

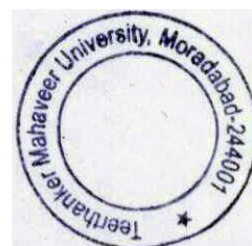
# **Study & Evaluation Scheme Of Bachelor of Business Administration (BBA)**

*{Specialization in International Business and Entrepreneurship Development}*

**In collaboration with U.R. Services Pvt. Ltd**

**[Applicable w.e.f. Academic Session 2020-21 till revised]**

*[As per CBCS guidelines of UGC]*



**TEERTHANKER MAHAVEER UNIVERSITY**

**N.H.-24, Delhi Road, Moradabad, Uttar Pradesh-244001**

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**TEERTHANKER MAHAVEER UNIVERSITY**  
(Established under Govt. of U.P. Act No. 30, 2008)  
**Delhi Road, Bagarpur, Moradabad (U.P.)**

<b>Study &amp; Evaluation Scheme</b>	
<b>SUMMARY</b>	
<b>Programme</b>	<b>Bachelor of Business Administration (BBA(IB&amp;ED)-IB&amp;ED )</b> (Specialization in International Business and Entrepreneurship Development)
<b>Duration</b>	Three Years full time (Six Semesters)
<b>Medium</b>	English
<b>Minimum Required Attendance</b>	75%
<b>Credits</b>	
<b>Maximum Credits</b>	142
<b>Minimum Credits Required for Degree</b>	134
<b>Maximum duration for completion of program</b>	N +2 years, ( N refers to number of years of the program)

Assessment:					
Evaluation			Internal	External	Total
Theory			40	60	100
Practical/ Dissertations/ Project Reports			50	50	100
Class Test-1	Class Test-2	Class Test-3	Assignment(s)	Attendance	Total
Best two out of three					
10	10	10	10	10	40
Duration of Examination			External	Internal	
			3 Hours	1.5 Hours	

*To qualify the course a student is required to secure a minimum of 45% marks in aggregate including the semester end examination and teachers continuous evaluation.(i.e. both internal and external).A candidate who secures less than 45% of marks in a course shall be deemed to have failed in that course. The student should have at least 45% marks in aggregate to clear the semester.*

<b>Question Paper Structure</b>	
<b>1</b>	<i>The question paper shall consist of six questions. Out of which first question shall be of short answer type (approximately 50 words) and will be compulsory. Question no. 2 to 6 (from Unit-I to V) shall have explanatory answers (approximately 350 to 400 words) along with having an internal choice within each unit.</i>
<b>2</b>	<i>Question No. 1 shall contain 8 parts from all units of the syllabus with at least one question from each unit and students shall have to answer any five, each part will carry 2 marks.</i>

3	<i>The remaining five questions shall have internal choice from within each unit; each question will carry 10 marks.</i>
<b>IMPORTANT NOTES:</b>	
1	<i>The purpose of examination will be to assess the Course Outcomes (CO) that will ultimately lead to assessment of attainment of Programme Specific Outcomes (PSO). A question paper must assess the following aspects of learning: Remembering, Understanding, Applying, Analyzing, and Evaluating &amp; Creating (reference to Bloom's Taxonomy).</i>
2	<i>Case Study is essential in every question paper (wherever it is being taught as a part of pedagogy) for evaluating higher-order learning. Not all the courses might have case teaching method used as pedagogy.</i>
3	<i>There shall be continuous evaluation of the student and there will be a provision of fortnight progress report.</i>

## **Program Structure- BBA (IB &ED-International Business and Entrepreneurship Development)**

### **A. Introduction:**

BBA (International Business and Entrepreneur Development) course enables students the understanding of planning, organizing, and controlling the operations for the corporate in International Sector. It will provide advantage to students to develop understanding of foreign trade and its importance in Indian economic context and it facilitates in learning about the multilateral agencies or international business bodies and their role in the foreign trade.

It aims to bring out the best of students to overcome their weaknesses and shape them according to industry requirements thereby acting as 'employability enablers'. With specialized delivery methodology and unique pedagogy, the program facilitates every student to acquire knowledge and be able to apply it in 'real life' situations, thus enhancing their skill sets in tune with **International Business Environment**.

Students successfully completing this program will not only be able get hands-on exposure with various industries and their professionals but will also be able to develop and hone their skills matching with the present industry requirements.

There exists a substantial gap between industry requirements and academia at present and, therefore, the BBA (International Business and Entrepreneur Development Program) is specifically designed so that this gap could be reduced to the minimum possible. The program focuses to develop student's knowledge, skills and attitude (also known as KSA) in accordance with industry norms and practices. High-quality management education is essential for the digital age and using technology is powerful way to enhance changing requirements of the corporate, business enterprises and society. BBA (International Business and Entrepreneurship) students should be equipped to work across time zones, languages, and cultures. Employability, innovation, theory to practice connectedness is the central focus of **BBA (International**

**Business and Entrepreneurship**) curriculum. The curriculum is designed as such the students can gain an in-depth mastery of the academic disciplines and applied functional areas necessary to meet the requirements of business enterprises and the industry. With changing times, the industry and market also witness a shift in trends in specific industries or sectors and their respective demands. In recent past, there has been a high demand of “Make in India” concept under which special impetus is given upon Entrepreneurial Development; hence there lies a great multi-dimensional scope in combination with International Business as a part of career building. The students will also have an edge in terms of placement opportunities being available to them if they are being trained as professionals for our BBA International Business and Entrepreneur Development Program in order to meet out the high demand in the near future.

Under present century, everyone wants to own his/her own firm. Hence, choosing **BBA in (International Business and Entrepreneurship Development)** is the best choice to go for. It also facilitates in securing an administrative position in International divisions.

Since the last 20 years, we have witnessed a leap in the International Business practices. Liberalization has offered new layers of International Business or International Trade, for its high probable market. Although, the Indian Foreign Trade contributes only 1.5% of the World Trade, but the diversity is significant. Taking this into account this course is aimed to provide overview of International Business and Entrepreneurial Skills to be imbibed to have a broad spectrum of growth in terms of becoming an entrepreneur or a corporate professional.

There is an acute need of professionals in the International Business Sector. Be it a Services industry or services everywhere International Business is crucial and pervasive. Seeking upon the dynamic spectrum of market economy it is the need of the hour to have skilled professionals who can take up the Industry with evolving Market spectrum across the world. Hence undertaking BBA (International Business and Entrepreneurial Development) will definitely give a unique opportunity to the student to avail of the benefits of the growing demand of the industry and to match with it. With the aim of providing our students a hands-on practical knowledge of the sector the institute has tied up with United Resourcing Services P Ltd. (Industry Interface Partner), i.e., the **BBA (International Business and Entrepreneurship)** degree will be in collaboration with UR Services. The curriculum is designed as such so that the students can gain an in-depth mastery of the academic discipline with Corporate Training of Industry Modules in every semester of the program to meet the requirements of the industry, whereas, they will go through the general concepts and applied functional areas necessary to meet the requirements of a business enterprise in general in their Semesters with Corporate training Integration. It is mandatory for all students to visit on different industries and companies at the domestic level.

Our **BBA (International Business and Entrepreneurship Development)** program will prepare students to:

- Industry ready as per latest trends
- Apply knowledge to evaluate and manage an effective Corporate Culture.
- Plan end – to - end of Knowledge-Services-Design & its execution in a single framework.
- Align the management of an enterprise belonging to International Business sector with corporate goals and strategies.
- Analyze and improve Corporate Culture.

Career opportunities present in BBA (International Business and Entrepreneurship Development) degree will include:

- Finance and Banking Sector
- Foreign Exchange Department
- Marketing Management
- Marketing and Sales Management
- Buying House
- Import/Export Merchandiser
- International Marketing Research
- International Sales and Development Department
- Import/ Export Logistics Management
- Data Management/ Export & Import documentation
- Start New Business setup

The curriculum is designed so as to give students an in-depth knowledge of the academic disciplines and applied functional areas necessary to meet the requirements of business enterprises and the industry. We lay emphasis on the following courses balanced with core and elective courses: The curriculum of **BBA (International Business and Entrepreneurship Development)** program emphasizes an intensive, flexible management education with 142 credits. The program structure and credits for **BBA (IB&ED)** are finalized based on the stakeholders' needs and general structure of the program. Minimum number of class room contact teaching credits for the **BBA (IB&ED)** program will be 142 credits (one credit equals 10 hours).

<b>BBA(IB&amp;ED) Three-Year (6-Semester) CBCS Programme</b>				
<b>Basic Structure: Distribution of Courses</b>				
<b>S.No.</b>	<b>Types of Course</b>	<b>Credit</b>	<b>Hours</b>	<b>Total Credit</b>
1	Core Course (CC)	4	14 courses- 4 Hrs / week / course , Total Hours 56	14x4=56
2	Ability-Enhancement Compulsory Course (AECC)	4	7 courses of 4 Hrs / week / course , Total Hours 28	7x4=28
3	Generic Elective (GE)	4	3 courses 4 Hrs / week / course , Total Hours 12	3x4=12
4	Open Elective	4	2 courses 4 Hrs / week / course , Total Hours 08	2x4=8
5	Skill-Enhancement Elective Course (SEC)	4	2 course of 4 Hrs / week / course , Total Hours 08	2x4=8
6	Discipline Specific Elective (DSE)	3	4 courses 3 Hrs / week / course , Total Hours 12	4x3=12
7	Viva-Voce (VV)	4	3 course 8 Hrs / week / course , Total Hours 24 1 course 12 Hrs / week / course , Total Hours 12	3x4=12 1x6=06
8	Value Added Audit Course (VAC)	0	2 courses of 3 Hrs / week / course , Total Hours 06	2x0=0
	<b>Total Credits</b>			<b>142</b>

## **B. Choice Based Credit System (CBCS)**

Choice Based Credit System (CBCS) is a versatile and flexible option for each student to achieve their target number of credits as specified by the UGC and adopted by our University. The following is the course module designed for the **BBA (IB&ED) program**:

**Core Course (CC):** Core courses of **BBA (IB&ED)** program will provide a holistic approach to management education, giving students both an overview of the field, and a basis to build, and specialize upon. These core courses are the strong foundation to establish management knowledge and provide broad multi-disciplined knowledge that can be further be studied in depth during the elective phase. The core courses will provide students with more than just practical knowledge, case-based lessons and collaborative learning models, train students to analyze, decide, and lead-rather than merely know-while creating a common student experience that can foster a deep understanding, develop decision-making ability and contribute to the business and community at large. A wide range of core courses provide groundwork in the basic commerce disciplines: Accounting, finance, taxation, statistics, etc. The integrated foundation is important for students because it will not only allow them to build upon existing skills, but they could also explore career options in a range of industries, and expand their understanding of various management fields. This program offered 13 core courses of 4 credits each.

**Ability Enhancement Compulsory Course (AECC):** As per the guidelines of Choice Based Credit System (CBCS) for all Universities, including the private universities, the Ability Enhancement Compulsory Course (AECC) is a course designed to develop the ability of students in communication (especially English) and other related subjects where they might find it difficult to communicate at a higher level in their prospective job at a later stage due to lack of practice and exposure in the language, etc. Students are motivated to learn the theory, fundamentals and tools of communication which can help them develop and sustain in the corporate environment and culture. This program offered 7 AEC courses of 4 credits each.

**Open Elective (OEC):** Student has to choose open elective course from the list of open electives list provided by the University. This program offered 2 OE courses of 4 credits each.

**Generic Elective Course (GEC):** Generic Elective is an interdisciplinary additional course. The score of Generic Elective is counted in your overall CGPI under Choice Based Credit System (CBCS). This program offered 3 GE courses of 4 credits each.

**Skill Enhancement Course (SEC):** These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge. This program offered 2 SE courses of 4 credits each.

**Discipline Specific Elective Course (DSEC):** The discipline specific elective courses are chosen to make students specialist or having specialized knowledge of a specific domain International Business and Entrepreneurship Development. It will be covered in fifth semester of third year of the program. Each DSEC will carry 3 credits.

**Viva Voce (VV):** The viva- voce courses are chosen to make students have a clear and specific knowledge regarding their particular subjects and the type of projects they have undergone during their respective semesters.

