

**SCHEME OF EXAMINATION  
&  
SYLLABI  
of**

**Bachelor of Business Administration**  
*(Honours/Honours with Research)*

**As per National Education Policy 2020**

*with effect from academic session 2023-24*



**Kurukshetra University**  
**Kurukshetra-136119**  
**(A+ Grade NAAC Accredited)**

## **Abbreviations**

<b>AEC</b>	Ability Enhancement Course
<b>CC</b>	Core Course
<b>CC-H</b>	Core course in Honours discipline
<b>CC-HM</b>	Core Course in Minor Subject of of Honours Program
<b>DSE</b>	Discipline Specific Elective Course
<b>DSE-H</b>	Discipline specific elective course in Honours
<b>H</b>	Honours
<b>M</b>	Minor
<b>MDC</b>	Multi-Disciplinary Course
<b>PC</b>	Practicum Course
<b>PC-H</b>	Practicum Course in Honours
<b>SEC</b>	Skill Enhancement Course
<b>V</b>	Vocational
<b>VAC</b>	Value Added Course

## **Syllabus of Courses**

<b>Type of courses</b>	<b>Page</b>
Compulsory Courses	22-57
Minor Courses	58-69
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<b>Part A – Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>I</b>		
Name of the Course	<b>Financial Accounting</b>		
Course Code	<b>B23-BBA-101</b>		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-A1</b>		
Level of the course (As per Annexure-I)	<b>Foundation-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the accounting equations and the rules of recording accounting transactions.</li> <li>2. Understand the recording of accounting transactions in the books of entry and the preparation of ledger accounts.</li> <li>3. Understand the preparation of trial balance and reconciliation of accounting statements.</li> <li>4. Analyze accounting transactions by preparing final accounts of statements for the profit and non-profit business entities.</li> </ol> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	<b>4</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>4</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>		<b>Time: 3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Unit Basic Accounting-Nature, scope and objectives of accounting: accounting as information system, users of accounting information. Accounting equation: Accounting concepts and conventions, capital and revenue expenditure; Accounting principles, rules of accounting for recording the transaction for different accounts.	15
II	Journal and Ledger: Double Entry System; Journal and recording of entries in journal; Ledger- Posting from Journal to respective ledger accounts. Preparation of Cash book.	15
III	Trial Balance: Need and objectives; Preparation of Trial Balance; Different types of errors in preparation of trial balance and the rectification of errors. Preparation of Bank Reconciliation statement.	15
IV	Final Accounts: Preparation of Trading Account and Profit and Loss Account; Receipts and payments account, Preparation of Balance sheet for profit and non-profit organizations.	15
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>70</b>

Part C-Learning Resources
<p><b>Recommended Books/e-resources/LMS:</b></p> <ol style="list-style-type: none"><li>1. Gupta R. L.; <i>Advanced Accounting</i>; S. Chand &amp; Sons.</li><li>2. Grewal T. S and M.C. Shukla; <i>Advanced Accounting</i>; S. Chand &amp; Sons.</li><li>3. Williams, Haka, Bettner &amp; Carcello; <i>Financial and Managerial Accounting</i>; McGraw Hill</li></ol>



\*Applicable for courses having practical component.

<b>Part A – Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>I</b>		
Name of the Course	<b>Principles of Management</b>		
Course Code	<b>B23-BBA-102</b>		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-B1</b>		
Level of the course (As per Annexure-I)	<b>Foundation-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Understand the Nature and Evolution of Management. 2. Apply the Managerial skills and roles at workplace. 3. Apprehend the functions of Management 4. Recognize the latest changes in the field of Management. <hr/> 5*.		
Credits	Theory	Practical	Total
	<b>4</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>4</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>		<b>Time: 3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Introduction to Management: Concept, Evolution of Management Thought, Functions, Significance, Managerial Roles & Skills; Planning and Decision Making: Concept, Planning Process, Components of Plans.	15
II	Organizing: Concept, Guiding Principles, Types of organizational structure: Line, Functional, Line & Staff relationship, Delegation of Authority: Meaning and elements of Delegation, Centralization Vs Decentralization.	15
III	Staffing – Nature and Meaning, Importance, Steps; Directing: Elements, Principles and Importance.	15
IV	Communication: Meaning, Process, Barriers, Corrective Measures; Communication networks, Controlling: Concept, Importance, Process of controlling, Control Techniques.	15
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>70</b>



<b>Part C-Learning Resources</b>
<b>Recommended Books/e-resources/LMS:</b>  1. Koontz & Weirich. <i>Essentials of Management</i> . Tata McGraw Hill. 2. Kaul Vijay Kumar. <i>Business Organization &amp; Management – Text and Cases</i> . Pearson. 3. Robbins. <i>Fundamentals of Management: Essentials Concept and Applications</i> . Pearson Education.



\*Applicable for courses having practical component.

<b>Part A – Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>I</b>		
Name of the Course	<b>Business Organisation</b>		
Course Code	<b>B23-BBA-103</b>		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-C1</b>		
Level of the course (As per Annexure-I)	<b>Foundation-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the basic concepts in commerce, trade and industry.</li> <li>2. Understand modern business practices, forms, procedures and functioning of various business organizations.</li> <li>3. Understand the recent trends and practices in business world.</li> <li>4. Understand the Government support and Community efforts.</li> </ol> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	<b>4</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>4</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>		<b>Time: 3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Business Organisation: Meaning and nature, Objectives; Evolution; Forms/Types of Business Organisations; Partnership: Characteristics, Registration, Partnership Deed, Rights, Duties and Liabilities, Dissolution of Partnership.	15
II	Joint Stock Company-Concept, Characteristics, Types; Formation of Company; Multinational Companies; Conceptual Framework of Corporate Governance; One person Company.	15
III	Co-operative and State Ownership: Forms/Types; Non- Profit Organizations; Trade Associations; Emergence of Indian MNCs & transnational corporations-Recent trends business world. Globalization & challenges for Indian Business in new millennium.	15
IV	Setting up a New Enterprise Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies - SEZ (Special Economic Zone) policy etc.	15
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>70</b>

### Part C-Learning Resources

#### Recommended Books/e-resources/LMS:

1. C.R. Basu: *Business Organization and Management*; McGraw Hill.
2. P.C. Tulsian & Vishal Pandey: *Business Organization and Management*; Pearson.
3. Frank R. Mason: *Business Principles and Organization*; Forgotten Books.
4. S. A. Sherlekar: *Modern Business Organization*; Himalaya Publishing House.
5. Jallo: *Business Organization and Management*; Tata McGraw Hill.
6. Dr. V. Desai: *Organizing and Financing of Small Scale Industry*; Himalaya Publishing House.
7. Dr. C. B. Gupta: *Industrial Organization and Management*; Sultan Chand & Sons

\*Applicable for courses having practical component.

