depreciation, depreciation policy, Ind AS 16 Property, Plant and Equipment (emphasis on depreciation)

Unit IV: 8 lecture hours

Shares and Share Capital: Shares, share capital, accounting entries, under subscription, oversubscription, calls in advance, calls in arrears, issue of share at premium, issue of share at discount, forfeiture of shares, surrender of shares, issue of two classes of shares, right shares, re-issue of shares.

Debentures: classification of debentures, issue of debentures, different terms of issue of debentures, writing off loss on issue of debentures, accounting entries, redemption of debentures.

Joint Stock Company: Introduction, meaning and definition of a company, essential characteristics of a company, kinds of companies, private and public limited companies, formation of company.

Company final accounts: books of account, preparation of final accounts, profit & loss account, balance sheet, Schedule III of financial statements, CA 2013, preparation of simple company final Accounts.

Text Book:

1. Maheshwari, S.N. and S. K. Maheshwari; *An Introduction to Accountancy*, Vikas Publishing House (11ed.Revised)

Reference Books:

1. Monga, J.R. with professional advise by Girish Ahuja; *Fundamentals of Corporate accounting (Ed 21st,2016)*,JBA Book Code 154571
2. Bhattacharya, S.K. and J. Dearden; *Accounting for Manager - Text and Cases*, Vikas Publishing House.
3. Maheshwari, S.N. and S.K. Maheshwari; *Advanced Accountancy*, Vol. I & II, Vikas Publishing House.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	2	1	1	2				3	1	2	
CO2	3	3	2	2	1	1	2				3	1	2	
CO3	3	3	2	2	1	1	2				3	1	2	
CO4	3	3	2	2	1	1	2				3	1	2	
CO5														
1=lightly mapped 2=moderately mapped 3=strongly mapped														

SEMESTER IV

SMCS 212A	E-COMMERCE	L	T	P	C
Version 2.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

- Discuss electronic commerce and the stakeholders and their capabilities and limitations in the strategic convergence of technology and business.
- Appreciate the global nature and issues of electronic commerce as well as understand the rapid technological changes taking place.
- Identify advantages and disadvantages of technology choices such as merchant server software and electronic payment options
- Demonstrate awareness of ethical, social and legal aspects of e-commerce
- Analyse features of existing e-commerce businesses, and propose future directions or innovations for specific businesses

Course Outcomes

On completion of this course, the students will be able to

CO1. Analyze the basic concepts in E-Commerce and applicability of the different business models

CO2. Understand the elements of online business, their need, usage and advantages

CO3. Gain the clarity about security issues that exist while establishing business online

CO4. Comprehend the concept of virtual organizations and the conceptual framework requirements for e-business

Catalog Description

This course focuses on principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies. In addition, some of the major issues associated with e-commerce—security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities will be discussed. Students will build their own web presence and market by using an online various platforms.

Course Content

Course Syllabus:

UNIT I

8 hours

Introduction to online transactions :The meaning, nature, concepts and advantages of such transactions; categories of e-commerce; planning online businesses: nature and dynamics of the Internet, pure online vs. brick and click business, assessing requirement for an online business, designing, developing and deploying the system, one to one enterprise.

UNIT II

8 hours

Technology for online business: Internet, IT infrastructure; middleware contents: integrating e-business applications; mechanism of making payment through the Internet: electronic payment systems, payment gateways, plastic money: debit card, credit card; digital currencies and payment systems, offline secure processing, laws relating to online transactions.

UNIT III

7 hours

Security in E-commerce: digital signatures, network security, data encryption: overview of private and public key cryptography, Secure sockets layers; Integrating security protocols into the web, prominent cryptographic applications.

UNIT IV

7 hours

Virtual existence: concepts, working, advantage and pitfalls of virtual organizations, workforce, work zone and workspace and staff-less organization; Electronic Commerce Providers, E-commerce environments, designing an E-commerce model for a middle level organization: the conceptual design, giving description of its transaction handling, infrastructure and resource requirements and system flow chart.

Text Books

1. Murty, C.V.S., E-commerce, Himalaya Publications, New Delhi.
2. Kienam, Managing Your E-Commerce business, Prentice Hall of India, New Delhi.
3. Kosiur, Understanding E-Commerce, Prentice Hall of India, New Delhi.
4. Kalakota, Whinston, Frontiers of Electronic Commerce, Addison Wesley.

Reference Books/Materials

1. Amor, Daniel – Pearson Edude, “E Business R (Evolution)”
2. Greenslein&Feinman, “Electronic Commerce”, TMH

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:**

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3	3									3			
CO2							3					3		3
CO3						3						3		
CO4								3			3	3		
CO5														
1=lightly mapped 2=moderately mapped 3=strongly mapped														

SMMC310 A	Chasing The Rainbow: The Entrepreneurial Streak	L	T	P	C
Version 2.0		4	0	0	4
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

The purpose of the course is that the students acquire necessary knowledge and skills required for organizing and carrying out entrepreneurial activities, to develop the ability of analysing and understanding business situations in which entrepreneurs act and to master the knowledge necessary to plan entrepreneurial activities. The objective of the course is, further on, that the students develop the ability of analysing various aspects of entrepreneurship – especially of taking over the risk, and the specificities as well as the pattern of entrepreneurship development and, finally, to contribute to their entrepreneurial and managerial potentials.