**C. Programme Specific Outcomes (POs/PSOs)**

The learning and abilities or skills that a student would have developed by the end of three-year **BBA (IB&ED) program** are:

<b>Programme Outcomes</b>	
PO:1	<b>Critical Thinking Skills:</b> Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.
PO:2	<b>Communication Skills:</b> Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.
PO:3	<b>Technology Skills:</b> Students are competent in the uses of technology modern organizational operations.
PO:4	<b>Entrepreneurship and Innovation:</b> Students will demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
PO:5	<b>Business Knowledge:</b> Students demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.
PO:6	<b>Social Interaction:</b> Elicit views of others, mediate disagreements and help reach conclusions in group settings.
PO:7	<b>Environment and Sustainability:</b> Understand the issues of environmental contexts and sustainable development
PO:8	<b>Self-directed and Life-long Learning:</b> Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

<b>S.No.</b>	<b>Program Specific Outcomes</b>
PSO:1	<b>Understanding</b> of business and management concepts, theories, tools, techniques and principles.
PSO:2	<b>Analyzing</b> the business problems and situation, applying the cross-functional business knowledge and technologies in solving real-world business problems.
PSO:3	<b>Evaluating</b> the techniques and tools to applying in different business.
PSO:4	Applying the facts and rules for problem-solving skills to solve real world problems related to business and management.



**D. Pedagogy & Unique practices adopted:** “Pedagogy is the method and practice of teaching, especially for teaching an academic subject or theoretical concept”. In addition to conventional time-tested lecture method, the institute will **emphasize on experiential learning**.

1. **Bridge Courses:** At the start of the **BBA (IB&ED)** program, college will organize Orientation Program for the enrolled students. Along with the Orientation Program i.e. before commencement of the First semester, students (on the basis of student’s previous studies and background) will undergo Bridge Courses in Accounting & Statistics. The Course on Accounting serves the purpose of securing a footing for students with a non-accounting background and introduces them to the basic building blocks of accounting. Students with an accounting background are enabled to strengthen their basics. The course on Statistics is designed to prepare students for high-level performance in different courses requiring Quantitative applications and analytical skills.
2. **(Experiential Learning:** Student will be imparted education with an objective of learning through experiences with the help of tools viz. Cases, Role Play – Simulation, Video Based Learning (VBL) & Learning through Movies (LTM), Field/Live Projects, Industrial Visits, Special Guest Lectures (SGL)& Extra & Student Development Programs SDP).
3. **Case Based Learning:** Case based learning enhances student skills at delineating the critical decision dilemmas faced by organizations, helps in applying concepts, principles and analytical skills to solve the delineated problems and develops effective templates for business problem solving. Case method of teaching is used as a critical learning tool for effective learning and we encourage it to the fullest. We make it compulsory to teach at least one case study in each unit of every course in BBA program.
4. **Role Play & Simulation:** Role-play and simulation are forms of experiential learning. Learners take on different roles, assuming a profile of a character or personality, and interact and participate in diverse and complex learning settings. Role-play and simulation function as learning tools for teams and groups or individuals as they "play" online or face-to-face. They alter the power ratios in teaching and learning relationships between students and educators, as students learn through their explorations and the viewpoints of the character or personality they are articulating in the environment. This student-centered space can enable learner-oriented assessment, where the design of the task is created for active student learning. Therefore, role-play & simulation exercises such as virtual share trading, marketing simulation etc. are being promoted for the practical-based experiential learning of our students.
5. **Video Based Learning (VBL) & Learning through Movies (LTM):** These days technology has taken a front seat and classrooms are well equipped with equipment and gadgets. Video-based learning has become an indispensable part of learning. Similarly, students can learn various concepts through movies. In fact, many teachers give examples from movies during their discourses. Making students learn few important theoretical concepts through VBL & LTM is a good idea and method. The learning becomes really interesting and easy as videos add life to concepts and make the learning engaging and effective. Therefore, our institute is promoting VBL & LTM, wherever possible.



6. **Field/Live Projects:** The students, who take up experiential projects in companies, where senior executives with a stake in teaching guide them, drive the learning. All students are encouraged to do some live project other their regular classes.
7. **Industrial Visits:** Industrial visit are essential to give students hand-on exposure and experience of how things and processes work in industries. Our institute organizes such visits to enhance students' exposure to practical learning and work out for a report of such a visit relating to their specific topic, course or even domain.
8. **MOOCS:** Students may earn credit by qualifying any MOOC course of his specialization from NPTEL or SWAYAM portal
9. **Special Guest Lectures (SGL) & Extra:** Some topics/concepts need extra attention and efforts as they either may be high in difficulty level or requires experts from specific industry/domain to make things/concepts clear for a better understanding from the perspective of the industry. Hence, to cater to the present needs of industry we organize such lectures, as part of lecture-series and invite prominent personalities from academia and industry from time to time to deliver their vital inputs and insights.
10. **Student Development Programs (SDP):** Harnessing and developing the right talent for the right industry an overall development of a student is required. Apart from the curriculum teaching various student development programs (training programs) relating to soft skills, interview skills, SAP, Advanced excel training etc. that may be required as per the need of the student and industry trends, are conducted across the whole program. Participation in such programs is solicited through volunteering and consensus.
11. **Industry Focused programmes:** Establishing collaborations with various industry partners to deliver the programme on sharing basis. The specific courses are to be delivered by industry experts to provide practice based insight to the students.
12. **Special Assistance Programe for slow learners & fast learners:** write the note how would you identify slow learners, develop the mechanism to correcting knowledge gap. Terms of advance topics what learning challenging, it will be provided to the fast learners.
13. **Orientation Program:** Student orientation programme plays an important role in a student's transition to a university life. Orientation programmes are aimed at familiarizing the students to an unknown campus environment, its faculties and infrastructure. It enables them to make essential connection with studies and develop network among other peers.
14. The orientation program would be of approximately 2 weeks. The main purpose of the orientation program is to make the students aware of institute policy rules and assets so that students would feel comfortable when they join that college.

Various topics would be covered in the orientation program like:

- Introducing students to their college life.
- Incorporating them in the university environment.

- Giving the opportunity to the university members and faculties to get connected to the new batch.
- Awareness of linkages among Society, Environment, Education & Development.
- Philosophy of Education, Indian Education System and Pedagogy.
- Background for enriching Subject Knowledge.
- Personality Development and Management.
- Information Technology and Computer Awareness.

**15. Mentoring Scheme:** Mentoring schemes aim to provide a forum in which students can talk about common issues such as their career development, share their experiences and discuss challenges they are facing, their problems related with college or outside college. They talk with their mentors and mentors provide them solutions.

**16. Career & Personal Counseling:** It is a process that will help the student to know and understand yourself and the world of work in order to make career, educational, and life decisions. Career development is more than just deciding on a major and what job you want to get when you graduate.

Corporate Resource Cell or Placement Cell provides support to shape the students to a brighter future. The CRC majorly helps students by:

➤ **Career Counseling:**

The main reason of consulting this department was your uncertainty about career prospects. With the view of catering to this need of the students, the Corporate Resource Centers have employed proficient counselors who are familiar with the contemporary industry trends. CRCs also provide guidance and mentoring for all choice based career options like Placements, Entrepreneurship, Higher Studies services. By knocking their door, you would be able to bring your thoughts to the table and in return, they would be able to guide you in the right direction.

➤ **Workshops:**

Before expanding your skills and way before propelling you in the industry, the department will brief you about the requirements through regular workshops. Through these workshops, the students are given insights on the topics such as designing an impressive CV with the assistance of latest tools and techniques, the use of different applications, etc.

➤ **All-inclusive Training:**

Placement centers have a full hold on the training activities. In furtherance of sharpening the skills apropos to recent demands, these centers conduct interwoven training sessions like Training on Aptitude, Logical Reasoning and Quantitative skills. Employability Assessment Test is conducted periodically to check the progress of training and assess the skill level of the student for various sectors of jobs. Also training is provided on latest technologies which are relevant to the industry needs of today. From communication skills to clothing etiquette, these centers incorporate each and every aspect of your personality. This training is the tipping point which instills full confidence and desired skills in you.

➤ **Mock Interviews:**

Interviews, for some, are herculean tasks while for others they are child's play. Undoubtedly, it is all intrinsic to our nature but these things can be transfigured with some tactics. Now, those techniques which construct a smooth road to success are with career services center workers-they know what needs to be done. So, with the help of mock interviews, your nervousness is reduced and one gets an opportunity to improve on the weak areas. This indeed proves to be a great help for the final face-off!

➤ **Internships and Industrial Visits:**

For unveiling the real-life working and functions of any company, short industrial trips become an integral part of the curriculum. These are arranged and organized by the same department. Internships are another alternative to providing complete know-how of the company. Here, the students undergo training at the actual physical locations. These are of utter importance as they give the students the much required experiential learning. These internship programs let the students ponder their choices. Through these visits, the students are exposed to situations and more adapt to taking on the challenges as they venture into the professional workspace.

➤ **On / Off Campus placement:**

Placement centers are the driving forces behind on-campus recruitments. Those who work under the head of this department make a strategic alliance with a gamut of companies. During and towards the end of the session, companies visit the campus. As inexperienced candidate may face trouble finding a befitting job, so these centers actually help them in bypassing that trouble and become more confident and prepared.

All in all, consulting your placement center is always a great option for it resolves numerous career-related issues. Taking its working and functioning into account, placement center emerges as a helpful department. From counseling the students to boosting morale, it provides every possible help needed. While adding more to your portfolio, it gives back-end support for a better career avenue to the student and in regard to this, one should never ignore it.

**17. Competitive Exam Preparation:** Competitive exams require a certain mindset and understanding which is quite different from a regular school or college academic test. Aptitude, Logical Reasoning, Computer Questions will help the students to prepare for Online Exam. Apart from revision, another important thing is to practice. This practice can include previous year's paper and the test papers of the exams that are available online.

**18. Extracurricular Activities:** An extracurricular activity is an activity that is not required by the course of study at your university. They are not obligatory but are invaluable in developing your talents and practical skills. Some of these activities, such as fundraising and volunteering, not only benefit you but also help others. Organizing & participation in extracurricular activities will be mandatory to help students develop confidence & face audience with care.

**19. Participation in Seminars/ Workshop and Writing and Presenting Papers:** As per the requirement of course, students have to participate in various seminars/ workshops. Students have to develop writing research articles and also develop the presentation skills under the guidance of faculty members.

**20. Formation of Students Clubs, Membership and Organizing & Participating Events:** Various clubs are to be formed like Marketing Club, Finance Club, H.R. Club, Naukri Club etc. as per requirement of programme. These clubs shall organize various events on time to time basis to create a experiential leaning environment for the students. The membership of clubs is voluntary.

**21. Capability Enhancement & Development Schemes:** Time to time program coordinator shall organize capability enhancement program for students which are essential to complete the degree which are not covered in the syllabus.

**22. Library Visits and Utilization of E – Learning Resources:** Course faculty ensures the regular visit of the student to the library and helps them to utilize the available resources in the library.

## **Study & Evaluation Scheme**

### **Programme: BBA (IB & ED)**

#### **Semester I**

S.N	Category	Course	Subject	Course Owner	Periods			Credit	Evaluation Scheme		
		Code			L	T	P		Internal	External	Total
1	CC-1	BBACC101	Principles of Management	TMU	4	0	0	4	40	60	100
2	CC-2	BBACC102	Fundamentals of Organizational Behavior	TMU	4	0	0	4	40	60	100
3	CC-3	BBACC103	Business Economics	TMU	4	0	0	4	40	60	100
4	AECC-1	TMUGE101	English Communication-I	TMU	3	0	2	4	40	60	100
5	AECC-2	BBAE102	Environmental Studies	TMU	4	0	0	4	40	60	100
6	GEC-1	BBAGE103	Fundamentals of International Business	URS	4	0	0	4	40	60	100
7	SEC-1	BBASE101	Computer Fundamentals	TMU	3	0	2	4	40	60	100
<b>Total</b>					<b>26</b>	<b>0</b>	<b>4</b>	<b>28</b>	<b>280</b>	<b>420</b>	<b>700</b>

#### **Semester II**

S.N	Category	Course	Subject	Course Owner	Periods			Credit	Evaluation Scheme		
		Code			L	T	P		Internal	External	Total
1	CC-4	BBACC201	Fundamentals of Accounting	TMU	4	0	0	4	40	60	100
2	CC-5	BBACC202	Management Information System	TMU	4	0	0	4	40	60	100
3	CC-6	BBACC204	Global Business Environment	URS	4	0	0	4	40	60	100
4	AECC-3	TMUGE201	English Communication-II	TMU	3	0	2	4	40	60	100
5	AECC-4	BBAE203	Inter – Cultural Business Communication	URS	4	0	0	4	40	60	100
6	GEC-2	BBAGE201	Company Law	TMU	4	0	0	4	40	60	100
7	SEC-2	BBASE201	Quantitative Techniques	TMU	4	0	0	4	40	60	100
<b>Total</b>					<b>27</b>	<b>0</b>	<b>2</b>	<b>28</b>	<b>280</b>	<b>420</b>	<b>700</b>