<b>Part A – Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>II</b>		
Name of the Course	<b>Business Statistics</b>		
Course Code	<b>B23-BBA-201</b>		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-A2</b>		
Level of the course (As per Annexure-I)	<b>Foundation-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the meaning of the statistics and data in everyday life and its presentation for business decision making.</li> <li>2. Understand distinctive features and characteristics of data with the help of descriptive and summary statistical measures.</li> <li>3. Understand and analyses the departure from statistical normality of data for better business decision making.</li> <li>4. Understand the significance of sampling in the statistical data collection and applications in business decision making.</li> </ol> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	<b>4</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>4</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>		<b>Time: 3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Business Statistics: Introduction, Scope, Functions, Importance, Limitations; Distrust of Statistics; Collection of Primary and Secondary data; Types of Statistical Methods; Data Analysis and Interpretation; Graph: Characteristics, Types, Merits and Demerits.	15
II	Measures of Central Tendency: Meaning, Types; Arithmetic Mean; Geometric Mean; Harmonic Mean; Quadratic Mean; Moving Average; Progressive Average; Relation between Mean, Median and mode.	15
III	Measures of Dispersion and Skewness: Absolute and Relative measures of Dispersion range, Quartile deviation, Mean and Standard Deviation; Difference between Skewness and Dispersion, Empirical relation among various measures of Dispersion, Moments and Kurtosis.	15
IV	Sampling: Introduction, Census versus Sample, Errors in Sampling, Types of sampling, Judging reliability of sample; Index numbers: Introduction, Types of Index Numbers, Methods of constructing Index numbers, uses of Index numbers; Time Series analysis: Components and Seasonality analysis.	15
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>70</b>

### Part C-Learning Resources

#### Recommended Books/e-resources/LMS:

1. D. N Elhance, Veena Elhance & BM Aggarwal. *Fundamentals of Statistics*. Kitab Mahal.
2. T.N Srivastava and Shailaja Rego. *Statistics for Management*. McGraw Hill.
3. S.C Gupta. *Fundamental of Statistics*. Himalaya Publishing House.
4. Levine & Rubin. *Statistics for Management*. Pearson Publication.
5. S.P Gupta. *Statistical Methods*. Sultan Chand & Sons.

<b>Part A – Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>II</b>		
Name of the Course	<b>Managerial Economics</b>		
Course Code	<b>B23-BBA-202</b>		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-B2</b>		
Level of the course (As per Annexure-I)	<b>Foundation-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the nature and scope of managerial economics and identify the role of economics in decision making.</li> <li>2. Understand theory of demand, law of demand and cardinal utility analysis.</li> <li>3. Understand theory of production, costs, and revenue function.</li> <li>4. Understand theory of firm and market organization including determination of price under different market conditions.</li> </ol> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	<b>4</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>4</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>		Time: <b>3 Hours</b>	



<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Managerial Economics: Meaning, Nature and Scope. Objectives of the firm, Equilibrium, Utility, Opportunity cost, Marginal and Incremental Principles.	15
II	Theory of Demand: Nature of demand for a product, individual demand, market demand, determinants of demand, Law of demand, Elasticity of demand and its determinants; Theory of Consumer Behavior: Cardinal utility analysis, Indifference curve analysis, applications of Indifference curves.	15
III	Theory of Production and Costs: The concept of Production function, production with one and two variable inputs, theory of Cost in short run and long run, Revenue function.	15
IV	Theory of firm and market organization: Pricing under Perfect Competition, Pricing under Monopoly, Price Discrimination, Pricing under Monopolistic Competition, Selling cost, Pricing under Oligopoly.	15
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>70</b>

<b>Part C-Learning Resources</b>
<b>Recommended Books/e-resources/LMS:</b> <ol style="list-style-type: none"><li>1. Koutsoyiannis, A.: <i>Modern Microeconomics</i>; Palgrave Macmillan.</li><li>2. Varshney, R. L. and Maheshwari, K. L.: <i>Managerial Economics</i>; Sultan Chand &amp; Sons.</li><li>3. Mote, V., Paul, S., and Gupta, G.: <i>Managerial Economics</i>; McGraw Hill Education.</li></ol>



\*Applicable for courses having practical component.

<b>Part A – Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>II</b>		
Name of the Course	<b>Organisational Behaviour</b>		
Course Code	<b>B23-BBA-203</b>		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-C2</b>		
Level of the course (As per Annexure-I)	<b>Foundation-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the Nature, Evolution of Organisational Behaviour.</li> <li>2. Understand the process of group formation and role of Groups at workplace.</li> <li>3. Discover and Understand the concept of Motivation and Leadership theories</li> <li>4. Comprehend the latest changes happening in the field of Organisational Behaviour.</li> </ol> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	<b>4</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>4</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>		<b>Time: 3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Organizational Behaviour: Definition, Fundamental concepts of OB, Historical Background.	15
II	Motivation: Definition, Importance, Motives, Characteristics, Content Theories of Motivation Morale - Definition and relationship with productivity - Morale Indicators.	15
III	Theories of Leadership -Trait Theory, Behavioural theories, Contingency Theories, Transactional Theories and Transformational Leadership Theory.	15
IV	Group Dynamics and Team building: Concept of Group & Team. Theories of Group Formation – Types of Groups. Importance of Team building at workplace.	15
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>70</b>

<b>Part C-Learning Resources</b>
<b>Recommended Books/e-resources/LMS:</b>  1. Robbins, S. P. and Sanghi. <i>Organizational Behaviour</i> . Pearson Education. 2. Robbins, S. P. and Judge T. A. Vohra; <i>Organisational Behaviour</i> . Pearson Education.



\*Applicable for courses having practical component.

<b>Part A – Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>III</b>		
Name of the Course	<b>Managerial Accounting</b>		
Course Code	<b>B23-BBA-301</b>		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-A3</b>		
Level of the course (As per Annexure-I)	<b>Intermediate-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the fundamentals of management/managerial accounting and effective decision making through management accounting.</li> <li>2. Understand the application of marginal costing and break-even analysis for decision making in business</li> <li>3. Learn budgeting process and types of budgets for effective planning.</li> <li>4. Learn decision making through financial analysis and management control systems.</li> </ol> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	<b>4</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>4</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>		Time: <b>3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Managerial Accounting: Nature, scope, functions and significance. Distinction between management accounting and financial accounting. Decision making through management accounting.	15
II	Marginal Costing: Nature, Significance and Limitations. CVP Analysis and Break-even analysis. Marginal costing as decision making tool. Distinction between Marginal Costing and Standard Costing.	15
III	Budgeting Process; Performance Budgeting, Zero base budgeting, Programme budgeting and Activity based budgeting. Budgetary control: Nature, objectives and significance. Types of Budgets: Operational Budgets, Financial budgets and Master Budget.	15
IV	Responsibility accounting and centres, management control systems, Financial Analysis: Nature and tools; Ratio Analysis: Meaning and Significance. Decisions through financial analysis.	15
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>70</b>

<b>Part C-Learning Resources</b>
<b>Recommended Books/e-resources/LMS:</b> <ol style="list-style-type: none"><li>1. Rajesh Kothari, 'Management Accounting- concepts and applications, MacMillan India Ltd., 2007.</li><li>2. S. N. Maheshwari, S. K. Mahaeshwari, 'Accounting for Management, Vikas Publishing House Pvt. Ltd., 2006.</li><li>3. M. A. Sahaf, 'Management Accounting- Principles and Practice' Vikas Publishing House</li></ol>



\*Applicable for courses having practical component.