Course Outcomes

On completion of this course, the students will be able to

CO1. Develop idea generation, creative and innovative skills

CO2. Aware of different opportunities and successful growth stories

CO3. Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business.

CO4. Understand entrepreneurial process by way of studying different case studies and find exceptions to the process model of entrepreneurship.

Catalog Description

A fundamental outcome of entrepreneurship is the creation of new value, usually through the creation of new products and services which may lead to the creation of a new business entity. The objective of this course is to demonstrate and understand that exploiting a new opportunity is a process that can be planned, resourced, and managed. To start a successful business, an entrepreneur must exercise motivation as well as enterprising and managerial skills. He or she requires access to resources to grow the business; not just investment but social resources as well. Overall success is not just related to the nature of market opportunities but to the entrepreneurial and managerial motivations and skills of the entrepreneur.

Course Content

UNIT-I

10 lecture hours

Entrepreneurship – Concept, knowledge and skills requirement, characteristics of successful Entrepreneurs, role of entrepreneurship in economic development, entrepreneurship process, factors impacting emergence of entrepreneurship, managerial vs. entrepreneurial approach and emergence of entrepreneurship

UNIT-II

8 lecture hours

Creating Entrepreneurial Venture – Environmental scanning, competitor and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors

UNIT-III

12 lecture hours

Sources of Finance – Debt or equity financing, commercial banks, venture capital; financial Institutions supporting entrepreneurs; legal issues – intellectual property rights patents, trademarks, copy rights, trade secrets, licensing, franchising .

UNIT-IV

10 lecture hours

Role of Central and State Governments in promoting entrepreneurship – Start-up India, Standup India, PM YuvaYojna, NITI Aayog, Various incentives, subsidies, fiscal and tax concessions; agencies in entrepreneurship development – District Industries Centres (DICs), Small Industries Service Institute (SISI), Entrepreneurship Development Institutes of India (EDII); Women Entrepreneurs – role, problems, prospects .

References:

1. Tendon ,C: Environment and Entrepreneur; Clough Publications, Allahabad.
2. Siner A David: Entrepreneurial Megabucks; John Wiley and Sons, New York.
3. Srivastava S. B: A Practical Guide to Industrial Entrepreneurs; Sultan Chand and Sons, New Delhi.
4. Prasanna Chandra: Protect Preparation, Appraisal, Implementation; Tata McGraw Hill. New Delhi.
5. Paudey I.M: Venture Capital - The Indian Experience; Prentice Hall of India. New Delhi
6. Holt: Entrepreneurship-New Venture Creation; Prentice Hall of India. New Delhi

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:**

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	2	3									3			
CO2			3										3	
CO3					3	2								3
CO4			3				3	3						3
CO5														
1=lightly mapped 2=moderately mapped 3=strongly mapped														

SMMC501A	ANALYSING COST FOR MANAGERIAL DECISION MAKING	L	T	P	C
Version 2.0		4	1	0	5
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

- Discuss the importance of Costing and management accounting in decision making
- Analyse profitability liquidity, solvency position of a business using various analytical tools like Ratio Analysis, FFS,CFS
- Appreciate the importance of budgetary control and different types of budgets as well as understand the relevance of standard costing in managerial decision making.
- Understand the basics of marginal costing and cost volume profit analysis

Course Outcomes

On completion of this course, the students will be able to

CO1. Understand the difference between management, cost and financial accounting and role of management accounting in business

CO2. Analyze the financial Statements using various tools such as ratio analysis, Fund flow statement and cash Flow Statements

CO3. Gain clarity about different types of budgets and learn budgetary and standard costing as a tool of managerial decision making.

CO4. Take business decisions using Marginal costing and Cost-Volume-Profit analysis

Catalog Description

This course focuses on the importance of Costing and management accounting in managerial decision making. It provides an overview of important analytical tools such as Ratios, CFS, FFS for analyzing profitability liquidity, solvency position of a business. In addition, some of the major issues associated with Management Accounting – Budgetary control, standard Costing, Marginal Costing will be discussed. Student will be exposed to Real life Managerial decision-Making skill.

Course Content

UNIT I

8 hours

Costs overview: Basic cost concepts - Elements of Costs, Classification of Costs, Total Cost build up and Cost sheet.

Management Accounting: Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant.

UNIT II

12hours

Ratio Analysis: Ratio Analysis: Nature and Interpretation, Classification of Ratios, Profitability Ratios, Turnover Ratios, Financial Ratios.

Fund Flow and Cash Flow Analysis: Concept of Funds Flow Statement, Sources and Uses of Funds, Managerial Uses of Funds Flow Analysis, basic awareness of Funds Flow Statement, Accounting Standard 3 (AS 3: Revised-), basic awareness of Cash Flow Statement.

UNIT III

12 hours

Budgets and Budgetary Control: Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Establishing a System of Budgetary Control, , Fixed and Flexible Budgeting, Performance Budgeting and Zero Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centers

Standard Costing and Variance Analysis: Meaning of Standard Cost, Significance of Variance Analysis, Computation of Material, Labour Variances.