### Semester III

S.N	Category	Course Code	Subject	Course Owner	Periods			Credit	Evaluation Scheme		
					L	T	P		Internal	External	Total
1	CC-7	BBACC301	Business Statistics	TMU	4	0	0	4	40	60	100
2	CC-8	BBACC302	Fundamentals of Human Resource Management	TMU	4	0	0	4	40	60	100
3	CC-9	BBACC305	International Trade and Operation Management	URS	4	0	0	4	40	60	100
4	CC-10	BBACC306	Entrepreneurship Skills Development	URS	4	0	0	4	40	60	100
5	AECC-5	TMUGE301	English Communication-III	TMU	3	0	2	4	40	60	100
6	GEC-3	BBAGE303	Cross Culture Management	URS	4	0	0	4	40	60	100
7	AECC-6	BBAAE301	Human Values & Professional Ethics	TMU	4	0	0	4	40	60	100
<b>Total</b>					<b>27</b>	<b>0</b>	<b>2</b>	<b>28</b>	<b>280</b>	<b>420</b>	<b>700</b>

### Semester IV

S.N	Category	Course Code	Subject	Course Owner	Periods			Credit	Evaluation Scheme		
					L	T	P		Internal	External	Total
1	CC-11	BBACC402	Business Policy and Strategy	TMU	4	0	0	4	40	60	100
2	CC-12	BBACC403	Fundamentals of Geopolitics and Global Risk Analysis	URS	4	0	0	4	40	60	100
3	CC-13	BBACC404	International Business Law	URS	4	0	0	4	40	60	100
4	CC-14	BBACC405	International Business Dealings	URS	4	0	0	4	40	60	100
5	AECC-7	TMUGE401	English Communication-IV	TMU	3	0	2	4	40	60	100
6	OE-1	----	OPEN ELECTIVE -1	TMU	4	0	0	4	40	60	100
7	VV-1	BBAVV451	Foreign Language	URS	2	0	4	4	50	50	100
<b>Total</b>					<b>25</b>	<b>0</b>	<b>6</b>	<b>28</b>	<b>290</b>	<b>410</b>	<b>700</b>

**Value added audit course: However students has to secure 45% marks for passing this course.**

**The marks of this course will not be added while calculating overall CGPI.**

<b>VAC-1</b>	TMUGS401	Managing Self	CTLD	2	1	0	0	50	50	100
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### Semester V

S.N	Category	Course Code	Subject	Course Owner	Periods			Credit	Evaluation Scheme		
					L	T	P		Internal	External	Total
1	DSE-1	BBAI504	International Supply Chain & Logistics Management	URS	3	0	0	3	40	60	100
2	DSE-2	BBAI505	International Marketing Management	URS	3	0	0	3	40	60	100
3	DSE-3	BBAI506	International Shipping Management	URS	3	0	0	3	40	60	100
4	DSE-4	BBAI507	Theories of International Business	URS	3	0	0	3	40	60	100
5	OE-2	-----	OPEN ELECTIVE -2	TMU	4	0	0	4	40	60	100
6	VV-2	BBAVV552	Projects on Export Clusters of India	URS	0	0	8	4	50	50	100
<b>Total</b>					<b>16</b>	<b>0</b>	<b>8</b>	<b>20</b>	<b>250</b>	<b>350</b>	<b>600</b>

<b>Value added audit course: However students has to secure 45% marks for passing this course. The marks of this course will not be added while calculating overall CGPI.</b>											
VAC-2	TMUGS501	Managing Work and Others	CTLD	2	1	0	0	50	50	100	

### Semester VI

S.N	Category	Course Code	Subject	Course Owner	Periods			Credit	Evaluation Scheme		
					L	T	P		Internal	External	Total
1	VV-3	BBAVV651	Dissertation Report (Based on OJT / MRP)	TMU	0	0	8	4	50	50	100
2	VV-4	BBAVV653	Dissertation Report Evaluation (Based on: On the Job Training (OJT)/ Start-Up Engagements/ Family Business Exposure)	TMU	0	0	12	6	20	80	100
<b>Total</b>					<b>4</b>	<b>0</b>	<b>20</b>	<b>10</b>	<b>70</b>	<b>130</b>	<b>200</b>

**Note:-**

**C-Credits**

1C = 1 Hour of Lecture /Tutorial

1C = 2 Hour of Practical

Semesters	Guest Lectures	Industrial Visits	Projects Work	Internship
First	1	1		
Second	2	1		1
Third	3	1		
Fourth	4	1	1	1
Fifth	4	-	1	
Sixth	-	-	1	



**Generic Elective Courses (GEC- Group)**

S.No	Code	Course	L	T	P	Credit
<b>Semester I</b> <b>(Choose any one course)</b>						
1	BBAGE101	Business Law	4	0	0	4
2	BBAGE102	Indian Economy	4	0	0	4
<b>Semester II</b> <b>(Choose any one course)</b>						
3	BBAGE201	Company law	4	0	0	4
4	BBAGE202	Macro Economics	4	0	0	4
<b>Semester III</b> <b>(Choose any one course)</b>						
5	BBAGE301	Cost Accounting	4	0	0	4
6	BBAGE302	Advance Accounting	4	0	0	4
7	BBAGE303	Cross Culture Management	4	0	0	4
<b>Open Electives</b>						
<b>Semester IV (Any one from the open elective list )</b>						
9	-	Open Elective -1	-	-	-	3
<b>Semester V (Any one from the open elective list )</b>						
10	-	Open Elective -2	-	-	-	3

**Skill Enhancement Course (SEC- Group)**

S.No	Code	Course	L	T	P	Credit
<b>Semester I</b> <b>(Choose any one course)</b>						
1	BBASE101	Computer Fundamentals	3	0	2	4
2	BBASE102	Advance Excel	3	0	2	4
<b>Semester II</b> <b>(Choose any one course)</b>						
3	BBASE201	Quantitative Techniques	4	0	0	4
4	BBASE202	Business Communication	4	0	0	4
5	BBASE203	Personal Selling and Salesmanship	4	0	0	4

<b>Course Code:</b> BBACC101	<b>Core Course -1</b> <b>BBA(IB&amp;ED)-Semester-I</b> <b>Principles of Management</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concepts, theories, processes, functions and techniques of business management.	
<b>CO2.</b>	Understanding the levels of management for planning ,organizing directing and controlling human resources	
<b>CO3.</b>	Demonstrating the roles and skills of a good manager.	
<b>CO4.</b>	Applying and demonstrating decision making skills.	
<b>CO5.</b>	Analyzing theories of motivation for motivating employees to perform better and maintain a quality life.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction:</b> Management-Meaning, Nature & Significance-Combination of Art & Science, Management as a Profession, Management Vs Administration, Levels of Management-Elements of managerial processes-Styles & Roles of Managers in Organizations. Contributions of Taylor and Fayol.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Planning:</b> Planning-Nature, Process of Planning, Planning and Environmental Uncertainties, Types of Planning, Advantages and Limitations of Planning-Decision Making-Stages in Decision Making.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Organizing:</b> Nature and purpose of organizing -Organization structure -Formal and informal groups organization -Line and Staff authority -Departmentation -Span of control - Centralization and Decentralization -Delegation of authority -Staffing -Selection and Recruitment -Orientation -Career Development -Career stages -Training -- Performance Appraisal.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Directing:</b> Motivation: Theories of Motivation - Theory X, Theory Y, Theory Z and Maslow's need hierarchy; Leadership: Leadership Styles and Theories.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Controlling:</b> Process of controlling -Types of control -Budgetary and non-budgetary control Q techniques -Managing Productivity -Cost Control -Purchase Control -Maintenance Control -Quality Control -Planning operations.	<b>8 Hours</b>

<b><u>Text Books:</u></b>	1. Stoner, Freeman and Gilbert Jr, Management, Prentice Hall of India.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Robbins S.P. &amp; Decenzo David A., Fundamentals of Management: Essential Concepts and Applications, Pearson Education.</li> <li>2. Hillier Frederick S. &amp; Hillier Mark S., Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets, McGraw-Hill.</li> <li>3. Koontz, Principles of Management, McGraw Hill.</li> <li>4. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India.</li> <li>5. Charles W L Hill, Steven L McShane, &amp;#39;Principles of Management&amp;#39; McGraw Hill.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

<b>Course Code:</b> BBACC102	<b>Core Course – 2</b> <b>BBA(IB&amp;ED)- Semester-I</b> <b>Fundamentals of Organizational Behavior</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding theories of organizational behavior for better learning of human resources.	
<b>CO2.</b>	Analyzing issues of organizational behavior in organizations	
<b>CO3.</b>	Analyzing different types of personality traits to manage human resources better.	
<b>CO4.</b>	Developing strategies of learning as per the need of organizations.	
<b>CO5.</b>	Developing the values and behaviors necessary to build high-performance organization	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Understanding Organizational Behavior:</b>  Organisation: Meaning & Definition of Organisation; Organisation Behaviour (OB): Meaning and Concept of Organisational Behavior; Historical background for organizational behaviour: Scientific Management Approach, Bureaucratic Approach & Hawthorne Studies; Nature of OB; OB –as an interdisciplinary approach; Importance and scope of organizational behaviour; Models of Organisation Behaviour- Autocratic model, Custodial model, Supportive model & Collegial model; Limitations of organizational behaviour.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Individual Behaviour:</b>  Nature of Individual Differences; Important dimensions of individual differences: Self-concept, Personality dimensions, Abilities, and Personal values and ethics. Psychological Process of behaviour: SR Model (Stimulus- Response model), S.O.B.A Model: (Stimulus –organism- Behavior-Accomplishment Model); Factors Influencing Individual Behaviour.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Personality:</b>  Meaning and definition; Personality Traits – Extroversion, Agreeableness, Conscientiousness, Emotional Stability & Openness to Experience; Personality formation- Determinants, Stage & Traits; Determinants of personality: cultural, family, social & situational; Personality factors in organization- Need Pattern, Locus of Control,	<b>8 Hours</b>

	Introversion and Extroversion, Tolerance for Ambiguity, Self-Esteem and Self-Concept, Authoritarianism and Dogmatism, Risk Propensity, Machiavellianism, Type A and B Personalities & Work-Ethic Orientation.	
<b>Unit-4:</b>	<b>Attitude and Perception:</b> <b>Attitude:</b> Meaning & Definition; Components of Attitude - Affective component, Cognitive component & Intentional component; Attitude Formation and Change - Work-Related Attitudes, Job Satisfaction, Organizational Commitment and Involvement; Measurement of Attitude - Opinion survey, Interviews & Scaling Techniques; Sources of attitude. <b>Perception:</b> Meaning & Definition; Basic Perceptual Process; Factors Affecting perception – external & internal.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Learning:</b> Meaning & Definition; Components of the learning process; Learning Theories: Classical Conditioning, Operant Conditioning, Observational learning, Cognitive Learning & Social Learning; Learning theory and organizational behaviour. <b>Group Behaviour:</b> Group: Definition of a Group; Need and importance for a Group; Types of Groups – Functional group, Task group & Informal group; Group formation and development; Stages of development of group; Group Norms: Meaning & Definition; Types of Group Norm; Group Cohesiveness: Meaning & definition; Advantages & Factors of Group Cohesiveness.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Robbins, Stephen P, Organizational Behavior, New Delhi, Prentice Hall.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Luthans Fred, Organizational Behavior, New Delhi: McGraw Hill.</li> <li>2. Chandran J.S., Organization Behavior, New Delhi: Vikas Publishing House.</li> <li>3. Fred Luthans: Organizational Behaviour, New Delhi: Tata McGraw-Hill Publications.</li> <li>4. Griffin, Ricky W: Organisational Behaviour, Boston: Houghton Mifflin Co.</li> <li>5. Hellreigel, Don, John W. Slocum, Jr., and Richard W. Woodman: Organizational Behavior, Ohio: South Western College Publishing</li> <li>6. Davis Keith, Human Behavior at Works, Organizational Behaviors, New Delhi: McGraw- Hill,.</li> <li>7. Pareek Udai, Behavioral Process in Organizations, New Delhi: Oxford and IBH.</li> <li>8. Robbins S.P., Organizational Behavior, New Delhi: Pearson Education.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended</b></p>	