<b>Part A – Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>III</b>		
Name of the Course	<b>Marketing Management</b>		
Course Code	<b>B23-BBA-302</b>		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-B3</b>		
Level of the course (As per Annexure-I)	<b>Intermediate-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. Describe the fundamental concept related to marketing</li> <li>2. Describe the different approach of marketing and environment in which marketing system operate.</li> <li>3. Demonstrate an understanding of the 4P's used by marketers.</li> <li>4. Design a marketing plan for real world market offering (product/service).</li> </ol> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	<b>4</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>4</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>		<b>Time: 3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Marketing Management- Meaning, Nature and Scope. Concepts of Marketing, Marketing Environment, Marketing Mix, STP (segmenting, targeting and positioning) approach to marketing.	15
II	Marketing Information System- Meaning and Components. Marketing Research. Consumer Behaviour-Meaning and Importance of study for Marketers.	15
III	Product —Meaning, levels and product Mix. New Product development, Product Life Cycle, Branding and Packaging decision, Pricing-Meaning, procedure for setting a price, Pricing Strategy Distribution Channels- Levels and Roles. Management of Physical Distribution.	15
IV	Promotion- promotion Mix- A study of advertising, sales promotion, personal selling, direct marketing and public relations. Marketing organization and control, Marketing of Services: An introduction to services, Role of Service Sector in the economy, 7P's of Service Marketing.	15
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>70</b>

<b>Part C-Learning Resources</b>
<b>Recommended Books/e-resources/LMS:</b> <ol style="list-style-type: none"><li>1. Kotler, P. &amp; Keller, K.: <i>Marketing Management</i>, 16th ed.; Pearson Publisher, New Delhi.</li><li>2. Ramaswamy, V.S. and Namakumari, S.: <i>Marketing Management: Planning, Control</i>; MacMillan Press, New Delhi.</li><li>3. Saxena, R.: <i>Marketing Management</i>, 6th ed.; Tata Mc. Graw Hill, New Delhi.</li></ol>



\*Applicable for courses having practical component.

<b>Part A - Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>III</b>		
Name of the Course	<b>Human Resource Management</b>		
Course Code	<b>B23-BBA-303</b>		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-C3</b>		
Level of the course (As per Annexure-I)	<b>Intermediate-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. To familiarize students with the concept of Human resource management.</li> <li>2. To understand the role and competencies required for Human resource Managers in an organization.</li> <li>3. To help students understand the various aspects of employee life cycle within an organization.</li> <li>4. To significantly improve the understanding of students about global HR Practices.</li> </ol> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	<b>4</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>4</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>		<b>Time: 3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Human Resource Management-An Introduction; Human Resource Planning; Recruitment and Selection	15
II	Training and Development: Methods of Training; Job Analysis; Job Evaluation; Career Planning	15
III	Performance Management; Payroll and Compensation Management; Employee Retention; Employee Health and Safety; Mental Health and Wellbeing	15
IV	Recent trends in Human resource Management; Impact of technology on HRM; International HRM practices	15
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>70</b>

<b>Part C-Learning Resources</b>
<b>Recommended Books/e-resources/LMS:</b> <ol style="list-style-type: none"><li>1. K. Aswathapa: <i>Human Resource Management: Text and Cases</i>; Tata McGraw Hill, New Delhi.</li><li>2. P. Jyothi: <i>Human Resource Management</i>; Oxford University Press.</li><li>3. V.S.P. Rao: <i>Human Resource Management</i>; Himalaya Publication House.</li><li>4. Seema Sanghi: <i>Human Resource Management</i>; Macmillan India Publication.</li></ol>



\*Applicable for courses having practical component.

<b>Part A - Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>IV</b>		
Name of the Course	<b>Capital Markets</b>		
Course Code	<b>B23-BBA-401</b>		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-A4</b>		
Level of the course (As per Annexure-I)	<b>Intermediate-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand regulatory framework of capital markets.</li> <li>2. Understand the role of primary and secondary capital markets.</li> <li>3. Understand depository system across the global capital markets</li> <li>4. Understand the role of development banks and financial institution in India.</li> </ol> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	<b>4</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>4</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>		<b>Time: 3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Capital Markets - meaning, nature, role and features; recent reforms in the capital markets across the world; regulatory framework of Indian capital market; capital market instruments; innovation in financial instruments.	15
II	Primary capital market - scenario in India, primary capital market intermediaries, primary market activities, methods of raising resources from primary market; secondary capital market - scenario in India, reforms in secondary market; organization and management, trading and settlement, listing of securities; stock market index; Role of SEBI to increase liquidity in the stock market.	15
III	Depository system - meaning, need and benefits of depository system in India; depository process, functioning of NSDL and SHCIL; importance of debt market in capital market; participants in the debt market, types of instrument treated in the debt market, primary and secondary segments of debt market.	15
IV	Role and policy measures relating to development banks and financial institution in India, products and services offered by IFCI, IDBI, IIBI, SIDBI, IDFC, EXIM Bank, NABARD and ICICI Meaning and benefits of mutual funds, types of mutual funds, SEBI guidelines relating to mutual funds.	15
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>70</b>



Part C-Learning Resources
<p><b>Recommended Books/e-resources/LMS:</b></p> <ol style="list-style-type: none"><li>1. Pathak, Bharati V. <i>The Indian Financial System</i>. Pearson Education</li><li>2. Khan, M. Y. <i>Indian Financial System</i>. Tata McGraw Hill</li><li>3. Bhole, L M. <i>Financial Institutions and Markets</i>. Tata McGraw Hill</li></ol>



\*Applicable for courses having practical component.

<b>Part A - Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>IV</b>		
Name of the Course	<b>Business Research Methods</b>		
Course Code	<b>B23-BBA-402</b>		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-B4</b>		
Level of the course (As per Annexure-I)	<b>Intermediate-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. Provide an exposure pertaining to the nature and extent of research orientation and give an understanding of the components, concept, constructs, and variables.</li> <li>2. Provide an understanding of the research design and measurement scales.</li> <li>3. Provide an understanding of the sample design.</li> <li>4. Provide an understanding of the basic techniques and tools of business research.</li> </ol> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	<b>4</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>4</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>		Time: <b>3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Business Research – Meaning, Types, Managerial value of Business Research; Theory and Research – Components, Concept, Constructs, variables, Proposition and Hypothesis, Deductive and Inductive theory; Nature, Process and Importance of Problem Definition; Purpose and types of Research Proposal, Ingredients of Research Proposal.	15
II	Research Design – Meaning, Classification and Elements of Research Design; Methods and categories of Exploratory Research; basic issues in Experimental Design, classification of Experimental Design; Concept and their measurement, Measurement Scales.	15
III	Sample Design and Sampling Procedure, Determination of Sample Size; Research Methods of collecting Primary data; and Issues in construction of Questionnaire.	15
IV	Statistical techniques of Data Analysis; Nature and Types of Descriptive Analysis, Univariate and Bivariate tests of Statistical Significance; Meaning and Types of Research Report, Ingredients of Research Report.	15
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>70</b>

<b>Part C-Learning Resources</b>
<b>Recommended Books/e-resources/LMS:</b> <ol style="list-style-type: none"><li>1. Cooper, D., Schindler, P., and Sharma, J. K. <i>Business Research Methods</i>. McGraw Hill Education.</li><li>2. Bajpai, N. <i>Business Research Methods</i>. Pearson Education.</li><li>3. Zikmund, William G., Babin, Barry J., Carr, Jon C., and Griffin, M. <i>Business Research Methods</i>. Cengage India Private Limited.</li></ol>



\*Applicable for courses having practical component.