UNIT IV

8 hours

Marginal Costing and Profit Planning: Marginal Costing Differentiated from Absorption Costing, Direct Costing, Differential Costing, Key Factor, Break-even Analysis, Margin of Safety, Cost-Volume-Profit Relationship, Advantages, Limitations and Applications of Marginal Costing.

Decisions Involving Alternative Choices: Concept of Relevant Costs, Steps in Decision Making, Decisions Regarding Determination of Sales Mix, Exploring new Markets, Discontinuance of a Product Line, Make or Buy, Equipment Replacement, Change Versus Status Quo, Expand or Contract and Shut-Down or Continue. Basic awareness of Activity-based costing with at least two managerial illustrations/case-let.

Text book

1. Bhattacharya, Management Accounting, 1st edition, Pearson Education.
2. Maheshwari, S.N., Principles of Management Accounting, Sultan Chand & Sons.
3. Arora, M.N., A Textbook of Cost and Management Accounting, Vikas Publishing House.

Reference book

1. Khan, M.Y, and Jain, P.K., Management Accounting, McGraw Hill Education.
2. Gurusamy, Murthy,S., Management Accounting, McGraw Hill. Education.

3. Horngren, C.T.(2012).Cost Accounting-A Managerial Perspective, London, UK: Pearson Education.
4. Arora, M.N. & Katyal, Priyanka(2016) Cost Accounting, New Delhi: Vikas Publishing.
5. Gupta S.K. & Sharma R.K. Management Accounting, Kalyani Publishers

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I/ Assignment I	Mid Term Exam	Attendance	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	20	10	10	50

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	1	3									3			
CO2		3	3			3	3							
CO3		3				3	3					3		3
CO4							3	2						
CO5														
1=lightly mapped 2=moderately mapped 3=strongly mapped														

SMMC218A	Research Methodology for Business	L	T	P	C
Version 2.0		3	1	0	4
Pre-requisites/Exposure	Knowledge of Statistics				
Co-requisites	Basics of Marketing Management				

Course Objectives

- To develop a research orientation among the students and to acquaint them with fundamentals of research methods.
- To impart education in the foundational methods and techniques of academic research in social sciences and business management context.
- To develop critical thinking in students, avoiding biasness way.
- To examine and be practically exposed with the main components of research framework i.e., problem identification, research design, data collection, ethical issues in research, report writing, and presentation.

Course Outcomes

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

CO1. Understanding of the concept of business research, process and its significance, which in result will help in taking on the entrepreneurial skills.

CO2: Familiarize with hands on learning with the methods of data collection as per the requirement of the research problem in with proper consideration of research ethics.

CO3. Gaining the clarity about fundamentals of sampling design and sampling methods, in accordance with modern statistical tools and methods.

CO4. Understanding the concept of research hypothesis – formulation –test of significance and report writing. It will facilitate to be a successful person in routine life as well as to pursue career in research and analytics section of an organization.

Catalog Description

“Either change the business model with time, or get ruined”, this statement provides base for the content delivery of the given course. Thus, the purpose of this course is to enhance students’ abilities to think critically and apply and apply the learning in their real-life situations, business development as well as in jobs. This would pave the way for gaining competitive edge over others in the concern field. In organizations/businesses when managers have to integrate the different functional areas of business (e.g. accounting, finance, human resources, information systems, marketing, operations management, etc.) with the organizational policy and strategy into a cohesive whole. The main task here is, keep on doing best to be and keep being the market leader in the across the industries. *Kizen* philosophy is basic – continuous improvement to meet the contingencies in profitable way and be the boss – a market leader in the field.

Course Content

UNIT I

10lecture hours

Introduction: Meaning of Research, Objective of research, motivation in research, types of research, research approaches, Significance of research, Research process and criteria for good

research. Problem identification and formulation of research design, Introduction to research design.

UNIT II **10lecture hours**

Data Collection Methods: Collection of primary data, observation method, interview method, collection of data through questionnaire and schedules, Measurement in research, measurement scales, sources of errors in measurement, Test of sound measurement, Techniques of developing measurement tools, important scaling techniques, Likert’s scale, Thurstone scale. Questionnaire design, Steps in constructing a questionnaire, Types of questions.

UNIT III **10lecture hours**

Sampling: Sampling decisions, Steps in sample design, criterion of selecting a sampling procedure, characteristics of a good sample design, different types of sample design, Sample selection methods - Probability and non-probability, how to select a random sample, random sample for an infinite universe, Complex random sampling design, Systematic sampling, stratified sampling, Sampling error and error in sampling.

UNIT IV **10 lecture hours**

Testing of Hypothesis: Basic Concepts, Procedure for Hypothesis testing, Test of Hypothesis, Important parametric tests Test of significance Z and T, Correlation and regression techniques, Cluster analysis.

Report Writing: Types of research report, significance of report writing, steps in writing report, layout of research report, Examination of the research procedure, selected applications of marketing research, Identifying market segments, Product research, and Advertising research.