<b>Course Code:</b> BBACC103	<b>Core Course – 3</b> <b>BBA(IB&amp;ED)- Semester-I</b> <b>Business Economics</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concept of cost, nature of production and its relationship with business operations.	
<b>CO2.</b>	Understanding the concepts of markets and different market structures in economy.	
<b>CO3.</b>	Determining the price and output equilibrium under different market structures.	
<b>CO4.</b>	Analyzing the causes and consequences of different market conditions.	
<b>CO5.</b>	Analyzing real-world business problems with a systematic theoretical framework by studying the demand analysis, elasticity of demand and demand forecasting	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Economics:</b> Meaning, positive and normative economics, significance, macro and micro economics. Economic Problem: Scarcity, What to produce? How to produce? & For whom to produce? Production Possibility Curve. <b>Business Economics:</b> Meaning, Significance. Role and Responsibilities of Business Economists. Steps of Decision Making in Business Economics.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Cardinal Utility Theory:</b> Utility: Meaning, definition, measurement, and types of utility. Relationship between TU, MU and AU. The law of diminishing marginal utility: Meaning, definition, assumptions, limitation and importance. Law of Equi-Marginal Utility: Meaning, definition, limitation and importance. <b>Ordinal Utility Theory:</b> Indifference Curves: Meaning, Definition, indifference schedule, indifference map, assumptions, properties of indifference curves, exceptional shapes of indifference curves and budget line.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Demand Analysis:</b> Meaning of Demand, Demand Schedule, Demand Function, and Law of Demand: Meaning, definition, diagram and explanation of law of demand. Reasons for downward slopes in demand curve, Exceptions to Law of Demand, Change in Demand Curve (Movement along demand curve and Shift in demand curve). <b>Elasticity of Demand:</b> Meaning, definition, Measurement of elasticity of demand: Percentage Method, Total Outlay Method, Point Method and Arc Method. Factors affecting elasticity of demand, Types of elasticity: Price, Income and Cross. <b>Demand Forecasting:</b>	<b>8 Hours</b>

	Meaning, definition, objective (short and long) and Methods of demand forecasting.	
<b>Unit-4:</b>	<p><b>Theory of Production:</b> Meaning and concept of production, Production function (Short run and Long Run), Relationship between TP, MP and AP. Law of Variable Proportion, Law of returns to scale. Law of Supply.</p> <p><b>Theory of Cost:</b> Concept of Cost, Different types Cost, Cost Function (Short Run and Long Run); Relationship between TFC, TVC and TC. Relationship between TC, TFC, TVC, AC, MC, AVC and AFC and Relationship between AC and MC.</p> <p><b>Theory of Revenue:</b> Concept of Revenue, Relationship between TR, MR and AR.</p>	<b>8 Hours</b>
<b>Unit-5:</b>	<p><b>Market and Market Structure:</b> Concept and Different types of Market and their characteristics.</p> <p><b>Determination of price and output equilibrium under different market structure:</b> Perfect Competition: Features, Determination of price and output equilibrium under long run &amp; short run. Monopoly: Features, Determination of price and output equilibrium under long run &amp; short run. Monopolistic: Features, Determination of price and output equilibrium under long run &amp; short run. Oligopoly Features, Determination of price and output equilibrium under long run &amp; short run.</p>	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Jhingan M. L, Micro Economics, New Delhi, Vrinda Publications.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Andrew Mas-Colell, Michael D. Whinston and Jerry R. Green:- Micro Economic Theory, New York: Oxford University Press.</li> <li>2. Henderson J.M. and Richard E. Quandt., Micro economic Theory, New York: McGraw Hill Company.</li> <li>3. Jhingan M.L.:- Micro Economic Theory, New Delhi :Vikas Publication.</li> <li>4. Gupta G.S. :- Managerial Economics, McGraw Hill Publishing Company, Ltd. , New Delhi.</li> <li>5. Stonier and Hague, Textbook of Economic Theory, New Delhi: Longman Green and Co., London.</li> <li>6. Dr. Girijashankar, Business Economics (Micro) , Pune: Atharva Prakashan.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	



<b>Course Code:</b> BBACC201	<b>Core Course -4</b> <b>BBA(IB&amp;ED)- Semester-II</b> <b>Fundamentals of Accounting</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	On completion of the course, the students will be :	
<b>CO1.</b>	Understanding the principles and theories of accounting and identifying financial transactions that need to be recorded in accounting.	
<b>CO2.</b>	Analyzing the role of accounting information and its limitations.	
<b>CO3.</b>	Analyzing increased exposure to errors and frauds.	
<b>CO4.</b>	Analyzing the differences between cashbooks and passbooks.	
<b>CO5.</b>	Developing writing skills for recording financial transactions and preparing reports in accordance with GAAP.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction of Accounting:</b> Need of Accounting, Meaning of Accounting, Characteristics of Accounting, Stages of Accounting, Objectives of Accounting, Difference between Accounting, Accountancy and Book Keeping. Basis of Accounting, Functions of Accounting, Branches of Accounting, Advantages or Role of Accounting, Limitations of Accounting. Basic Terminology. Generally Accepted Accounting Principles: Meaning, Classifications & Limitations.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Accounting Standards and Recording of Transactions:</b> Accounting Standards of India (only overview). Accounting Equations: Meaning and Calculations. Double Entry System: Meaning, Classifications, Rules of Debit and Credit, Analysis of Transactions, Advantages and Disadvantages. Journal: Meaning, Objectives, Rules of Journalizing, Advantages and Limitations; Sub- Division of Journal: Journal Proper and Special Journal (Purchase Book, Sales Book, Purchase Return Book, Sales Return Book, Bills Payable Books & Bills Receivable Books.) <b>Numerical: Accounting Equations &amp; Journal Entries.</b>	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Preparation of Cash Book, Classifications &amp; Summarization of Transactions:</b> Cash Book: Meaning, Types of Cash Book (Simple, Double Column and Triple Column) and Petty Cash Book. Ledger: Meaning, Format, Ledger Posting, Balancing of Accounts, Difference between Journal & Ledger and Advantages. Trial Balance: Meaning, Objectives, Methods of preparing Trial Balance, Advantages and Limitations. <b>Numerical: Trial Balance (Preparation of Trial Balance or Rectification of Trial Balance and Cash Book (Triple Column)).</b>	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Analysis and Interpretation of Transactions:</b>	<b>8 Hours</b>

	<p>Final Accounts: Meaning, Ascertainment of Income, Trading and Profit &amp; Loss Accounts, Balance Sheet, Limitations, Precautions while preparing Final Accounts and Manufacturing Accounts. Final Accounts with Adjustments : Meaning of Adjustments, Accounting of Adjustments: Closing Stock, Outstanding Expenses, Prepaid Expenses, Accrued Income, Unearned Income, Depreciations, Bad Debts, Provision for Bad Debts and Doubtful Debts, Provision for Discounts on Debtors, Reserve for Creditors, Interest on Capital, Interest on Loan &amp; Interest on Loan.</p> <p><b>Numerical: Preparation of Final Accounts with Adjustments</b></p>	
<b>Unit-5:</b>	<p><b>Understanding the Concept of Rectification of Errors and BRS:</b> Rectification of Errors: Meaning, Methods, Types of Errors from the point of view of Rectifications. Bank Reconciliation Statement (BRS): Meaning, Need, Objectives, Importance, Steps of Preparing the Bank Reconciliation Statement, Methods or Techniques of preparing BRS.</p> <p><b>Numerical: Preparation of BRS.</b></p>	<b>8 Hours</b>
<b>Numerical Problems to be ask in external examination</b>	<ol style="list-style-type: none"> <li>1. Accounting Equations and Journal Entries.</li> <li>2. Trial Balance (Preparation of Trial Balance &amp; Rectification of Trial Balance.</li> <li>3. Preparation of Cash Book (Triple Column only).</li> <li>4. Preparation of Final Accounts with Adjustments.</li> <li>5. Preparation of BRS.</li> </ol>	
<b><u>Text Books:</u></b>	<ol style="list-style-type: none"> <li>1. Ramachandran &amp; Kakani, Financial Accounting for Management, New Delhi: McGraw Hill.</li> </ol>	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Bhattacharya. S.K, Accounting for Management: Text and Cases, New Delhi: Vikas Publishing House.</li> <li>2. Bhattacharya, How to Read a Balance Sheet: Adapted to Indian laws &amp; requirements, New Delhi: Oxford and IBH Publishing Company Pvt. Ltd.</li> <li>3. Grewal T. S., Introduction to Accounting. New Delhi: S. Chand &amp; Company.</li> <li>4. Horngren, Charles T., Sundem, Gary L., Elliott John.A and Philbrick, Donna, Englewood Cliffs: Introduction to Financial Accounting, Prentice Hall International.</li> <li>5. Maheswari &amp; Maheswari, Accounting for Managers, New Delhi: Vikas Publishing House. Banerjee Ashok, Financial Accounting, New Delhi: Excel Books.</li> <li>6. Goyal V.K. &amp; Goyal Ruchi, Financial Accounting, New Delhi: PHI.</li> <li>7. Juneja, Jain, &amp; Chawla, Fundamentals of Accounting, New Delhi: Kalyani Publisher.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended</b></p>	

<b>Course Code:</b> BBACC202	<b>Core Course -5</b> <b>BBA(IB&amp;ED)- Semester-II</b> <b>Management Information System</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the basic concepts and terminologies used in the field of management information systems.	
<b>CO2.</b>	Understanding the various systems, types of MIS and decision making process and its tools.	
<b>CO3.</b>	Applying DBMS to accomplish the information objectives of an organization.	
<b>CO4.</b>	Analyzing how information technology impacts a firm.	
<b>CO5.</b>	Developing planning and decision making skills with the help of Simon Model.	
<b>CO6.</b>	Comparing the processes of developing and implementing information systems.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction to Management Information System (MIS):</b> Concept & definition, Role of MIS, Process of MIS Management, MIS- A tool for management process	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Planning and Decision making:</b> Tools of Planning, MIS Business Planning; Decision making concept, Simon Model	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Information and System:</b> Information concepts, MIS & system concepts	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Types of MIS:</b> Success and failure of MIS, different types of MIS & their applications.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Decision Support system (DSS):</b> Concept and Philosophy, DSS: Deterministic Systems, Artificial Intelligence (AI) System, Knowledge based expert System (KBES), MIS & the role of DSS, Transaction Processing System (TPS), Enterprise Management System (EMS), Enterprise Resource Planning(ERP) System, Benefits of ERP, EMS & ERP.	<b>8 Hours</b>
<b>Text Books:</b>	1. Laudon K.C. &Laudon J.P., Management Information Systems, Galgotia Publishers.	

<p><b><u>Reference Books:</u></b></p>	<ol style="list-style-type: none"> <li>1. Jawedkar W.S., Management Information System, McGraw-Hill.</li> <li>2. Mudrick R.G., an Information System for Modern Management, Pearson.</li> <li>3. Jaiswal Mahadeo, Management Information System, Oxford University Press.</li> <li>4. O'Brien J., Management Information System, McGraw-Hill.</li> <li>5. Oz E, Management Information System, Vikas publications.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	
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<b>Course Code:</b> BBACC204	<p align="center"><b>Core Course -6</b> <b>BBA(IB&amp;ED)- Semester-II</b></p> <p align="center"><b>Global Business Environment</b></p>	<b>L-3</b> <b>T-0</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding about the international trading environment.	
<b>CO2.</b>	Understanding the international organizational structure.	
<b>CO3.</b>	Analyzing the global marketing strategies for small and medium sized enterprises	
<b>CO4.</b>	Implementing strategies related to export and import of goods and services.	
<b>CO5.</b>	Evaluating the challenges related to international business.	
<b>Course content:</b>		
<b>Unit-1:</b>	<b>International Business</b> –Definition – Internationalizing business- Advantages, factors causing globalization of business- international business environment , country attractiveness ,Political, economic and cultural environment – Protection V/s liberalization of global business environment	<b>6 Hours</b>
<b>Unit-2:</b>	<b>Strategic compulsions-Standardization</b> – Strategic options , Global portfolio management, global entry strategy , different forms of international business , advantages organizational issues of international business , organizational structures ,controlling of international business , approaches to control , performance of global business, performance evaluation system.	<b>6 Hours</b>
<b>Unit-3:</b>	<b>Global production</b> –Location ,scale of operations, cost of production , Make or Buy decisions ,global supply chain issues , Quality considerations, Globalization of markets, marketing strategy , Challenges in product development , pricing, production and channel management, Investment decisions , economic- Political risk , sources of fund, exchange–rate risk	<b>6 Hours</b>
<b>Unit-4:</b>	<b>Disadvantages of international business</b> – Conflict in international business, Sources and types of conflict , Conflict resolutions , Negotiation , the role of international agencies ,Ethical issues in international business , Ethical decision-making.	<b>6 Hours</b>

<b>Unit-5:</b>	<b>EXIM Policy Of India</b> Presentation of Topic with Examples as a desk study report	<b>6 Hours</b>
<b><u>Text Books:</u></b>	1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata McGraw Hill, 2009	
<b><u>Reference Books:</u></b>	1. Michael R. Czinkota, Ilkka A. Ronkainen and Michael H. Moffet, International Business, Thomson, Bangalore, 2005 2. Aravind V. Phatak, Rabi S. Bhagat and Roger J. Kashlak, International Management, Tata McGraw Hill, 2006 2. Oded Shenkar and YaongLuo, International Business, John Wiley Inc., Noida, 2004 3. John D. Daniels and Lee H. Radebaugh, International Business, Pearson Education Asia, New Delhi, 2000 4. K. Ashwathappa, International Business, Tata McGraw Hill, 2008	