<b>Part A - Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>IV</b>		
Name of the Course	<b>Business Environment</b>		
Course Code	<b>B23-BBA-403</b>		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-C4</b>		
Level of the course (As per Annexure-I)	<b>Intermediate-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. Develop an understanding of Business environment and the factors influencing it.</li> <li>2. Comprehend the various micro and macro environmental forces and economic systems</li> <li>3. Understand the current business ecosystem, its dynamics and possible future outlook of Indian business ecosystem.</li> <li>4. Make themselves future ready concerning availing opportunities and overcoming threats present in business ecosystem.</li> </ol> <p>5*.</p>		
Credits	Theory	Practical	Total
	<b>4</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>4</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>		<b>Time: 3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Business environment: Concept, Nature and Significance; Economic, Social, Political forces affecting business operations & growth. Digital disruptions and transformations of businesses: Micro risk analysis.	15
II	Types of Business Environment, Environmental Scanning, Risk in Business Environment: Country risk and Political risk; SWOT Analysis and Political Risk Management; Economic systems: Capitalism, Socialism & Mixed economy.	15
III	Economic Planning in India: Objectives, Strategy and Problems; Impact of Economic Planning in India; Economic roles of Government: Regulatory role, Promotional role, Entrepreneurial role, Planning role, Economic role in Indian context; The Constitutional Environment and State intervention in business.	15
IV	Social Responsibility of business: Concept, Rationale, Dimensions and its disclosure by Indian business; Professionalisation and business ethics. Competitive Environment of business with reference to Competition Commission of India (CCI) and Competition Act.	15
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>70</b>

<b>Part C-Learning Resources</b>
<b>Recommended Books/e-resources/LMS:</b> <ol style="list-style-type: none"><li>1. Daniel, J. D. and Radebangh, L. H.: <i>International Business</i>; Addison Wesley Publishing Company.</li><li>2. Sundram, K. P. M., Datt, G., and Mahajan, A.: <i>Indian Economy</i>; S Chand.</li><li>3. Aswathapa, K.: <i>Business Environment</i>; Excel Books.</li><li>4. Bedi, S. K.: <i>Business Environment</i>; Excel Books.</li><li>5. Paul: <i>Business Environment Text and Cases</i>; McGraw Hill Education.</li></ol>



\*Applicable for courses having practical component.

<b>Part A - Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>I</b>		
Name of the Course	<b>Business Mathematics-I</b>		
Course Code	<b>B23-BBA-104</b>		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-M1</b>		
Level of the course (As per Annexure-I)	<b>Foundation-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand set theory, logical statements and truth table. Find the solution of linear equations.</li> <li>2. Determine the solution of quadratic equations. Learn the concept and applications of permutations and combinations.</li> <li>3. Apply binomial theorem. Understand the concepts related to functions, limit and continuity and appropriately apply the concepts of differential calculus to solve related problems.</li> <li>4. Understand the matrix algebra and its application to business problems. Find the solution of system of simultaneous linear equations using determinants and matrices.</li> </ol> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	<b>2</b>	<b>0</b>	<b>2</b>
Contact Hours/Week	<b>2</b>	<b>0</b>	<b>2</b>
Max. Marks: <b>50</b> Internal Assessment Marks: <b>15</b> End Term Exam Marks: <b>35</b>		<b>Time: 3 Hours</b>	



Part B- Contents of the Course		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 1.75 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 7 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
Unit	Topics	Contact Hours
I	Set Theory: Representation of sets, equivalent sets, power set, complement of a set. Venn Diagrams: Union and Intersection of sets, De-Morgan’s laws.	8
II	Quadratic Equations with real roots: Relations between roots and coefficient of the quadratic equations , Methods of solving a quadratic equation	8
III	Binomial Theorem (positive index). Functions, Limits and Continuity.	7
IV	Matrix System: Matrices, Basic operations on matrices (Addition, Multiplication, Transpose), Determinant of a square matrix, Inverse of a square matrix, Cramer’s rule	7
V*		
Suggested Evaluation Methods		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>4</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>4</b> ● Mid-Term Exam: <b>7</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>35</b>

### Part C-Learning Resources

#### Recommended Books/e-resources/LMS:

1. Dr. Sancheti & Kapoor: *Business Mathematics and Statistics*; Sultan Chand.
2. R.S. Bhardwaj: *Mathematics for Economics & Business*; Excel Books, India.
3. M. Raghavachari: *Mathematics for Management: An Introduction*; Tata McGraw Hills.
4. Azharuddin: *Business Mathematics*; Vikas Publishers.
5. Gorakh Prasad: *Differential Calculus*; Rashi Kansal (Pothishala).
6. G. Rangaraj, R. Mallieswari & V. Rema: *Business Mathematics*; Cengage.
7. Eugene Don, Joel Lerner: *Schaum's Outline of Basic Business Mathematics (Schaum's Outlines)*; McGraw-Hill Education.

\*Applicable for courses having practical component.

<b>Part A - Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>II</b>		
Name of the Course	<b>Business Mathematics-II</b>		
Course Code	<b>B23-BBA-204</b>		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-M2</b>		
Level of the course (As per Annexure-I)	<b>Foundation-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Understand the application of Average, Ratio and Proportion, Percentage, Profit and Loss, Commission, Discount, Broke in business organisation. 2. Understand simple interest and compound interest and annuities. 3. Understand indices & logarithms. 4. Understand applications of linear programming in solving business problems. 5*.		
Credits	Theory	Practical	Total
	<b>2</b>	<b>0</b>	<b>2</b>
Contact Hours/Week	<b>2</b>	<b>0</b>	<b>2</b>
Max. Marks: <b>50</b> Internal Assessment Marks: <b>15</b> End Term Exam Marks: <b>35</b>		<b>Time: 3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 1.75 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 7 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Average, Ratio and Proportion, Percentage, Profit and Loss, Commission, Discount, Broke.	8
II	Simple interest and compound interest. Annuities: Types of annuities, Present value and amount of an annuity (including the case of continuous compounding), Valuation of simple loans and debentures, Problems related to sinking funds.	8
III	Indices & logarithms, arithmetic and geometric progressions and their business applications; sum of first n natural numbers, sum of squares and cubes of first n natural numbers.	7
IV	Linear Programming: Formulation of linear programming problems (LPP) and their solution by graphical and simplex methods. Applications of linear programming in solving business problems.	7
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> <ul style="list-style-type: none"> <li>➤ <b>Theory</b> <ul style="list-style-type: none"> <li>● Class Participation: <b>4</b></li> <li>● Seminar/presentation/assignment/quiz/class test etc.: <b>4</b></li> <li>● Mid-Term Exam: <b>7</b></li> </ul> </li> <li>➤ <b>Practicum</b> <ul style="list-style-type: none"> <li>● Class Participation:</li> <li>● Seminar/Demonstration/Viva-voce/Lab records etc.:</li> <li>● Mid-Term Exam:</li> </ul> </li> </ul>		<b>End Term Examination: 35</b>

<b>Part C-Learning Resources</b>
<b>Recommended Books/e-resources/LMS:</b> 8. E. Don and J. Lerner (2009). Schaum's outline of Basic Business Mathematics (2nd Edition). McGraw Hill. 9. L.N.Paul (2002). Linear Programming: an introductory analysis. Tata Mcgraw Hill. New.



\*Applicable for courses having practical component.