Text Books

1. Zikmund,Babin,et.al.*Business Research Methods*,8thedition,Cengage Learning.
2. Kothari C R, *Research Methodology (Methods and Techniques)* 2nd edition, New age international (P) ltd

Reference Books/Materials

1. Chawla Deepak, *Research Methodology*, 2nd edition,Vikas Publications.
2. Dash Priaranjan, *Research Methodology*,3rd edition, Vrinda Publication.
3. *Research Methodology* - R.Panneerselvam- PHI
4. *Research Methods for Business Students*- Saunders- Pearson
5. *Business Research*- Collis J & Hussey R- Palgrave
6. *Business Research Methods* – Donald R. Coopers and Schindler.
7. MLA handbook for researchers

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I	Attenda nce	Mid Term Exam	Presentation/ Assignment/ etc.	End Term Exam
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Weightage (%)	10	10	20	10	50
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Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
C01		3			2						3			
C02										2		2		
C03			2			2								2
C04	2						3	2						
C05														
1=lightly mapped 2=moderately mapped 3=strongly mapped														

SEMESTER V

SMMC315A	Taxation for Managers	L	T	P	C
Version 2.0		4	0	0	4
Pre-requisites/Exposure	--				
Co-requisites	--				

Course Objectives

- To acquaint the students with the legal regime governing the direct taxes.
- To gain knowledge and understanding of the provisions of the direct tax laws.
- To acquire the ability to apply the knowledge of the provisions of the direct tax laws to the various situation in actual practice.
- To develop the skill of independent thinking and creativity in the field of direct tax laws.
- To acquaint the students with basic principles underlying the provisions of indirect tax laws and to develop a broad understanding of the tax laws and accepted tax practices.
- Students will learn to define various aspect of indirect taxes (GST) like, Registration, Concept of Supply etc.
- Students will learn to analyse and evaluate the effect of an indirect tax on consumers, producers and the government.

Course Outcomes

On completion of this course, the students will be able to

CO1- Collect the basic concepts and definitions of Income Tax Act 1961

CO2- Know the residential status of assessee and incomes exempted from tax

CO3- Familiar with the computation of income from salary, income from house property, income from business and profession and Capital Gain.

CO4- Know about the aggregation of income and deduction u/s 80C to 80U.

CO5- Understand the importance of indirect taxes (GST) in the Indian and global economy and its contribution to the economic development.

CO6- Comprehend the principles of taxations, objectives of taxes and its impact, shifting and incidence process of indirect taxes in the market orientated economy.

Catalog Description

This course deals primarily with the two major forms of taxes in India, i.e. income tax and the Goods and Services Tax (GST). A conceptual framework is developed in the first lecture that serves as a link across various topics in the course and to present the tax laws and practices as a meaningful, integrated and coherent whole rather than as a fragmented set of compartmentalized rules. The broad concepts raised in the framework explicitly outline fundamental issues that need to be addressed whenever any type of tax is to be imposed in any State by any level of government. This conceptual approach is intended to facilitate students to consciously think about the underlying considerations that drive the enactment/implementation of specific tax laws/practices.

Course Content

UNIT I

8 hours

Basic concepts of income tax, residential status ad tax incidence, income exempted from tax, Income from salaries

UNIT II

12 hours

Income from house property, Income from profits and gains of business and profession, Income from capital gains

UNIT III

10 hours

Income from other sources, set off and carry forward of losses, clubbing of income, deduction of tax at source, advance payment of tax, deductions from gross total income, assessment of individuals, assessment of companies.

UNIT IV

10 hours

Goods & Services Tax (GST) Law- Overview, Implementation, Liability of tax payer, GST council, Levy of GST, Compliances, Input Tax Credit, Place and Time of Supply, Valuation in GST, Payment of GST, Special Transactions, Assessment Audit & Inspection, CGST & SGST, Refunds, GST Portal.

Text Book:

1. Malhotra H.C., Income Law and Practice, Sahitya Bhawan Publication
2. Nitya Tax Associates, Basics of GST, Taxmann's Publication

Reference Books:

1. Singhania V.K., Student Guide to Income Tax, Taxmann's Publication
2. Lal B.B., Income Tax Law and Practice

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Attendance	Mid Term Exam	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	10	20	10	50

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1		3					3	2			3			
CO2						3	3							
CO3		3				3								
CO4		3			2									
CO5		3			2		3					3		
CO6		3	2							3		3		3
1=lightly mapped 2=moderately mapped 3=strongly mapped														

SMCS 313A	Management Information System	L	T	P	C
Version 2.0		3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

The aim of this course is:

1. To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.
2. To introduce the fundamental principles of computer-based information systems analysis and design and develop an understanding of the principles and techniques used.
3. To enable students understand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive.
4. To enable the students to use information to assess the impact of the Internet and Internet technology on electronic commerce and electronic business and understand the specific threats and vulnerabilities of computer systems.

Course Outcomes

On completion of this course, the students will be able to

- CO1.** Relate the basic concepts and technologies used in the field of management information systems;
- CO2.** Compare the processes of developing and implementing information systems.
- CO3.** Outline the role of the ethical, social, and security issues of information systems.
- CO4.** Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.