<b>Course Code:</b> BBACC301	<b>Core Course -7</b> <b>BBA(IB&amp;ED)- Semester-III</b> <b>Business Statistics</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding various quantitative and statistical methods used in businesses.	
<b>CO2.</b>	Understanding and drawing inference from data.	
<b>CO3.</b>	Calculating and interpreting statistical results by using statistical tools like correlation, regression, mean square weighted deviation, variance analysis etc.	
<b>CO4.</b>	Applying various quantitative theories and methods in real business situations.	
<b>CO5.</b>	Developing numerical and problem solving skills.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction:</b> Statistics: Definition, Phases, Scope & Limitations; Applications of Statistics in Various Disciplines; Statistical Techniques and Their Applications; Data: Meaning, Types of Data, Collection of Primary and Secondary Data; Presentation of Data: Arrangement, Classification and Tabulation of data, Diagrammatic & Graphical Presentation.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Measures of Central Tendency:</b> Mean: Arithmetic Mean, Harmonic Mean & Geometric Mean: advantages and disadvantages: Median: Meaning, Quartiles, Percentiles & Deciles, advantages & disadvantages. Mode; Meaning, advantages & disadvantages.  <i>Numerical: Arithmetic Mean, Median and Mode</i>	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Measures of Dispersion:</b> Dispersion; Meaning, Measures of Variations/Dispersion. Range, Quartile deviation, Mean deviation & Standard deviation. Skewness and Kurtosis: Meaning and characteristics.  <i>Numerical: Quartile Deviation, Mean Deviation and Standard Deviation.</i>	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Correlation:</b> Correlation; Meaning, Definition, Utility & Importance, Types and Methods of Determining Correlations; Scatter Diagram, Correlation Graph, Karl Pearson's Coefficient of Correlation, Spearman's Rank Coefficient of Correlation and Concurrent Deviation Method. Merits and Demerits of all methods.  <i>Numerical: Karl Pearson Coefficient and Spearman's rank method</i>	<b>8 Hours</b>



<b>Unit-5:</b>	<b>Regression:</b> Regression: Meaning, Definitions and Utility. Difference between Correlation & Regression, Regression lines: Meaning & Functions. Regression Equations (x on y & y on x) and Regression coefficients. <i>Numerical: Regression Equations</i>	<b>8 Hours</b>
<b>Numerical Problems to be asked in external examination</b>	1. Arithmetic Mean, Median & Mode. 2. Quartile Deviation and Standard Deviation, 3. Correlation: Karl Pearson and Spearman's. 4. Regression Equations.	
<b><u>Text Books:</u></b>	1. Gupta C.B., An Introduction to Statistical Methods, New Delhi: Vikas Publications.	
<b><u>Reference Books:</u></b>	1. Levin Rubin, Statistics for Management, New Delhi : Pearson. 2. Eaeshot L, Essential Quantitative Methods for Business Management and Finance, New Delhi: Palgrave. 3. Beri, Statistics for Management, New Delhi: McGraw-Hill.. 4. Chandran J.S., Statistics for Business and Economics, New Delhi: Vikas Publication. 5. Render & Stair Jr., Quantitative Analysis for Management, New Delhi : Prentice-Hall. 6. Sharma J.K., Business Statistics, New Delhi: Pearson Education.  <b>* Latest editions of all the suggested books are recommended</b>	

<b>Course Code:</b> BBACC-302	<b>Core Course – 8</b> <b>BBA(IB&amp;ED)- Semester-III</b> <b>Fundamentals of Human Resource Management</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concepts of HRM and HRD	
<b>CO2.</b>	Understanding the human resources and their effective management in organizations.	
<b>CO3.</b>	Assessing the human resources needs of an organization and a department.	
<b>CO4.</b>	Evaluating the procedures and practices of recruitment and selection.	
<b>CO5.</b>	Assessing training needs and developing training & development programs.	
<b>CO6.</b>	Developing skills and knowledge required for resolving human resources issues and problems.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction to HRM:</b> HRM: Meaning, Definition, Nature, Objectives, scope & functions of HRM; HRD Vs HRM; Evolution of HRM.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Human Resource Planning &amp; Job Analysis :</b> HRP: Meaning, Objectives, process; Job Analysis: Meaning, process, results of Job Analysis – job description, job specification, job enlargement, Job enrichment.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Recruitment &amp; Selection:</b> Recruitment & selection: Meaning, process, sources of recruitment & factors affecting; Difference between recruitment & selection.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Training &amp; Development:</b> Training & Development: purpose, methods (on the job & off the job) & issues of training & development programmes.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Performance Appraisal &amp; compensation management:</b> Definition, purpose of appraisal, appraisal techniques - 360 degree appraisal, checklist, rating scale & comparison method; Employee compensation: incentives, wages, salary, executive compensation & elements of compensation.	<b>8 Hours</b>
<b>Text Books:</b>	1. P.Subba Rao, Essentials of HRM & IR, New Delhi: Himalaya Publication House.	
<b>Reference Books:</b>	1. Aswathappa, Human Resource management, New Delhi : McGraw- Hill. 2. Dessler, Human Resource Management, New Delhi : Prentice – Hall.	

	<ol style="list-style-type: none"> <li>3. T.N Chabbra, Human Resource Management, New Delhi: Dhanpat Rai &amp; Co.</li> <li>4. Bratton J.&amp; Gold J., Human Resource management: Theory &amp; Practice, New Delhi : Palgrave.</li> <li>5. Gomez Mejia et.al, managing Human Resource, New Delhi: Pearson Education</li> </ol> <p><b>* Latest editions of all the suggested books are recommended</b></p>	
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<b>Course Code:</b> BBACC305	<p align="center"><b>Core Course -9</b> <b>BBA(IB&amp;ED)- Semester-III</b></p> <p align="center"><b>International Trade and Operation Management</b></p>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding about the documents required in international trade.	
<b>CO2.</b>	Understanding the basic concepts of International Trade.	
<b>CO3.</b>	Understanding about the FOREX Management and Export Promotion Schemes.	
<b>CO4.</b>	Understanding about the foreign exchange Market.	
<b>CO5.</b>	Analyzing about the international business operations.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>International Trade</b> –Benefits – Basis of International Trade – Foreign Trade and Economic Growth – Balance of Trade – Balance of Payment – Current Trends in India – Barriers to International Trade – Indian EXIM Policy.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Export and Import Finance:</b> Special need for Finance in International Trade – INCO Terms (FOB, CIF, etc.,) – Payment Terms – Letters of Credit – Pre-Shipment and Post Shipment Finance – Forfaiting – Deferred Payment Terms – EXIM Bank – ECGC and its schemes – Import Licensing – Financing methods for import of Capital goods.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Foreign Exchange Markets</b> – Spot Prices and Forward Prices – Factors influencing Exchange rates – The effects of Exchange rates in Foreign Trade – Tools for hedging against Exchange rate variations – Forward, Futures and Currency options – FEMA – Determination of Foreign Exchange rate and Forecasting – Law of one price – PPP theory – Interest Rate Parity – Exchange rate Forecasting.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Export Trade Documents:</b> Financial Documents – Bill of Exchange – Type – Commercial Documents – Proforma, Commercial, Consular, Customs, Legalized Invoice, Certificate of Origin Certificate Value, Packing List, Weight Certificate, Certificate of Analysis and Quality, Certificate of Inspection, Health certificate. Transport Documents - Bill of Lading, Airway Bill, Postal Receipt, Multimodal Transport Document. Risk Covering Document: Insurance Policy, Insurance Cover Note. Official Document: Export Declaration Forms, GR Form, PP Form, COD Form, Softer Forms, Export Certification, GSPS – UPCDC Norms.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Export Promotion Schemes</b> – Government Organizations Promoting Exports – Export Incentives: Duty Exemption – IT Concession – Marketing Assistance – EPCG, DEPB – Advance License – Other efforts I Export Promotion – EPZ – EQU – SEZ and Export House.	<b>8 Hours</b>
<b>Text Books:</b>	1. Jeevanandam. C, INTERNATIONAL BUSINESS, M/s Sultan & Chand, Delhi, 2008	

<p><b><u>Reference Books:</u></b></p>	<p>1. Sumathi Varma, INTERNATIONAL BUSINESS, Ane, Delhi, 2010</p> <p>2. <a href="http://www.latradeconnect.org/wp-content/uploads/documents/International_Trade_Terms_2016.pdf">http://www.latradeconnect.org/wp-content/uploads/documents/International Trade Terms 2016.pdf</a>,  <a href="http://ebooks.lpude.in/management/mba/term_3/DMGT546_INTERNATIONAL_TRADE_PROCEDURE_AND_DOCUMENTATION.pdf">http://ebooks.lpude.in/management/mba/term_3/DMGT546 INTERNATIONAL TRADE PROCEDURE AND DOCUMENTATION.pdf</a></p>	
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<b>Course Code:</b> BBACC306	<b>Core Course -10</b> <b>BBA(IB&amp;ED)- Semester-III</b> <b>Entrepreneurship skills Development</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the nature and importance of ethics in managing and ways to institutionalize ethics and raise ethical standards.	
<b>CO2.</b>	Understanding the various approaches to management, their contributions, as well as their limitations.	
<b>CO3.</b>	Understanding between manager development, managerial project and organization development.	
<b>CO4.</b>	Demonstrating the ability to provide a self-analysis in the context of an entrepreneurial career.	
<b>CO-5</b>	Analyzing a business opportunity that fits the individual entrepreneur	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Nature and Development of Entrepreneurship</b> – Definition – Concept, Role of Entrepreneurship in economic Development, Entrepreneurship as a career , Characteristics of Successful, Entrepreneurship, Entrepreneur – Knowledge and Skills. Small Enterprises – Project Identification and Selection , Project Formulation , Project Appraisal , Financing of Enterprise Ownership Structure, Factors Affecting Entrepreneurial Growth .  <i>One Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Business Environment</b> – Role of Family and Society, Entrepreneurial Motivation, Competencies– Entrepreneurial mobility – Entrepreneurship Development Programmes and Project and Other support Organizational Services. <i>One Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Project Management:</b> Technical, Financial, Marketing, Personnel and Management Feasibility, Estimating and Financing funds requirement - Schemes offered by various commercial banks and financial institutions like IDBI, ICICI, SIDBI, SFCs, Venture Capital Funding. <i>One Case Study/ Case let from the unit.</i>	<b>8 Hours</b>

<b>Unit-4:</b>	<b>Entrepreneur Development Programmes (EDP'S):</b> Types, 7S Model, History of entrepreneurship development in India, Current Status of Entrepreneurship development in India. Role of Woman entrepreneur. <i>One Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Entrepreneurship Development and Government:</b> Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions available. Role of following agencies in the Entrepreneurship Development - District Industries Centers (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB). <i>One Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. David H. Holt ,Entrepreneurship: New Venture Creation, New Delhi: Prentice Hall	
<b><u>Reference Books:</u></b>	1. Pandit Shrinivas, Thought Leader, Pune: Mehta Publishing house. 2. Brandt Steven, Entrepreneurship: The Ten Commandments for Building a Growth Company, Archipelago Pub. 3. Hisrich Peters, Entrepreneurship, New York: McGraw-Hill Education. Brigitte Berger ,The Culture of Entrepreneurship, New Delhi : lcs Pr. 4. K. Nagarajan, Project Management, New Delhi :New Age International 5. Vasant Desai, Dynamics of Entrepreneurship Development, New Delhi:Himalya publishing House 6. Dr. P.C.Shejwalkar, Entrepreneurship Development, New Delhi :Everest Publishing House * Latest editions of all the suggested books are recommended.	