<b>Part A - Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>III</b>		
Name of the Course	<b>Production Management</b>		
Course Code	<b>B23-BBA-304</b>		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-M3</b>		
Level of the course (As per Annexure-I)	<b>Intermediate-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the nature and importance of production management and decision making in production function.</li> <li>2. Obtain an understanding of production planning and control practice in organizations and various methods of production</li> <li>3. Understand inventory management techniques, store management and its functions.</li> <li>4. Gain an in-depth knowledge of ISO certification and Statistical Quality Control in Production.</li> </ol> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	<b>4</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>4</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>		<b>Time: 3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Production Management: Meaning, nature objectives and functions of Production Management, scope of Production Management; Historical background of Production Management; Types of Production System: intermittent and continuous; Emerging trends in Production Management.	15
II	Productivity; Plant location and its factor affecting plant location; Plant layout, types of plant layout: process, product and fixed layout.	15
III	Product design, steps in product design; Process planning and selection; Make or buy decisions; Purchase Management, purchasing cycle; Maintenance Management.	15
IV	Production Planning and Control; Inventory Management and control, inventory control techniques: ABC Analysis, XYZ Analysis, VED Analysis, FSN Analysis, SDE Analysis; Quality control in production.	15
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> > <b>Theory</b> • Class Participation: <b>5</b> • Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> • Mid-Term Exam: <b>15</b> > <b>Practicum</b> • Class Participation: • Seminar/Demonstration/Viva-voce/Lab records etc.: • Mid-Term Exam:		End Term Examination: <b>70</b>

### Part C-Learning Resources

#### **Recommended Books/e-resources/LMS:**

1. K. Aswathappa and K. Shridhara Bhat: *Production and Operations Management*; Himalaya Publishing House.
2. S. N. Chary: *Production and Operations Management*; Tata McGraw Hill.
3. Richard B. Chase, Jacobs, Aquilano, and Aggarwal: *Operations Management*; The McGraw Hill.
4. Faizer: *Operations Management*; Cengage Publications.
5. Chunawalla: *Production and Operation Management*; Himalaya Publishing House.

\*Applicable for courses having practical component.



<b>Part A - Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>III</b>		
Name of the Course	<b>Disaster Management</b>		
Course Code	<b>B23-BBA-305</b>		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-M3</b>		
Level of the course (As per Annexure-I)	<b>Intermediate-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Comprehend the basic conceptual understanding of disasters. 2. Understand approaches of Disaster Management. 3. Differentiate between natural and Man Made disasters. 4. Build skills to respond to disaster. _____ 5*.		
Credits	Theory	Practical	Total
	<b>4</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>4</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>		<b>Time: 3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Disaster: Meaning and Nature, Concept of Hazard, Risk and Vulnerability, Types of Disaster: Natural Disaster, Flood, Cyclone, Earthquakes, And Landslides etc.	15
II	Man-made Disaster: Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures (Building and Bridge), War & Terrorism etc.	15
III	Disaster Management; (Concept & significance), Planning, Coordination, leadership and control, Pre-Disaster Preparation, Handling Disaster, Post-disaster – Damage and Needs Assessment.	15
IV	Institutional Framework of Disaster Management in India, Stakeholders in Disaster Management, National Management, Disaster Management Policy of India.	15
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> > <b>Theory</b> • Class Participation: <b>5</b> • Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> • Mid-Term Exam: <b>15</b> > <b>Practicum</b> • Class Participation: • Seminar/Demonstration/Viva-voce/Lab records etc.: • Mid-Term Exam:		End Term Examination: <b>70</b>

### Part C-Learning Resources

#### **Recommended Books/e-resources/LMS:**

1. Anu Kapur & others: *Disasters in India: Studies of Grim Reality*; 2005; Rawat Publishers, Jaipur; 283 pages.
2. Disaster Management Act 2005, Publisher: Govt. of India.
3. National Disaster Management Policy; 2009; Govt. of India.
4. Dr. Mrinalini Pandey: *Disaster Management*; Wiley India Pvt. Ltd.
5. Tushar Bhattacharya: *Disaster Science and Management*, 1st Edition; McGraw-Hill Education (India) Private Limited.

### **POOL OF MULTIDISCIPLINARY COURSES (MDC)**

Multidisciplinary courses are based on introductory knowledge in a subject. These courses are offered to students of other discipline than discipline of business administration/management.

<b>Course Type</b>	<b>Course Code</b>	<b>Nomenclature of course</b>	<b>Credits</b>	<b>Contact Hours/Week</b>	<b>Internal Marks</b>	<b>End Term Marks</b>	<b>Total Marks</b>	<b>Duration of Exam</b>
MDC-1	B23-BBA-105	Social Media Marketing	3	3	25	50	75	3 hrs.
MDC-2	B23-BBA-206	Entrepreneurship & Start-ups	3	3	25	50	75	3 hrs.
MDC-3	B23-BBA-306	Fundamentals of Investing	3	3	25	50	75	3 hrs.

<b>Part A - Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>I</b>		
Name of the Course	<b>Social Media Marketing</b>		
Course Code	<b>B23-BBA-105</b>		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>MDC-1</b>		
Level of the course (As per Annexure-I)	<b>Introductory-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the significance and challenges of social media marketing.</li> <li>2. Develop a comprehensive social media marketing strategy.</li> <li>3. Create and manage engaging social media content.</li> <li>4. Utilize social media advertising tools and analyze campaign performance.</li> </ol> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	<b>3</b>	<b>0</b>	<b>3</b>
Contact Hours/Week	<b>3</b>	<b>0</b>	<b>3</b>
Max. Marks: <b>75</b> Internal Assessment Marks: <b>25</b> End Term Exam Marks: <b>50</b>		Time: <b>3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 2.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 10 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Social Media Marketing: Meaning and significance in modern era; Impact of social media platforms- Facebook, LinkedIn, Twitter, Instagram, Pinterest, and YouTube on Marketing endeavours; Problems associated with Social Media Marketing.	12
II	Social Media Planning: Social media goals and objectives; Audience analysis; Developing social media marketing strategy; Social media control; Integrating marketing strategy with social media marketing strategy.	11
III	Social Media Content: Content Creation, Audience Engagement; Content Scheduling; Content Management and Control.	11
IV	Social Media Advertising and Analytics: Tools for social media Advertising; Planning and executing social media campaigns; An Overview of social media analytics tools.	11
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>05</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>07</b> ● Mid-Term Exam: <b>13</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>50</b>

<b>Part C-Learning Resources</b>
<b>Recommended Books/e-resources/LMS:</b> <ol style="list-style-type: none"><li>1. Sameer Deshpande, Philip Kotler, Nancy R. Lee; <i>Social Marketing in India</i>; Pearson Publication</li><li>2. Jason McDonald; <i>Social Media Marketing Workbook</i></li><li>3. Linda Coles; <i>Marketing with Social Media</i>; Pearson Publication</li><li>4. Dan Zarrella; <i>The Social Media Marketing Book</i>; Pearson Publication</li><li>5. Michael R. Solomon, Tracy Tuten; <i>Social Media Marketing</i>; Pearson Publication</li><li>6. Guy Kawasaki, Peg Fitzpatrick; <i>The Art of Social Media: Power Tips for Power Users</i>; Pearson Publication.</li></ol>



\*Applicable for courses having practical component.