Catalog Description

This course focuses on providing students with essential knowledge to ensure that the company manages information systems with the highest level of efficiency. Informational systems have become a pivotal feature in contemporary business. Understanding the management practices associated with informational technology can make you an instant commodity for innovative companies. In today's world, it is essential to manage the storage, transmission and analysis of information. Studying the management of informational systems allows you to understand the demands put on employees and practical ethical challenges that may arise in the future.

Course Content

Course Syllabus:

UNIT I

8 hours

Foundation of information systems: a framework for business users - Roles of information systems - System concept - Organization as a system - components of Information systems - IS Activities - Types of IS, IS for operations and decision making: Marketing IS, Manufacturing IS, Human Resource IS, Accounting IS and Financial IS - Transaction processing systems Information Reporting system - Information for Strategic Advantage.

UNIT II

8 hours

DSS and AI: DSS models and software: The decision making process - Structured, semi structured and Unstructured problems; What if analysis, sensitivity analysis, Goal seeking Analysis and Optimizing Analysis. Overview of AI, Neural networks Fuzzy logic Systems, Genetic Algorithms - Expert systems.

UNIT III

7 hours

Managing Information Technology: Managing Information Resources and technologies IS architecture and management - Centralized, Decentralized and Distributed - EDI supply chain management-CRM-ERP.

UNIT IV

7 hours

Security and Ethical Challenges: IS controls - facility control and procedural control - Risks to online operations - Denial of service, spoofing - Ethics for IS professional - social challenges of Information technology.

Text Book:

1. Laudon and Laudon, Management Information System, 11th edition, Pearson Education.
2. Sadagopan, S., Management Information Systems, Prentice Hall of India.

Reference Books:

1. LM Prasad, Management Information System, Sultan Chand.
2. Arora, Ashok and Akshaya Bhatia, Information Systems for Managers, Excel Books, New Delhi.
3. McLeod, Raymond, Management Information System, Pearson Education.
4. Goyal, D.P., Management Information Systems-Managerial Perspectives, 2nd Edition, Macmillan, New Delhi.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:**

Components	Quiz I	Attendance	Mid Term Exam	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	10	20	10	50

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
C01		3										2		2
C02							2	3				2		2
C03	2			3								2		2
C04				3	3							2		2
C05														
1=lightly mapped 2=moderately mapped 3=strongly mapped														

SMMC220A	ETHICS ,VALUES AND CORPORATE SOCIAL RESPONSIBILITY	L	T	P	C
Version 2.0		4	0	0	4
Pre-requisites/Exposure	Basics of Management Studies				
Co-requisites					

Course Objectives

- To understand the Business Ethics and to provide best practices of business ethics .
- To learn the values and implement in their careers to become a good managers.
- To develop various corporate social Responsibilities and practise in their professional life
- To Imbibe the ethical issues in corporate governance and to adhere to the ethical codes

Course Outcomes

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

CO1. To make the students aware about the importance of ethics and values in the business to encourage moral practices and sensitivity towards the ethical dimension of managerial problems.

CO2: Understand the Concept of Knowledge and wisdom management along with attached and detached Involvement which can realize students to go under deep self- introspection along with stress management.

CO3. Enhance critical and rational thinking along with a deep self- reflection skill through the understanding of success, progress and transformation in the context of management perspective.

CO4. Understand the concept of Corporate Governance and Corporate Social Responsibility (CSR) in the context of present-day management

Catalog Description

The basic objective of this paper is to make the students realize the importance of values and ethics in business. This course endeavors to provide a background to ethics as a prelude to learn the skills of ethical decision-making and, then, to apply those skills to the real and current challenges of the information professions.

This business ethics course offers an introduction into the concept of values, morality, as well as cultural beliefs and upbringing in all areas of business, from consumer rights to corporate social responsibility.

This paper also aims at providing the students the understanding of ethical issues related to business and good governance necessary for long term survival of business.

Course Content

UNIT I **10 lecture hours**

Introduction: Concept of Values, Types and Formation of Values, Values and Behaviour, Values of Indian Managers, Ethical Decision Making.

Ethics: Management Process and Ethics, Ethical Decision Making, Ethical Issues, Ethos of Vadanta in Management, Relevance of Ethics and Values in Business

UNIT II **12 lecture hours**

Knowledge and Wisdom: Meaning of Knowledge and Wisdom, Difference between Knowledge and Wisdom, Knowledge Worker versus Wisdom Worker, Concept of Knowledge Management and Wisdom management, Wisdom Based Management.

Stress Management: Meaning, Sources and Consequences of Stress, Stress Management and Detached Involvement. Concept of Dharma & Karma Yoga: Concept of Karama and Kinds of Karam Yoga, Nishkam Karma, and Sakam Karma; Total Quality Management, Quality of life and Quality of Work Life.

UNIT III **10 lecture hours**

Understanding Progress, and Success - Results & Managing Transformation: Progress and Results Definition, Functions of Progress, Transformation, Need for Transformation, Process & Challenges of Transformation.

Understanding Success: Definitions of Success, Principles for Competitive Success, Prerequisites to Create Blue Print for Success. Successful Stories of Business Gurus.