<b>Course Code:</b> BBACC-402	<b>Core Course -11</b> <b>BBA(IB&amp;ED)- Semester-IV</b> <b>Business Policy and Strategy</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the strategic issues and policy decisions of a business and how current management concepts address these issues.	
<b>CO2.</b>	Understanding the strategic management process and the difference between strategic analysis, strategy formulation and strategy implementation.	
<b>CO3.</b>	Applying credible business analysis in a team setting.	
<b>CO4.</b>	Applying the concepts and analytical tools for conducting a strategic and competitive analysis of a company.	
<b>CO5.</b>	Analyzing the use of various tools (e.g., five forces model, SWOT analysis, Portfolio matrix models) in a variety of industries.	
<b>Course Content:</b>		
<b>Unit-1</b>	<b>Business Policies:</b> Introduction, Overview of Business Policies, Importance of Business Policies, Definitions of Policy, Procedures, Process and Programmes, Types of Policies, Business Policy Statements, Corporate Culture.	<b>8 Hours</b>
<b>Unit-2</b>	<b>Business Policy and Decision Making:</b> Introduction, Factors Considered Before Framing Business Policies, Steps Involved in Framing Business Policies, Policy Cycle and its Stages, Implementation of Policy Change, Role of Policies in Strategic Management, Business Policy and Decision Making.	<b>8 Hours</b>
<b>Unit-3</b>	<b>Business Continuity Plan:</b> Introduction, Concepts of Business Continuity Plan (BCP), Relevance and Importance of BCP, Steps in Business Continuity Plan, Business Impact Areas, BCP and its Influence on Strategic Management, BCP and its Influence on Policy Making, Contingency Planning.	<b>8 Hours</b>
<b>Unit-4</b>	<b>Introduction to Strategies:</b> Introduction, Fundamentals of Strategy, Conceptual Evolution of Strategy, Scope and Importance of Strategies, Purpose of Business, Difference between Goals and Objectives of Business, Strategic Intent through Vision and Mission Statements, Core Competencies of Business.	<b>8 Hours</b>
<b>Unit-5</b>	<b>Strategic Management:</b> Introduction, Strategic Management, Need, scope, key features and importance of strategic management, Role of Strategists in Decision Making, strategists at various management levels, Types of Strategies, Limitations of Strategic Management.	<b>8 Hours</b>

<b><u>Text Books:</u></b>	1. G. V. Satya Sekhar, The Art of Competition by Business Policy and Strategic Management , New Delhi: K. International Pvt Ltd.	
<b><u>Reference Books:</u></b>	1. Srinivasan, Strategic Management , New Delhi: PHI. 2. Thompson and Strickland, Strategic Management Concept and Cases, New Delhi: McGraw Hill. 3. McCarthy et. Al , Business Policy and Strategy, New Delhi: McGraw Hill. 4. P K Mishra & Sukul Lomash, Business Policy and Strategic Management , New Delhi: Vikas Publishing * <b>Latest edition of all books is recommended.</b>	

<b>Course Code:</b>  <b>BBACC403</b>	<p style="text-align: center;"><b>Core Course -12</b>  <b>BBA(IB&amp;ED)- Semester-IV</b></p> <p style="text-align: center;"><b>Fundamentals of Geopolitics And Global risk Analysis</b></p>	<b>L-4</b>  <b>T-0</b>  <b>P-0</b>  <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the need and significance of Global interaction with the view point of Global Power.	
<b>CO2.</b>	Understanding the various challenges of Globalization.	
<b>CO3.</b>	Understanding the global powers and their influence.	
<b>CO4.</b>	Understanding the impact of powerful group over international business.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Global Interactions and Global Power:</b> Global superpowers and their economic, geopolitical and cultural influence, G7/8,G20 and organization for Economic cooperation and Development(OECD) groups,Organisation of the Petroleum Exporting countries(OPEC) influence over energy policies, Global lending institutions including IMF and New Development Bank.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Challenges of Globalisation:</b> Functional integration of world's economies- Environmental Globalisation,EconomicGlobalisation,Cultural and Political Globalisation,Development of Globalisation,Impact of Globalisation, Measuring Globalisation.  <i>Case studies upon Globalisation is good, bad/fair,globalization balance sheet</i>	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Global SuperPowers</b> – Advantages and disadvantages of using the KOF index of globalization,Introduction of global superpowers, The Cold War period of two superpowers, The USA: the military industrial complex and the evolution of a superpower, The implications of shifting power – post-Cold War, New political unions, Emerging superpowers, BRICs, emerging markets and the world economy.  <i>Case Study: Latin American geopolitics, Exploring Chinese influence in Africa</i>	<b>8 Hours</b>

<b>Unit-4:</b>	<b>Organization of the Petroleum Exporting Countries:</b> Membership and Organisation,History of OPEC,Political Impact of OPEC.,Trade in Oil.  <i>Presentation upon OPEC Countries and the global Impact</i>	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Powerful Organisations and Group:</b> Analysis and Report Presentation as per underwritten format by all students .	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Rethinking Globalisation ed B Bigelow Rethinking Schools Resources Globalisation Gary Donnellan Independence	
<b><u>Reference Books:</u></b>	1. The Challenge of Globalisation Oxfam Globalisation What's it all About Tide/Birmingham Development Centre No Nonsense Guide to Globalisation Ellwood Verso Books Development, 2. Globalisation and Sustainability John Morgan Nelson Thornes 3. Globalisation P Guinness Hodder Access series 4. www.tidec.org www.dea.org.uk www.hodderheadline.co.uk (new website for VI formers) 5. www.iied.org <a href="http://www.oxfam.org.uk">www.oxfam.org.uk</a>	

<b>Course Code:</b> <b>BBACC404</b>	<p align="center"><b>Core Course -13</b> <b>BBA(IB&amp;ED)- Semester-IV</b></p> <p align="center"><b>International Business Laws</b></p>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the legal implications under international trade	
<b>CO2.</b>	Understanding the forms of economic cooperation.	
<b>CO3.</b>	Understanding about International monetary and financial institutions.	
<b>CO4.</b>	Understanding about the international financial institutions.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction to international trade:</b> nature and structure of international institutions, trade implications of international institutions, membership, rules, regulations and following international treaties	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Forms of economic cooperation:</b> reforms for emergence of trading blocs at the global level; static and dynamic effects of a customs union and free trade areas; rationale and economic progress of SAARC/SAFTA and ASEAN regions; problems and prospects of forming a customs union on the Asian Region; Regionalism (EU, NAFTA); multilateralism and WTO; Rise and fall of gold standard and Bretton-Woods System; Need, adequacy and determinants of international reserves; conditionality clause of IMF,	<b>8 Hours</b>
<b>Unit-3:</b>	Emerging International Monetary system with special reference to Post-Maastricht developments and developing countries; reform of the International monetary system, India and developing countries; theory of short term capital movements and East-Asian crisis and lessons for developing nations	<b>8 Hours</b>
<b>Unit-4:</b>	<b>International trade and financial institutions:</b> functions of GATT / WTO (TRIPS, TRIMS), UNCTAD, IMF, World Bank and Asian Development Bank – their achievements, failures; WTO and World Bank from the point of view of India	<b>8 Hours</b>

<b>Unit-5:</b>	<b>Overview of Legal Framework:</b> Foreign Trade Act, Foreign Exchange Management Act, The Customs Act, Export (Quality control And Inspection) Act. <i>Presentation upon problems faced by SAARC, EU, NAFTA over the legal system</i>	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Cherunilam, Francis, "International Business", Himalaya Publishing House	
<b><u>Reference Books:</u></b>	1. Bedi, S.K.S., "Business Environment", Excel Books 2. Hill, Charles W.L., International Business With Global Resource, McGraw Hill 2. Sharan, V., "International Business", Prentice Hall of India 3. Yergin, Daniel, "The Battle for the World Economy"	

<b>Course Code:</b> BBACC405	<p style="text-align: center;"><b>Core Course -14</b>  <b>BBA(IB&amp;ED)- Semester-IV</b></p> <div style="background-color: #d3d3d3; text-align: center; padding: 10px;"> <b>International Business Dealings</b> </div>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the International Trading Environment with the region	
<b>CO2.</b>	Ascertaining the perspectives for entering into the market	
<b>CO3.</b>	Analyzing the factual position of the market.	
<b>CO4.</b>	Having statistical consumer overview.	
<b>CO-5</b>	Applying acquired knowledge to plan for future business in coming years.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Investments from Emerging Markets:</b> Comparing government support policies between China, Korea and Brazil, LATIN AMERICAN LEADERSHIP WITHIN THE EMERGING MARKET OFDI , THE START OF ASIAN OFDI AND THE DEBT CRISIS IN LATIN AMERICA , THE 'WASHINGTON CONSENSUS' AND INTEGRATION OF EMERGING MARKETS IN THE GLOBAL ECONOMY, THE GOLDEN DECADE OF EMERGING MARKETS - SOUTH-SOUTH INVESTMENTS, CHANGING TIMES FOR EMERGING MARKETS. BELT AND ROAD INITIATIVE, NEW EMERGING MARKET-LED MULTILATERAL ORGANISATIONS. <i>Case Study Presentation over future perspective of the market</i>	<b>8</b> <b>Ho</b> <b>urs</b>
<b>Unit-2:</b>	<b>Energy challenges and business opportunities in Asia :</b> ASIA'S ECONOMIC AND BUSINESS OVERVIEW , Investors behavior towards the region, Role of Trade integration, Energy challenges across the region, renewable energy investment and expansion in Asia, PUBLIC POLICIES TO EXPAND ENERGY IN ASIA, BUSINESS INSIGHTS ON ENERGY CHALLENGES AND EVOLVING OPPORTUNITIES, Roadblocks for Investments in Asia, Public finance and new tools to attract private investment <i>Preparation and Presentation upon Desk Study Project Report for China's national and international transmission expansion and Financing upon Asia's energy expansion</i>	<b>8</b> <b>Ho</b> <b>urs</b>
<b>Unit-3:</b>	<b>Strategies for innovation and growth in Latin America</b> —LATIN AMERICA'S ECONOMIC AND BUSINESS OVERVIEW, An upturn in protectionism or global uncertainty for the region, Threats to Economic progress in Latin America, INNOVATION AND SKILLS FOR LONG-TERM GROWTH, PUBLIC POLICIES FOR INNOVATION AND SKILLS, Leveraging the improvement of global trade prospects for the region, Encouraging innovation in Latin America,	<b>8</b> <b>Ho</b> <b>urs</b>

	<i>Presentation upon Digitalization is changing the labour market and increasing the demand for new skills for the region.</i>	
<b>Unit-4:</b>	<p><b>The future of Africa:</b> Industrialisation, technology and entrepreneurship– AFRICA’S BUSINESS AND ECONOMIC OVERVIEW, Public investment in Africa is boosting demand, Domestic demand and reforms are driving growth, The downside Risks, INDUSTRIALISATION IN AFRICA</p> <p><i>Project Report Presentation upon the GDP of the region and it’s impact upon growth of Africa and Impact of Industrialization and Entrepreneurship in Africa</i></p>	<b>8 Ho urs</b>
<b>Unit-5:</b>	<p><b>Better business for 2030:</b> 17 Sustainable Development Goals, Access to new markets and opportunities, Challenges for businesses</p> <p><i>Case Study presentations and project report upon the regional business growth in Latin America, Middle East and BRICS</i></p>	<b>8 Ho urs</b>
<b><u>Text Books:</u></b>	1. Kennedy S. and Parker D. (2015), “Building China’s ‘One belt, One Road’”, Kim, J.M. and Rhe,	
<b><u>Reference Books:</u></b>	<p>1. D.K. (2009). “Trends and Determinants of South Korean Outward Foreign Direct Investment.” The Copenhagen Journal of Asian Studies,</p> <p>2. Martinek, M., (2014). “Special Economic Zones in China and WTO: Bleak or Bright Future?” <a href="http://unctadstat.unctad.org/wds/TableViewer/tableView.aspx">http://unctadstat.unctad.org/wds/TableViewer/tableView.aspx</a>.</p> <p>3 The total value in Real of these loans: USD 513 billion reals. See BNDES at: <a href="http://www.bndes.gov.br/SiteBNDES/export/sites/default/bndes_pt/Galerias/Arquivos/empresa/download/2015_captacoes_tesouro.pdf">http://www.bndes.gov.br/SiteBNDES/export/sites/default/bndes_pt/Galerias/Arquivos/empresa/download/2015_captacoes_tesouro.pdf</a>.</p> <p>4. ASEAN Investment Report, 2016. <a href="https://rauli.cbs.dk/index.php/cjas/article/viewFile/2288/2527">https://rauli.cbs.dk/index.php/cjas/article/viewFile/2288/2527</a>,</p> <p>5. <a href="http://www.aiib.org/en/policies-strategies/strategies/.content/index/Energy-StrategyDiscussion-Draft.pdf">www.aiib.org/en/policies-strategies/strategies/.content/index/Energy-StrategyDiscussion-Draft.pdf</a>.</p>	