<b>Part A - Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>II</b>		
Name of the Course	<b>Entrepreneurship &amp; Start-ups</b>		
Course Code	<b>B23-BBA-206</b>		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>MDC-2</b>		
Level of the course (As per Annexure-I)	<b>Introductory-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Understand the concept of Entrepreneur and Entrepreneurship. 2. Role of Institutions in promotion of Entrepreneurship culture. 3. Government Support for the startups. 4. Various stakeholders involved in a startup. <hr/> 5*.		
Credits	Theory	Practical	Total
	<b>3</b>	<b>0</b>	<b>3</b>
Contact Hours/Week	<b>3</b>	<b>0</b>	<b>3</b>
Max. Marks: <b>75</b> Internal Assessment Marks: <b>25</b> End Term Exam Marks: <b>50</b>		<b>Time: 3 Hours</b>	



<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 2.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 10 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Entrepreneurship: Meaning and Significance, Relationship between Entrepreneurship Development and Economic Development, Qualities of entrepreneurs and Entrepreneurial Competencies, Types of Entrepreneurs.	12
II	Entrepreneurial support system; Family Business and their contribution to Entrepreneurship Role of Educational Institutions in promoting the Entrepreneurship culture	11
III	Role of Government, Promotional Agencies and Institutions in Entrepreneurship Development, Incentives and Various Financial Schemes available for Entrepreneurs.	11
IV	Opportunity Identification process; Business plan, Start-Up India Initiative Major Players/stakeholders in Startup Ecosystem – Mentors, Incubators, Investors, Accelerators, Government Bodies.	11
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>05</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>07</b> ● Mid-Term Exam: <b>13</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>50</b>

Part C-Learning Resources
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<b>Recommended Books/e-resources/LMS:</b>
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|---|
| <ol style="list-style-type: none"><li>1. Kumar, Arya (2012); <i>Entrepreneurship</i>, Pearson, New Delhi.</li><li>2. Shukla, MB, (2011), <i>Entrepreneurship and Small Business Management</i>, Kitab Mahal, Allahabad.</li><li>3. Sahay A., A. Nirjar (2006), <i>Entrepreneurship: Education, Theory and Practice</i>, Excel Books, New Delhi.</li><li>4. Panda S.C. (2008) <i>Entrepreneurship Development</i>. Anmol Publications.</li></ol> |
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\*Applicable for courses having practical component.

<b>Part A - Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>II</b>		
Name of the Course	<b>Fundamentals of Investing</b>		
Course Code	<b>B23-BBA-306</b>		
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>MDC-3</b>		
Level of the course (As per Annexure-I)	<b>Intermediate-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand different investment avenues and their characteristics.</li> <li>2. Gain knowledge about the functioning of the Indian Securities Market and the role of SEBI.</li> <li>3. Analyze the relationship between returns and risks in financial investments.</li> <li>4. Recognize the significance of depositories in securities transactions and investor protection measures.</li> </ol> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	<b>3</b>	<b>0</b>	<b>3</b>
Contact Hours/Week	<b>3</b>	<b>0</b>	<b>3</b>
Max. Marks: <b>75</b> Internal Assessment Marks: <b>25</b> End Term Exam Marks: <b>50</b>		Time: <b>3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 2.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 10 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Investment avenues-money market and capital market instruments, Investment process, Objectives of investment.	12
II	Indian Securities Market, Process of investing through stock exchange, Stock Market Indices, NEAT System, BOLT System, Role of SEBI.	11
III	Returns and Risks in financial investment, Fixed-Income Securities and variable income securities, Bonds and Mutual funds and role of AMFI.	11
IV	Role of Depositories in India, Investor Protection in India, Rights and Duties of Investors.	11
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>05</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>07</b> ● Mid-Term Exam: <b>13</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>50</b>

Part C-Learning Resources
<p><b>Recommended Books/e-resources/LMS:</b></p> <ol style="list-style-type: none"><li>1. Vanita Tripathi; <i>Fundamentals of Investments</i>; Taxmann Publication.</li><li>2. M. Madan Mohan, S. Brinda, V. Ravi; <i>Investment Management</i>; Himalaya Publication House.</li><li>3. Rajiv Srivastava; <i>Investment Management</i>; Wiley Publication.</li><li>4. R. B. Maheshwari; <i>Investment Management</i>; Sahitya Bhawan</li><li>5. R. P. Rustagi, <i>Investment Management: Theory and Practice</i>; Sultan Chand &amp; Sons.</li></ol>



\*Applicable for courses having practical component.

**POOL OF SKILL ENHANCEMENT COURSES (SEC)**

Course Type	Course Code	Nomenclature of course	Credits	Contact Hours/Week	Internal Marks	End Term Marks	Total Marks	Duration of Exam
SEC-2	B23-SEC-212	Integrated Marketing Communications	3	3	25	50	75	3 hrs.
SEC-2	B23-SEC-214	Business Communication	3	3	25	50	75	3 hrs.

<b>Part A - Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>II</b>		
Name of the Course	<b>Integrated Marketing Communication</b>		
Course Code	<b>B23-SEC-212</b>		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>SEC-2</b>		
Level of the course (As per Annexure-I)	<b>Foundation-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1 To define various terms associated with the field of integrated marketing communication.</li> <li>2. To explain the components of integrated marketing communication.</li> <li>3. To distinguish the utility of various promotional tools.</li> <li>4. To evaluate the effectiveness of marketing communication strategy.</li> </ol> <p>5*.</p>		
Credits	Theory	Practical	Total
	<b>3</b>	<b>0</b>	<b>3</b>
Contact Hours/Week	<b>3</b>	<b>0</b>	<b>3</b>
Max. Marks: <b>75</b> Internal Assessment Marks: <b>25</b> End Term Exam Marks: <b>50</b>		<b>Time: 3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 2.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 10 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Introduction – Concept of Marketing Communication, Marketing communication mix, Factor affecting marketing communication mix, Drivers of integrated marketing mix	12
II	Managing the Marketing Communication Process – Analysis of promotional opportunities, Concepts of segmentation and target marketing, Promotional strategy of formulation and competitive positioning.	11
III	Advertising and Media Planning – Advertising plan, creative strategy, Advertising appeal, Creative formats, Stages of creative strategy – Idea generation, copy writing, layout, copy testing and diagnosis	11
IV	Wider Issues and Dimensions – Sales promotions, Personal selling, direct marketing, Public relations, Publicity and corporate advertising, Unconventional promotional media.	11
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>05</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>07</b> ● Mid-Term Exam: <b>13</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>50</b>



### **Part C-Learning Resources**

#### **Recommended Books/e-resources/LMS:**

1. Blakeman, R. Integrated Marketing Communication: Creative Strategy from Idea to Implementation, Rowman & Littlefield
2. Dutta, K., Integrated Marketing Communication, Oxford Higher Education
3. Belch, G. E., Belch, M. A. and Purani, K., Advertising and Promotion, McGraw Hill Education.