UNIT IV **8 lecture hours**

Corporate Social Responsibility & Corporate Governance: Corporate Responsibility of Business: Employees, Consumers and Community, Corporate Governance, Code of Corporate Governance, Consumer Protection Act, Unethical issues in Business

Text book:

1. Dr.NarindraMoha, Dr.Supreet Singh, AshimaVerma (2014), Valurs and Ethics in Management, Galgotia Publishing Company.

Reference books:

1. Dr..F.C.Sharma, Business Values & Ethics – Shree Mahavir Book Depot, NaiSarak, New Delhi.
2. Hartman,Laura and Chatterjee, Abha, (2006), Perspectives in Business Ethics, 3rd Edition, McGraw Hill Education.

3. C.B. Gupta (2011), " Human Resource Management" Sultan Chand & Son, Educational Publisher, New Delhi. NOTE * Book Added by Course Teacher

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Quiz I	Attendance	Mid Term Exam	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	10	20	10	50

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1		3									3	3	3	
CO2					3						3	3	3	
CO3						3	2				3	3	3	
CO4								2			3	3	3	
CO5														
1=lightly mapped 2=moderately mapped 3=strongly mapped														

SMMC317A	MANAGEMENT OF FINANCIAL INSTITUTIONS AND SERVICES	L	T	P	C
Version 2.0		4	0	0	4
Pre-requisites/Exposure					
Co-requisites					

Course Objectives

- To understand the various financial institutions and risk involved with each of them in context to investments.
- To discuss how each of these financial institutions perform and contribute towards nation's economy development.
- To acquaint students with role of government and economic policies and its impact on financial institutions.
- To provide knowledge various innovative financial products and learn the significance of financial engineering.
- To examine the current scenario and the developments that has taken place in the financial sector.

Course Outcomes

On completion of this course, the students will be able to

CO1. Understand the entire financial system of the country and its relevance in the economy development.

CO2: Understand the role played by financial markets and instruments along with innovations and developments in capital market.

CO3: Explain functioning of key financial institutions like central bank, development financial institutions, life and general insurance companies , NBFC etc. and appreciate their role in growth of Indian economy

CO4: Gain comprehensive knowledge about all the aspects relating to various financial services available to corporates.

Catalog Description

The subject familiarizes the students with components of Indian financial system and major institutions. It helps in acquiring the necessary skills and knowledge required to manage a financial firm. Financial institutions including the Central bank, commercial banks, insurance companies, mutual funds, development agencies, primary market, secondary market, depository services, money market etc. need to be studied by the students of commerce and management to understand the financial system and take right decisions. The syllabus has been

structured in a way which provides sufficient information about the roles of financial intermediaries and regulatory bodies in the country.

Course Syllabus:

UNIT I 8 Hours

Financial System: components, features, financial system and economic development.

UNIT II 10 Hours

Financial Markets: Money market – functions, organization and instruments, recent developments in Indian money market; Capital Markets: functions, organization and instruments, primary and secondary markets, recent developments in capital market.

UNIT III 12 Hours

Financial Institutions: Indian banking industry- RBI, commercial banking, features, instruments, recent developments; Development Financial institutions (DFIs):overview and role in Indian economy; Life and non-life insurance organizations in India; Mutual Funds; Non-banking financial companies (NBFCs).

UNIT IV 10 Hours

Financial Services: Merchant banking, underwriting, Housing finance, leasing, venture capital, hire purchase, factoring.

Text Books:

1. Bhole, L.M. Financial Markets and Institutions. Tata McGraw-Hill Publishing Company.
2. Khan, M.Y. Indian Financial System – Theory and Practice. New Delhi: Vikas Publishing House.

Reference Books:

1. Avadhani, V.A., Indian Financial System, Bombay: Jaico Publishing Company.
2. Prasanna, Chandra. Financial Management: Theory and Practice. Tata McGraw-Hill Publishing Company Ltd., New Delhi.
3. Sharma, G.L. and Y.P. Singh. eds. Contemporary Issues in Finance and Taxation. Academic Foundation, Delhi.
4. Singh, J.K. Venture Capital Financing in India. DhanpatRai and Company, New Delhi.

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:**

Components	Quiz I	Attendance	Mid Term Exam	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	10	20	10	50

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1		3	3								3			
CO2		3									3		2	
CO3		3				2						2		
CO4			3			2		3					2	
CO5														
1=lightly mapped 2=moderately mapped 3=strongly mapped														

SEMESTER VI

SMMC302A	Strategic Business Orientation	L	T	P	C
Version 2.0		4	0	0	4
Pre-requisites/Exposure	Basics of Management Studies				
Co-requisites					

Course Objectives

- To provide an integrative framework that will allow students to synthesize knowledge from other business courses into a comprehensive understanding of competitive advantage.
- To provide a basic understanding of the nature and dynamics of the strategy formulation and implementation processes as they occur in complex organizations.
- To encourage students to think critically and strategically.
- To develop the ability to identify strategic issues and design appropriate courses of action.