## **Generic Elective Course (GE)**

<b>Course Code:</b> BBAGE101	<b>Generic Elective Course – 1</b> <b>BBA(IB&amp;ED)-Semester-I</b> <b>Business Law</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the basics and essentials of having a valid contract.	
<b>CO2.</b>	Understanding the difference between valid and void contract and their related consequences.	
<b>CO3.</b>	Understanding about the essentials of having contract of agencies, rights and duties of agent etc.	
<b>CO4.</b>	Understanding the concept of negotiable instrument and their utility in normal business operations.	
<b>CO5.</b>	Analyzing the contract of Bailment and Pledge.	
<b>Course Content:</b>		
<b>Course Outcomes:</b>	<b>Indian Contract Act 1872:</b> <b>Contract</b> – Meaning, Characteristics and Kinds; Essentials of valid contract. <b>Offer and acceptance:</b> Valid offer, Acceptance, Communication of offer and acceptance, Revocation of offer and acceptance, Lapse of an offer. <b>Capacity of Parties:</b> Who is Competent to contract, Position of Agreements with a Minor, Position of persons of Unsound Mind, Persons disqualified by Law; <b>Consideration:</b> Meaning, Essential Elements of Valid Consideration, Stranger to Contract, Contract without Consideration; <b>Free Consent-</b> Meaning of Consent, Meaning of Free Consent, Meaning Coercion and its effect, Meaning of Undue influence and its effects, Meaning of Fraud and its effects, Meaning of Misrepresentation and its effects and Meaning of Mistake and its effects.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Void Agreement:</b> Meaning of Void Agreements, Agreements in restraint of marriage, trade & legal proceedings, Uncertain Agreements, Wagering Agreements, Distinction between contracts of insurance and wagering agreements, Agreements Contingent on Impossible Events, Agreements to do Impossible Acts, Restitution. <b>Contingents Contract:</b> Meaning, Essential Features and Rules. <b>Performance of a Contracts-</b> Meaning and Types. <b>Discharge of Contracts-</b> Meaning and Modes. <b>Remedies for Breach of Contracts-</b> Meaning, Anticipatory, Actual Breach of Contracts, and Remedies. <b>Quasi – contracts-</b> Meaning and Features.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Special Contracts:</b> <b>Contract of Indemnity and Guarantee:</b> Introduction, Contract of Indemnity, Contracts of Guarantee, Extent of Surety's Liability, Kinds of Guarantee, Rights of Surety, Discharge of Surety. <b>Contract of Bailment and Pledge:</b> Meaning, Kinds, Duties & Rights of Bailer, Duties & Rights of Bailee; Lien- Meaning & Types; Finder of	<b>8 Hours</b>

	Goods- Meaning and Rights; Termination of Bailment: Pledge- Meaning of pledge, pledgor & pledgee, Rights & duties of pledge, pledgor & pledgee.	
<b>Unit-4:</b>	<b>Contract of Agency:</b> Meaning, Creation of Agency, Termination of Agency, Irrevocable Agency; Agent- Meaning, Who may be Agent, Agent vs. Servant, Agent vs. Independent Contractor, classification of Agents, Extent of Agent Authority, Delegation of Authority of Agent, Meaning & Appointment of Sub- Agent, Meaning of Substituted Agent, Rights and Duties of Agent, Principal- Meaning and Position of Principal.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>The Negotiable Instruments Act, 1881:</b> Negotiable Instruments- Meaning, Characteristics, Presumptions, Types, Promissory Note- Meaning and Characteristics, Bills of Exchange- Meaning and Essential Characteristics, acceptance- Meaning and Characteristics, Cheque- Meaning and Characteristics, , Crossing of Cheque, Holder and Holder in due course, Endorsement, Dishonor of Bill, Noting, Protesting and Hundies.	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Kuchhal M C, Business Laws, New Delhi: Vikas Publishing House.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Sharma, J.P. and Sunaina Kanojia, Business Laws, New Delhi: Ane Books Pvt. Ltd.</li> <li>2. Chadha P R Business Law, Galgotia, New Delhi: Publishing Company.</li> <li>3. Maheshwari &amp; Maheshwari, Business Law, New Delhi: National Publishing House.</li> <li>4. Singh. Avtar, The Principles of Mercantile Law, Lucknow: Eastern Book Company,.</li> <li>5. Tulsian P.C., Business Law, New Delhi: McGraw Hill.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

<b>Course Code:</b> <b>BBAGE102</b>	<b>Generic Elective Course – 2</b> <b>BBA(IB&amp;ED)-Semester-I</b> <b>Indian Economy</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the basic characteristics of Indian economy, its potential on natural resources in order to relate them with economic development.	
<b>CO2.</b>	Understanding agricultural foundation, economic growth and development and its contribution to the economy as a whole.	
<b>CO3.</b>	Analyzing the progress and nature of agricultural sector and its contribution to the economy as a whole.	
<b>CO4.</b>	Developing plans to promote small scale industries in India and enhance overall performance of domestic sector.	
<b>CO5.</b>	Developing a perspective on the different problems and approaches to economic planning and development in India.	
<b>CO6.</b>	Assessing the planning undertaken by the government of India in order to have knowledge and lay them as foundation of the ongoing planning and economic reforms.	
<b>CO7.</b>	Analyzing issues and challenges of Indian Economy and make plans and to curb poverty, inequality, unemployment and inflation.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Structure Of The Indian Economy:</b> India As A Developing Economy; Indian Economy On The Eve Of Independence; National Income Of India: Trends And Levels; Human Resources And Economic Development; Human Development In India; Occupational Structure And Economic Development; Natural Resources, Economic Development And Environmental Degradation; Infrastructure In The Indian Economy; Social Infrastructure And Social Sector.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Planning And Economic Development:</b> Objectives And Strategy Of Economic Planning In India; Approach To The Ongoing Five Year Plan. Regional Planning In India. Financing Of The Plans. Economic Reforms In India – Main Features And Achievements.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Domestic Sector:</b> Institutional And Technological Reforms In Indian Agriculture; Agricultural Finance And Marketing; Agricultural Prices And Policy; Industrial Policy; Sources Of Industrial Finance; Role Of Small Scale And Cottage Industries In Indian Economy.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>External Sector of The Economy:</b> India's Balance Of Payments – Problems And Solutions; Trends, Composition And Direction Of India's Foreign Trade; New Trade Policy; WTO And Indian Economy; Foreign Investment Inflows; India's Exchange Rate Policy.	<b>8 Hours</b>

<b>Unit-5:</b>	<b>Issues And Challenges Of Indian Economy:</b> Problems Of Poverty; Inequality; Unemployment And Inflation - Strategy And Policy Of The Government; Food Security And Public Distribution System; Salient Features Of The Relevant Union Budget.	<b>8 Hours</b>
<b>Text Books:</b>	1 Datt&Sundharam, Indian Economy, New Delhi: S Chand.	
<b>Reference Books:</b>	1. Uma Kapila, India's Economic Development Since 1947. 2. Misra&Puri, Indian Economy, New Delhi: Himalaya Publishing House. <b>* Latest editions of all the suggested books are recommended.</b>	

<b>Course Code:</b> BBAGE103	<b>Generic Elective Course - 3</b> <b>BBA(IB&amp;ED)- Semester-I</b> <b>Fundamentals of International Business</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concepts, scope and future of international business management.	
<b>CO2.</b>	Analyzing international business environment.	
<b>CO3.</b>	Developing international strategies and preparing framework for implementation and evaluation.	
<b>CO4.</b>	Establishing linkages between international institutions and organizations	
<b>CO5.</b>	Recommending strategies to support business ethics, corporate sustainability and social responsibility initiatives.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>International Business Management:</b> Introduction to International Business; Concept and Definition of International Business Management; Reasons for going International, International Entry Modes, Role of International Manager, Characteristics of Effective and Efficient International Managers, <i>One Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Globalisation:</b> Historical Background, Meaning of Globalisation, Global Development Challenge, Major Forces of Globalisation , Globalisation at Firm/Corporate Level, Effect of Globalisation on World Economy, Effects of Globalisation on Strategies for Small Scale and Medium Sized Business, Glocalisation. <i>One Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Strategies for International Business Management:</b> Emerging Models of Strategic Management in International Context, International Strategic Alliances, Theories of International Business, Global Mergers and Acquisition, International Service Standards, Service Quality. <i>One Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b>Unit-4:</b>	<b>International Business Environment:</b> Introduction, Meaning of International Business Environment, Domestic, Foreign and Global Environment, Relevance to International Business Environment, Geographic Environment, Economic and Financial Environment, Socio-Cultural Environment, Political Environment, Technological Environment Legal Environment, Ecological Environment. <i>One Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b>Unit-5:</b>	Project Work and Presentation	<b>8 Hours</b>
<b>Text Books:</b>	1. Francis Cherunilam; International Business, Prentice Hall Of India, New Delhi.	

<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Thakur M., Burton and Gene, E, International Management. McGraw Hill.</li> <li>2. Hodgetts R. &amp; Luthens F., International Management. McGraw Hill Inc.</li> <li>3. Deresky, International Management: Managing across borders and culture, Pearson Education.</li> <li>4. Daniels John D. &amp; Radebaugh, Lee H., International Business. Wiley India.</li> <li>5. Lasserre Philippe, Global Strategic Management, Palgrave McMillan.</li> <li>6. Francis Cherunilam, International Business Environment, Himalaya Publishing House.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

<b>CourseCode:</b> <b>BBAGE201</b>	<b>Generic Elective Course - 4</b> <b>BBA(IB&amp;ED)-Semester-II</b> <b>Company Law</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concepts and provisions of company law.	
<b>CO2.</b>	Understanding the concepts of share capital and the difference between a member and a share holder.	
<b>CO3.</b>	Understanding the various concepts and procedures for effective management of a company.	
<b>CO4.</b>	Understanding the legal procedure and provision of winding up a company.	
<b>CO5.</b>	Understanding the various concepts borrowing power and charges on assets.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction:</b> Company – Definition, types, features, Privileges of private company, Conversion of private company into public company. Incorporation of company, Promoters, Preliminary or pre incorporation contracts, Certificate of incorporation, Prospectus, Commencement of business, Doctrine of Indoor management. Concept of lifting of corporate veil. Comparison between private and public company.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Share Capital &amp; Membership:</b> Memorandum of association, Articles of association and difference between them. Meaning, kinds, alteration and reduction of share capital. Share certificate, Share warrant, Transfer and transmission of shares. Member Vs. Shareholder, Who can be a member, Modes of acquiring membership, Cessation of membership. Rights & liability of a member and register of members.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Company Management:</b> Types of meeting, Essential and legal rules for a valid meeting, Voting rights and proxies. Principle of majority rule and its exceptions and protection of minority. Types and circulation of resolution, minutes of meeting and adjournment of meeting. Meaning, types, appointment, retirement, removal, powers and liabilities of directors. Directors identification number.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Borrowing Powers and charges on Assets:</b> Extent, types and methods of borrowing. Concept of ultra-vires and intra-vires borrowings. Creation and types of charges on assets. Concept of crystallization of floating charge. Priorities and differences between fixed and floating charges. Registration of charges and its legality. Consequences of non-registration of charges	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Winding Up:</b> Meaning and modes of winding up. Winding up by Court, voluntary winding up and winding up subject o supervision of court. Winding up of	<b>8 Hours</b>



	unregistered companies.	
<b><u>Text Books:</u></b>	1. Kapoor,N.D.:Elements of Mercantile Law:NewDelhi:Sultan Chand Publications.	
<b><u>Reference Books:</u></b>	1. Institute of Chartered Accountants of India:Corporate and Allied Laws:New Delhi: ICAI. 2. Gogna, P.P.S.:A Text Book of Company Law:New Delhi: Sultan Chand Publications. 3. Avtar Singh:CompanyLaw:NewDelhi:Eastern Publications.	