<b>Part A – Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>II</b>		
Name of the Course	<b>Business Communication</b>		
Course Code	<b>B23-SEC-214</b>		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>SEC-2</b>		
Level of the course (As per Annexure-I)	<b>Foundation-Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. To define and outline all four business communication skills i.e. reading, writing, speaking and listening</li> <li>2. To apply and demonstrate the gathered knowledge about the business communication regarding both inter and intra organizational situations</li> <li>3. To distinguish and examine the necessary techniques and skills that help them in communicating effectively for handling organizational issues.</li> <li>4. To design and develop their methods and ways in transmitting information within and outside the organizations in the most effective manner.</li> <li>5*.</li> </ol>		
Credits	Theory	Practical	Total
	<b>3</b>	<b>0</b>	<b>3</b>
Contact Hours/Week	<b>3</b>	<b>0</b>	<b>3</b>
Max. Marks: <b>75</b> Internal Assessment Marks: <b>25</b> End Term Exam Marks: <b>50</b>		<b>Time: 3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 2.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 10 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Introduction to the Communication: Meaning, Nature, scope and Process of communication, Importance of Effective Business Communication, Objectives of Business Communication, Types/Pattern of Business Communication; Media/Channels of Business Communication; Barriers to Business Communication.	12
II	Written Communication- (a) Business Letter Writing, (b) Business Report Writing: Importance, Need, Types, Techniques, Language, Structure, Planning and Drafting Written Communication; Preparing Official Communication, Circular, Notification, Amendment, Press Communiqué, DO letter, Telegram.	11
III	Oral Communication: Interviewing-Art of effective interviewing, Types of Interviewing, Techniques of Interviewing, Qualities of Interviewer and Interviewee, Planning of Interviewing, Process of Interviewing. Communicating within groups.	11
IV	Audio visual Communication: Role of Audio-Visual Communication, Channels of Audio-Visual Communication, Importance of Body language in non-verbal communication; Role of Public Relation in Business Communication	11
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>05</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>07</b> ● Mid-Term Exam: <b>13</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>50</b>

### **Part C-Learning Resources**

#### **Recommended Books/e-resources/LMS:**

1. Murty, C.V.S., Rai, Urmila and S.M. Rai, Business Communication, Himalaya Publishing House, Mumbai.
2. Koneru, Arun, Professional Communication, Tata McGraw Hill, New Delhi.
3. Monipally, M.M., Business Communication Strategies, Tata McGraw Hill, New Delhi.

**POOL OF VALUE ADDED COURSES (VAC)**

Course Type	Course Code	Nomenclature of course	Credits	Contact Hours/Week	Internal Marks	End Term Marks	Total Marks	Duration of Exam
VAC-4	B23-VAC-401	Business Ethics	2	2	15	35	50	3 hrs.
VAC-4	B23-VAC-414	Logistic Management	2	2	15	35	50	3 hrs.
VAC-4	B23-VAC-417	E-Commerce	2	2	15	35	50	3 hrs.

<b>Part A – Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>IV</b>		
Name of the Course	<b>Business Ethics</b>		
Course Code	<b>B23-VAC-401</b>		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>VAC-4</b>		
Level of the course (As per Annexure-I)	<b>Intermediate</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> <li>1. To Identify and apply ethical principles to human decision typical of business as a result of reading course texts and participating in lecture presentation and class discussion.</li> <li>2. To Enhance analytical skill of ethical position taken on these matters and formulate morale defenses of decisions by completing course activities.</li> <li>3. To Embrace value system in decision making.</li> <li>4. To Recognize organizational challenges to ethical behavior and ethical dilemma resolution process.</li> </ol> <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	<b>2</b>	<b>0</b>	<b>2</b>
Contact Hours/Week	<b>2</b>	<b>0</b>	<b>2</b>
Max. Marks: <b>50</b> Internal Assessment Marks: <b>15</b> End Term Exam Marks: <b>35</b>		<b>Time: 3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 1.75 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 7 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Introduction to Business Ethics: An Overview, Ethics and Morals, Need for Business Ethics, Types of Ethics, Benefits of Business Ethics, Principles of Business Ethics, Factors affecting Business Ethics	8
II	Organisational Ethics: Introduction, Ethical Corporate Behaviour, Development of Ethical Corporate behaviour, Ethical Leadership; Concept of Morals, Values; Moral issues in business; Ethical Dilemmas in Organisation	8
III	Workplace Ethics: Introduction, Factors affecting Ethical Behavior at work; Ethical Issue: Business Relationships, Conflicts of Interest, Fairness and Honesty, Communications, Discrimination, Harassment; Role of Business Ethics in building a good society.	7
IV	Ethical Issues in the Functional Area-Ethics in Marketing, Finance, HR, Production and Information Technology; Gender Ethics.	7
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>4</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>4</b> ● Mid-Term Exam: <b>7</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>35</b>

### Part C-Learning Resources

#### **Recommended Books/e-resources/LMS:**

1. Sharma Subash; *New Mantras in Corporate Corridors*; New age International Publishers.
2. Sadri S., Jayashree; *Business Ethics and Corporate Governance (towards excellence and sustainability)*; Himalaya Publishing House.
3. Manuel G Velasquez; *Business ethics - concepts and cases*; Pearsons.
4. Chakraborty S.K.; *Management by Values*; Oxford. R. Subramanian; *Professional Ethics*; OXFORD.
5. Jayashree S. Sadri S. and Dastoor D.S.; *Theory and Practice of Managerial Ethics*; Jaico.



<b>Part A – Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>IV</b>		
Name of the Course	<b>Logistic Management</b>		
Course Code	<b>B23-VAC-414</b>		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>VAC-4</b>		
Level of the course (As per Annexure-I)	<b>Intermediate Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. To give insight about logistic management.</li> <li>2. To outline key logistic management concepts and its application to market.</li> <li>3. To analyse and examine the implementation of logistic management concepts and strategy to firms.</li> <li>4. To attain organisational goals using logistic management techniques in proper way.</li> <li>5*.</li> </ol>		
Credits	Theory	Practical	Total
	<b>2</b>	<b>0</b>	<b>2</b>
Contact Hours/Week	<b>2</b>	<b>0</b>	<b>2</b>
Max. Marks: <b>50</b> Internal Assessment Marks: <b>15</b> End Term Exam Marks: <b>35</b>		<b>Time: 3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 1.75 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 7 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Introduction of Logistic Management: Definition, Objectives, Components, Significance, Role of Logistic Management, Use of IT in Logistic, Logistics Management: Logistical operation, Integration, Logistical performance cycle, Customer service global logistics, Logistical resources (Information & Forecasting)	8
II	Warehouse and Transport Management: Concept of strategic storage, Warehouse functionality, Warehouse operating, Material handling and packaging in warehouse, Types of Warehouses, Transportation management, Transport functionality and principles, Transport Infrastructure, Transport decision making	8
III	Wider Issues and Dimensions – Sales promotions, Personal selling, Direct marketing, Public relations, Publicity and corporate advertising, unconventional promotional media.	7
IV	Inventory Management: Introduction, Basic Concepts of Inventory, Classification of Inventory, Concept of EOQ (Including examples), Material planning and Controlling Techniques (ABC Analysis, FSN, VED, HML Analysis)	7
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>4</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>4</b> ● Mid-Term Exam: <b>7</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>35</b>

<b>Part C-Learning Resources</b>
<b>Recommended Books/e-resources/LMS:</b>
<ol style="list-style-type: none"><li>4. Stern, Louis W. Adel, I.E.L. – Ansary, Annee T. Coughlan: Marketing Channels, Prentice Hall, New Delhi.</li><li>5. Ballu, Ronald H, Business Logistics Management, Englewood Cliffs, New York, Prentice Hall Inc.</li><li>6. Martin, Christopher and Gordon Wills: Marketing Logistics and Distribution Management</li><li>7. Khanna, K.K. Physical Distribution Management, Himalaya Publishing House, New Delhi.</li><li>8. Lambert, D. et. al., Strategic Logistics Management, Tata McGraw Hill, New Delhi.</li></ol>