Course Outcomes

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

CO1. Understanding of the principles of business policy strategic management and the concept that decisions made today have implications on results in the future

CO2: Familiarize with the nature of environment analysis and its factors affecting business. Demonstrate and develop conceptual its framework generate interest in international business to sustainable competitive advantage and formulate strategies that leverage a firm's core competencies.

CO3. Understanding of the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios. Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness.

CO4. Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production. Recognize strategic decisions that present ethical challenges and make appropriate recommendations for ethical decision-making.

Catalog Description

The purpose of this course is to enhance students' abilities to do the job of higher level which makes them responsible for strategic performance. Specifically, when managers have to integrate the different functional areas of business (e.g. accounting, finance, human resources, information systems, marketing, operations management, etc.) with the organizational policy

and strategy into a cohesive whole. The challenge is not only in identifying weaknesses and threats but to appreciate the strengths of the firm and anticipate opportunities in the external environment.

Course Content

UNIT I **10 hours**

Introduction: Nature, scope and importance of the course on Business Policy; Evolution of this course– Forecasting, Long-range planning, strategic planning and strategic management.
Strategic Management Process: Formulation Phase – vision, mission, environmental scanning, objectives and strategy; implementation phase – Strategic Activities, Evaluation and Control.

UNIT II **08 hours**

Environmental Analysis: Need, Characteristics and categorization of environmental factors; approaches to the environmental scanning process – structural analysis of competitive environment; ETOP a diagnosis tool.

UNIT III **10 hours**

Analysis of Internal Resources: Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value - Chain Approach to Internal Analysis; Methods of analysis and diagnosing Corporate Capabilities – Functional Area Profile and Resource Deployment Matrix, Strategic Advantage Profile ; SWOT analysis.

UNIT IV **12 hours**

Formulation of Strategy: Approaches to Strategy formation; major strategy options – Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy; Choice of Strategy– BCG Model; Stop - Light Strategy Model; Directional Policy Matrix (DPM) Model, Product/Market Evolution – Matrix and Profit Impact of Market Strategy (PIMS) Model; Major Issues involved in the Implementation of strategy: Organization structure; leadership and resource allocation.

Text Books

1. Ghosh, P. K.; Strategic Planning and Management, Sultan Chand & Sons, New Delhi.

Reference Books/Materials

1. C.B. Gupta ;S.Chand; Strategic Management Publisher & Distributor
2. Jauch and Glueck; Business Policy and Strategic Management, McGraw-Hill
3. Kazmi, Azhar;StrategicManagement,Tata McGraw-Hill, New Delhi

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Quiz I	Attendance	Mid Term Exam	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	10	20	10	50

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1		3	1	1							3			
CO2	1	3	1	2		2	2		2	1	3	3		1
CO3		2	1	2		1	2			2	3	3		1
CO4		2				2	2				3			1
CO5														
1=lightly mapped 2=moderately mapped 3=strongly mapped														

SMMC304	PROJECT PLANNING AND EVALUATION	L	T	P	C
Version 2.0		3	1	0	4
Pre-requisites/Exposure	Basics of all the major fields of management				
Co-requisites	--				

Course Objectives

- This course Project Planning and Evaluation would encourage the action-oriented business learners to appreciate the post economic liberalization era.
- Project planning involves a series of steps that determine how to achieve a particular community or organizational goal or set of related goals. Students learn to assess the project from different facets and pick the right one to meet the objectives of the business.
- Students will learn to assess the project from society's benefit point of view through social cost benefit analysis.
- Students will be able to evaluate the project risk through risk analysis techniques.

Course Outcomes

On completion of this course, the students will be able to

CO1. To appreciate and understand the overview of Capital Investments and Strategy and Resource Allocations

CO2. To appreciate market and demand analysis, market planning, technical analysis and project charts and project implementation

CO3. Understanding financial analysis, project financing, institutional finance, and working capital management

CO4. Appreciating risk analysis, portfolio related risk measures.

Catalog Description

The basic objective of this course is to familiarize the students with the various aspects of Projects and key guidelines relevant to project planning, analysis, financing, selection, implementation and review. Project planning identifies specific community problems that stand in the way of meeting community goals, it creates a work plan for addressing problems and attaining the goals, it describes measurable beneficial impacts to the community that result from the project's implementation & also determines the level of resources or funding necessary to implement the project.

Course Content

Unit I:

8 lecture hours

Overview: Capital Investments: Importance and Difficulties, Types of Capital Investments, Phases of Capital Budgeting, Levels of Decision Making, Facets of Project Analysis, feasibility Study, Objectives of Capital Budgeting, Strategy and Resource Allocation: Portfolio strategy and Business Level Strategies, Strategic Planning and Capital Budgeting, Generation and Screening of Project Ideas.

Unit II: 12 lecture hours

Market and Demand Analysis: Situational Analysis and Specification of Objectives, Collection of Secondary Information, Conduct of Market Survey, Characterization of Market, Demand Forecasting, Uncertainties in Demand Forecasting, Market Planning Technical Analysis: Manufacturing Process/ Technology, Technical Arrangements, Environmental Aspects, Project Charts and Layouts, Schedule of Project Implementation, Need for Considering Alternatives.