<b>Part A – Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>IV</b>		
Name of the Course	<b>E-Commerce</b>		
Course Code	<b>B23-VAC-417</b>		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>VAC-4</b>		
Level of the course (As per Annexure-I)	<b>Intermediate Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. To describe the foundation and importance of E - Commerce.</li> <li>2. To compare the different electronic payment system.</li> <li>3. To create business model and strategy for online business.</li> <li>4. To select the infrastructure for E-Commerce.</li> <li>5*.</li> </ol>		
Credits	Theory	Practical	Total
	<b>2</b>	<b>0</b>	<b>2</b>
Contact Hours	<b>2</b>	<b>0</b>	<b>2</b>
Max. Marks: <b>50</b> Internal Assessment Marks: <b>15</b> End Term Exam Marks: <b>35</b>		<b>Time: 3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 1.75 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 7 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Introduction – Meaning, Nature, Concepts, Advantages and reasons for transacting online, Categories of e-commerce; Planning Online Business: nature and dynamics of the internet, pure online vs. brick and click business.	8
II	Technology for Online Business – internet, IT infrastructure; middleware contents: text and integrating e-business applications; mechanism of making payment through internet: online payment mechanism, electronic payment systems, payment gateways.	8
III	Applications in e-commerce – e-commerce applications in manufacturing, wholesale, retail and service sector.	7
IV	Virtual Existence – Concepts, working, advantages and pitfalls of virtual organizations, Security in e-commerce: digital signatures, network security, data encryption secret keys, data encryption.	7
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>4</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>4</b> ● Mid-Term Exam: <b>7</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>35</b>

### **Part C-Learning Resources**

#### **Recommended Books/e-resources/LMS:**

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

### **POOL OF VOCATIONAL COURSES (VOC)**

Course Type	Course Code	Nomenclature of course	Credits	Contact Hours/Week	Internal Marks	End Term Marks	Total Marks	Duration of Exam
VOC-3	B23-VOC-319	Event Management	4	4	30	70	100	3 hrs.
VOC-3	B23-VOC-326	Security Analysis and Portfolio Management	4	4	30	70	100	3 hrs.

<b>Part A – Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>VI</b>		
Name of the Course	<b>Event Management</b>		
Course Code	<b>B23-VOC-319</b>		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>VOC-3</b>		
Level of the course (As per Annexure-I)	<b>Intermediate Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. To give insight about event management.</li> <li>2. To outline key event management concepts and its application to market.</li> <li>3. To analyse and examine the implementation of event management concepts and strategy to firms.</li> <li>4. Attainment of organisational goals using event management techniques in proper way.</li> <li>5*.</li> </ol>		
Credits	Theory	Practical	Total
	<b>4</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>4</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>		<b>Time: 3 Hours</b>	



<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	Event Planning and Control : Introduction to event planning and management, Event Production, Role of event planner and qualities of good planner, Importance of organising events and its components, Techniques, Selection, Coordination, Creativity, Designing, Marketing, sponsorship, Production of special corporate and sports events	15
II	Legal Aspects of Business: Introduction to legal components of event management, Relevant Legislation, Contract Agreement Act, Company and Business Law, Sales Act, Indian Partnership Act, Negotiable Instrument Act.	15
III	IT in Event Management: Hardware and Software, Data Processing System, Input-Output devices, Storage devices, Word processing software such as Microsoft Word processing- Level -1 Micro Computer operation and operating environment, Creating and Editing Documents, Formatting, Saving, Retrieving and Printing Text, Profiling Documents and Spreadsheet programs such as Excel.	15
IV	Event Marketing: Marketing Concept, Marketing Mix, Marketing Planning, Marketing Budget, Merchandising, Marketing Control, Brand Promotion and Catchment Area	15
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b> ➤ <b>Practicum</b> ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam:		End Term Examination: <b>70</b>

<b>Part C-Learning Resources</b>
<b>Recommended Books/e-resources/LMS:</b>  9. Shone, Anton and Bryn Parry, Successful Event Management, Cengage Learning India Pvt. Ltd, New Delhi 10. Gaur, S.S. and Saggere, S.V., Event Marketing Management 11. Panwar, J.S., Marketing in the New Era, Sage Publications, 1998

<b>Part A – Introduction</b>			
Subject	<b>Business Administration</b>		
Semester	<b>VI</b>		
Name of the Course	<b>Security Analysis and Portfolio Management</b>		
Course Code	<b>B23-VOC-326</b>		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>VOC-3</b>		
Level of the course (As per Annexure-I)	<b>Intermediate Level</b>		
Pre-requisite for the course (if any)	<b>None</b>		
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1 To demonstrate the processes of calculating risk and return of financial assets. 2. To appraise the processes of doing fundamental and technical analysis. 3. To define the concepts and terminologies of portfolio management. 4. To summarise the theories underlying portfolio management. 5*.		
Credits	Theory	Practical	Total
	<b>4</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>4</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>		<b>Time: 3 Hours</b>	

<b>Part B- Contents of the Course</b>		
<p style="text-align: center;"><b><u>Instructions for Paper- Setter</u></b></p> <p>The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions (<i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.</p>		
<b>Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
I	The Investment Environment - Meaning and objective of investment, investment vs. gambling and speculation, investment alternatives, investment process, concept of return and risk.	15
II	Security Analysis – Fundamental analysis: economic analysis, industry analysis and company analysis. Technical analysis: assumptions Dow theory, chart patterns, moving averages and market indicators. Efficient market theory: weak form hypothesis, semi-strong form hypothesis and strong form hypothesis.	15
III	Introduction to Portfolio Management: Meaning, need, and objective of portfolio management, the process of portfolio management, determination of risk & return of a portfolio, risk analysis tools.	15
IV	Theories of portfolio selection and management- Markowitz portfolio theory: optimal portfolio, meaning and construction of efficient frontier, investors’ utility; CAPM: capital asset pricing model, risk-free and risky lending and borrowing.	15
V*		
<b>Suggested Evaluation Methods</b>		
<b>Internal Assessment:</b> <ul style="list-style-type: none"> <li>➤ <b>Theory</b> <ul style="list-style-type: none"> <li>● Class Participation: <b>5</b></li> <li>● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b></li> <li>● Mid-Term Exam: <b>15</b></li> </ul> </li> <li>➤ <b>Practicum</b> <ul style="list-style-type: none"> <li>● Class Participation:</li> <li>● Seminar/Demonstration/Viva-voce/Lab records etc.:</li> <li>● Mid-Term Exam:</li> </ul> </li> </ul>		<b>End Term Examination: 70</b>

<b>Part C-Learning Resources</b>
<b>Recommended Books/e-resources/LMS:</b> <ol style="list-style-type: none"><li>1. Pandian, Security Analysis and Portfolio Management, Vikas Publishing House, New Delhi.</li><li>2. Reilly, Frank K. And Brown, Keith C., Investment Analysis and Portfolio Management, South-Western Cengage Learning India Pvt. Ltd.</li><li>3. Bodie, Z., Kane, A. and Marcus, A., Investments, McGraw-Hill.</li><li>4. Fischer, Donald E. and Jordan, Ronald J., Security Analysis and Portfolio Management, Prentice Hall of India.</li></ol>