Unit III: 12 lecture hours

Financial Analysis: funds flow analysis, ratio analysis, investment process, profitability analysis, social cost benefit analysis; Sources of Development finance, project financing, Institutional finance to entrepreneurs, working capital management, Incentives and Subsidies.

Unit IV: 8 lecture hours

Risk Analysis- Firm Risk and Market Risk: Portfolio Related Risk Measures, Mean Variance Portfolio Construction, Portfolio Theory and Capital Budgeting, Capital Asset, Pricing Model, Developing the Inputs Required for Applying CAPM, Empirical Evidence on Capital Asset Pricing Model, Capital Asset Pricing Model and Capital Budgeting.

Text Books

1. Desai, Vasant. Project management (5th edition). New Delhi: Himalaya Publishing House

Reference Books/Materials

1. Maheshwari, S.N. Management accounting & financial control. New Delhi: Sultan Chand & Sons.
2. Chandra, Prasanna. (2015).Projects: planning, analysis, financing, implementation and review (8th edition). New Delhi: Tata McGraw Hill Publishing Company Limited.
3. Nagarajan, K. Project management, New Age International (P) limited Publishers.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Quiz I	Attendance	Mid Term Exam	Presentation/ Assignment/ etc.	End Term Exam
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Weightage (%)	10	10	20	10	50
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Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
CO1	3			3							3			
CO2	3									2				
CO3				3	3						3	2		
CO4				3	3							2		
1=lightly mapped 2=moderately mapped 3=strongly mapped														

SMMC 325A	Principle and Practices of Banking and Insurance	L	T	P	C
Version 2.0		4	0	0	4
Pre-requisites/Exposure					
Co-requisites	--				

Course Objectives

1. To understand the concept of insurance and its evolution
2. To understand the business operations and market condition in Insurance Companies
3. To understand the different needs of customers on insurance products
4. To understand the insurance terminologies

Course Outcomes

On completion of this course, the students will be able to

CO1. Analyze the various services offered and various risks faced by banks

CO2. Understand various banking innovations after nationalization

CO3. Gain about insurance industry

CO4. Comprehend the concept of various principles, provisions that govern the Life General Insurance Contracts

Catalog Description

Banking and Insurance are two sectors which are fast evolving and witnessing a transformational change. Banks are the backbone of all activities, because every transaction where money is involved, the bank is the main character. Insurance business is one of the prominent financial services in modern times. Keeping these aspects in mind, this Course in Fundamentals in Banking and Insurance has been designed to train students in basic concepts of Banking and Insurance. The Course has incorporated the significant changes that have taken place in the global financial architecture and the new products and technology that have invaded this sector. This course has made an attempt to offer to students a fundamental tool which will enhance their understanding of various businesses in the world economy.

Course Content

Course Syllabus:

Unit I

12 lecture hours

Evolution of banking; Systems of banking - Mixed, branch, unit, group, chain; Brief structure of banks; RBI-Organization, functions, methods of credit control; Commercial banking; Balance sheet of a bank; Credit creation. Functions of commercial banks & central banks, process of credit creation and its limitations.

Unit II

8 lecture hours

Sources and uses of funds in banks; Value chain analysis in banking industry.

Emerging trends in banking: Universal Banking, Venture Capital, Project Financing, Merchant Banking, E-Banking, Credit Cards, Banking Ombudsman Scheme.

Unit III

12 lecture hours

Insurance - History and development, meaning, importance, nature; Main Principles - Principles of cooperation, probability, utmost good faith, proximate cause, insurable interest, indemnity, subrogation, warranty.

Life insurance: Main elements, importance, important life insurance policies, annuities, premium determination under life insurance.

Unit IV

8 lecture hours

General insurance: Principles of general insurance, insurance documents; Marine insurance- Main elements, marine losses, types of marine insurance policies; Fire insurance- Elements, premium determination, types of policies.

Textbooks:

1. Mohapatra S. R., & Acharya, D. (2012). *Banking and Insurance*. New Delhi : Pearson.

Reference Books:

1. Sundharam, K. P. M., & Varshney, P.N. (2004). *Banking theory law & practice* (1sted.). New Delhi: Sultan Chand & Sons
2. Chaturvedi, D.D., & Mittal. A. (2012). *Business economics-II*. New Delhi: Brijwasi Book Distributors.
3. Arthur, C. & William Jr, C. (2001). *Risk management and insurance*. Noida, Uttar Pradesh: Tata Mcgraw Hill.
4. *Principles of Insurance* (2011) - Insurance Institute of India.
5. Varshney, P. N., & Malhotra, T. D. (2005). *Principles of banking*. New Delhi: Sultan Chand & Sons.
6. Mishra, M.N. (2004). *Principles and practices of insurance*. New Delhi: S. Chand & Company.
7. Panda, G.S. (2004). *Principles and practices of insurance*. Kolkata, West Bengal: Kalyani Publications.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Quiz I	Attendance	Mid Term Exam	Presentation/ Assignment/ etc.	End Term Exam
Weightage (%)	10	10	20	10	50

Programme and Course Mapping														
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4
C01	2										3			
C02		3									3			
C03						2						3		
C04			3											
C05														
1=lightly mapped 2=moderately mapped 3=strongly mapped														