<b>Course Code:</b> BBAGE202	<b>Generic Elective Course – 5</b> <b>BBA(IB&amp;ED)-Semester-II</b> <b>Macro Economics</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the concepts of Macroeconomics and its interrelations with Microeconomics.	
<b>CO2.</b>	Understanding how the economy is regulated through monetary and fiscal policies.	
<b>CO3.</b>	Analyzing the income determination through classical and Keynesian economics.	
<b>CO4.</b>	Analyze different phases of trade cycle, demonstrate various trade cycle theories, understand the impact of cyclical fluctuation on the growth of business, and lay policies to control trade cycle	
<b>CO5.</b>	Applying simple models of international trade to study the flow of goods between countries and discuss the costs of protectionism within the context of such models	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction:</b> <b>Macro Economics;</b> Meaning, definition & importance. <b>National Income:</b> Meaning, Concept of National Income, Measurement of National Income. Circular Flow of Income- two sector economy, three sector economy and four sector economy.	<b>8 Hours</b>
<b>Unit-2:</b>	Classical Theory of Employment; Says law and Wage- price flexibility: The Classical Theory of Employment and output (Income) - A formal full employment model- determination of income and employment where there is no saving & investment, with saving & investment and with role of money, prices & inflation. Classical theory of output and employment: complete classical model. Keynes critique of classical model. Keynes Theory of Employment.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Consumption Function:</b> Concept, Average & Marginal propensity to consume, Importance of Consumption Function. Saving Function: Concept, Average & Marginal propensity to save. Keynes theory of Consumption- determinants of propensity to consume, objective factors and Importance.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Investment Function: Meaning of Investment, Types of Investment:</b> (Business fixed investment, Residential investment and Inventory investment), and Autonomous Investment & Induced Investment. Keynes Theory of Investment, factors causing shift in investment demand curve. Accelerator theory of investment. Impact of Inflation, Monetary policy and Fiscal Policy on investment.	<b>8 Hours</b>
<b>Unit-5:</b>	Theory of Multiplier; Concept, Derivation of investment multipliers,	<b>8</b>

	Assumptions, Leakages in multiplier process, importance. IS-LM Analysis; Derivation and shifts of IS and LM curves. Intersection of IS and LM Curves (Simultaneous equilibrium of goods and money markets), Role of monetary and fiscal policy by using IS-LM curves.	<b>Hours</b>
<b><u>Text Books:</u></b>	Ahuja H.L., Macroeconomics Theory and Policy, New Delhi : S.Chand.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Mishra S. K. &amp;Puri V. K., Modern Macro Economic Theory, New Delhi: Himalayan Publishing House.</li> <li>2. Edward Shapiro, Macro Economic Analysis, New Delhi : Mc Graw Hill,.</li> <li>3. JhigamM.L.&amp;StephenJ.K.ManagerialEconomics,NewDe lhi: Vrinda Publications.</li> <li>4. Vaish M.C., Macro Economic Theory,NewDelhi:Vikas Publishing House Pvt. L.</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

<b>Course Code:</b> <b>BBAGE301</b>	<b>Generic Elective Course – 6</b> <b>BBA(IB&amp;ED)-Semester-III</b> <b>Cost Accounting</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the various accounting concepts and standards.	
<b>CO2.</b>	Analyzing the working of non-profit organization and their accounting procedures.	
<b>CO3.</b>	Applying the concept of accounting in various other formats of working like, royalty accounting, branch accounting, and hire purchase etc.	
<b>CO4.</b>	Analyzing the profit and loss from working in partnership with the accounting information developed.	
<b>CO5.</b>	Developing the accounting procedure to cope up with any format and type of business transaction.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction of Cost Accounting:</b> Meaning & Definition of Cost Accounting, Difference between Cost, Costing, Cost Accounting and Cost Accountancy. Nature of Cost Accounting, Scope of Cost Accounting, Principles of Cost Accounting, Functions of Cost Accounting, Types and Techniques of Cost Accounting, Methods of Cost Accounting and Importance of Cost Accounting. <b>Cost: Elements, Concepts and Classification (As Per CAS-1)</b> - Element of Cost (Material, Labor and Expenses), Overheads, Classification of Overheads, Preparation of Cost Sheet.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Cost Audit:</b> Definition, Concept, Functions and Advantages. <b>Material Control:</b> Concept, Meaning, Advantage, Objective and Methods & Techniques of Material Control (ABC Analysis, VED Analysis, and EOQ Analysis), Determination of Stock Levels (Maximum Level, Minimum level, Danger level and Average Level. Pricing of Material Issued: LIFO, FIFO & HIFO. <b>Numerical: EOQ &amp; FIFO/LIFO/HIFO.</b>	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Labour Cost Accounting:</b> Labour Turnover, Idle Time and Overtime. Methods of Wage Payments: Time Rate System, Piece Rate System & Incentive Scheme (Premium Bonus Method, Combination of Piece and Time, Group Bonus Payment) merits and demerits of all methods. <b>Accounting of Overheads:</b> Classification (as per Elements, Functions, Behavior & Controllability) and Treatment of different overhead items, Distribution Scheme of Production Overhead: Allocation, Apportionment and Absorption of Overheads. <b>Numerical: Time Rate System, Piece Rate System &amp; Incentive Scheme.</b>	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Unit or Output Costing:</b> Meaning, Definitions and Preparation of Cost Sheet. Items excluded from Cost Sheet. <b>Contract Costing:</b> Meaning, Features & Preparation of Contract Account (Treatment of Material & Plant), Determination of Profit / Loss on Contract- Completed	<b>8 Hours</b>

	Contracts & Incomplete Contracts. <b>Numerical: Preparation of Cost Sheet and Preparation of Contract Accounts (Complete only)</b>	
<b>Unit-5:</b>	<b>Process Costing:</b> Meaning, Characteristics and Preparation of Process Cost Account (without process loss and with process loss), Treatment of Normal Wastage, Abnormal Loss and Abnormal Gain. <b>Standard Costing:</b> Meaning, Advantages and Types of Variance (Material Variance & Labour Variance only) <b>Numerical: Standard Costing (Material or Labour Variance)</b>	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. Maheshwari S.N., Maheshwari S.K.: Financial Accounting; New Delhi: Vikas Publishing House Pvt. Ltd	
<b><u>Reference Books:</u></b>	1. Shukla, M.C. Grewal, S.P.: Advanced Accounts; New Delhi: S.Chand. 2. Jain, S.P., Narang, K.N.: Advanced Accountancy; New Delhi: Kalyani Publishers. 3. Gupta, R.L., Radhaswamy, M.: Advanced Accountancy; New Delhi: S.Chand. 4. Tulsian, P.C. : Financial Accounting; New Delhi: McGraw-Hill Publishing Co.Ltd. 5. Mukharji A. Hanif M: Financial Accountin; New Delhi: McGraw-Hill Publishing Co.Ltd.  <b>* Latest editions of all the suggested books are recommended.</b>	

<b>Course Code:</b> BBAGE302	<b>Generic Elective Course – 7</b> <b>BBA(IB&amp;ED)-Semester-III</b> <b>Advance Accounting</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the various accounting concepts and standards.	
<b>CO2.</b>	Analyzing the working of non-profit organization and their accounting procedures.	
<b>CO3.</b>	Applying the concept of accounting in various other formats of working like , royalty accounting, branch accounting, and hire purchase etc.	
<b>CO4.</b>	Evaluating the profit and loss from working in partnership with the accounting information developed.	
<b>CO5.</b>	Developing the accounting procedure to cope up with any format and type of business transaction.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Accounting Standards:</b> Meaning, need and importance. Concept of GAAP, Difference between Indian and International Accounting Standards. Various Indian Accounting standards (A brief description).	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Accounts of Non-Profit Organization:</b> Preparation of Income and Expenditure Account, Receipts and Payment Method and Balance Sheet.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Branch Accounting:</b> Branch Accounting, Departmental Accounting, Installment Payment System and Hire Purchase System.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Royalty Account:</b> Royalty Account, Joint Venture and Consignment.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Accounting for Partnership Firms:</b> Including Admissions, Retirement, Death and Dissolution of partnership.	<b>8 Hours</b>
<b>Text Books:</b>	2. Maheshwari S.N., Maheshwari S.K.: Financial Accounting;New Delhi: Vikas Publishing House Pvt. Ltd	
<b>Reference Books:</b>	1. Shukla, M.C. Grewal, S.P:AdvancedAccounts:New Delhi: S.Chand. 2. Jain, S.P., Narang, K.N.: Advanced Accountancy:New Delhi: Kalyani Publishers. 3. Gupta, R.L., Radhaswamy,M: Advanced Accountancy:NewDelhi:S.Chand. • Latest editions of all the suggested books are recommended.	

<b>Course Code: BBAGE303</b>	<b>Generic Elective Course -8 BBA(IB&amp;ED) -Semester-III Cross Culture Management</b>	<b>L-4 T-0 P-0 C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the basic Concept of Culture for a Business Context.	
<b>CO2.</b>	Analyzing the effect of Cultural Differences on Business Decision Making.	
<b>CO3.</b>	Assessing how Cultural Background of Business stake holders affect Decision Making	
<b>CO4.</b>	Understanding how to implement Communication Strategies to be adopted across cultures.	
<b>CO-5</b>	Understanding to form Strategy for cross cultural manpower & its effective implementation.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction to Cross Cultural Concepts:</b> Concept of Culture for a Business Context; Brief wrap up of organizational culture & its dimensions; Cultural Background of business stake-holders [managers, employees, shareholders, suppliers, customers and others] – An Analytical frame work.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Culture and Global Management:</b> Global Business Scenario and Role of Culture. A Frame work for Analysis; Elements & Processes of Communication across Cultures; Communication Strategy for/ of an Indian MNC and Foreign MNC &High Performance Winning Teams and Cultures; Culture Implications for Team Building.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Cross Cultural Leadership and Decision Making:</b> Cross Culture – Negotiation & Decision Making - Process of Negotiation and Needed Skills & Knowledge Base – Over view with two illustrations from multi-cultural contexts [India – Europe/ India – US settings, for instance]; International and Global Business Operations- Strategy Formulation & Implementation; Aligning Strategy, Structure & Culture in an organizational Context.	<b>8 Hours</b>

<b>Unit-4:</b>	<b>Managing Diversity at Work:</b> Global Human Resources Management - Staffing and Project for Global Operations – Expatriate - Developing a Global Management Cadre. Motivating and Leading; Developing the values and behaviors necessary to build high-performance organization personnel [individuals and teams included] – Retention strategies.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Corporate Culture:</b> The Nature of Organizational Cultures Diagnosing the As-Is Condition; Designing the Strategy for a Culture Change Building; Successful Implementation of Culture Change Phase; Measurement of ongoing Improvement.	<b>8 Hours</b>
Text Books:	1. Barlett, Christopher and Sumantra Ghoshal, Managing Across Borders: The Transnational Solution, Brighton: Harvard Business School Press.	
Reference Books:	<ol style="list-style-type: none"> <li>1. Esenn Drlarry, Rchildress John, The Secret Of A Winning Culture, Delhi: PHI,</li> <li>2. Leaptrott, Nan, Rules of the Games: Global Business Protocol, Faridabad: Thomson Executive Press.</li> <li>3. Mary O'Hara-Deveraux and Robert Johnson, Global Work: Bridging Distance, Culture and Time, San Francisco, USA: Jossey Bass Publishers,.</li> <li>4. Adler, N J. International Dimensions of Organisational Behaviour. Boston: Kent.</li> <li>5. Cashby Franklin, Revitalize Your Corporate Culture: Delhi PHI.</li> <li>6. Deresky Helen, International Management: Managing Across Borders And Cultures, Delhi: PHI.</li> </ol>	



## **Open Electives**

<b><u>Course Code:</u></b> -	<b>Open/Generic Elective Course – BBA(IB&amp;ED)-IV Open Elective -1</b>	<b>L-4 T-0 P-0 C-4</b>
<b><u>Course Outcomes:</u></b>	<b>From respective course</b>	

<b><u>Course Code:</u></b>	<b>Open/Generic Elective Course – 1 BBA(IB&amp;ED)-V Open Elective -2</b>	<b>L-4 T-0 P-0 C-4</b>
<b><u>Course Outcomes:</u></b>	<b>From respective course</b>	

## **Skill-Enhancement Elective Course (SEC)**

<b>Course Code: BBASE101</b>	<b>Skill-Enhancement Course -1</b> <b>BBA(IB&amp;ED)-Semester-I</b> <b>Computer Fundamentals</b>	<b>L-3</b> <b>T-0</b> <b>P-2</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the basic components of a computer system, its classification and application.	
<b>CO2.</b>	Understanding the concept of Data Communication, its modes, its forms and Data Communication Channels.	
<b>CO3.</b>	Applying word-processing software (MS-Word) to solve basic information system.	
<b>CO4.</b>	Applying the knowledge of Microsoft Office programs to create professional and academic documents.	
<b>CO5.</b>	Creating and designing a word document for general office use.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Computer Hardware and Number System:</b> Computer Fundamentals ,Computer History and evaluations, Computer Classifications, Anatomy of Computer System, Input and Output technologies, Memory and Storage Devices, Applications of information technology in Business.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>MS-Word:</b> Uses and Components of MS-Word, Working with Tables, Preparations of Documents, Editing and Formatting in MS-Word, Short Cut keys ,Mail Merge, Alignments, Types of Charts, Hyperlinks, Print layout, Page Orientations , Preparations of CV. in MS-Word.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>MS-Excel:</b> Uses and Components of MS-Excel, Working with Workbook and Worksheet, Working with Rows and Columns, Editing and Formatting in MS-Excel, Different Formulas in Excel, Uses of different tools, Types of charts, Sorting of Data in MS-Excel	<b>8 Hours</b>
<b>Unit-4:</b>	<b>MS-PowerPoint:</b> Uses and Components of MS-PowerPoint, Inserting Pictures and Objects in PowerPoint , Working with Slides ,Prepare Slides using Animations in PowerPoint, Editing and Formatting in PowerPoint, Header and Footer, Inserting Sounds, Custom Animation, Slide show and Transitions	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Internet and Social Media:</b> Internet, Search Engine, E-Mail, Uploading and Downloading of files, saving and making new folders. Creating page on face book, creating profile on LinkedIn, Creating profile on twitter and handling twitter.	<b>8 Hours</b>

<b>Text Books</b>	<p>Cyganski, Information Technology: Inside and Outside, New Delhi: Pearson Education.</p> <p>Basandra S.K., Computers Today, New Delhi: Galgotia Publications.</p> <p>Sinha Pradeep K., Computer Fundamentals, 6th Edition, New Delhi: BPB Publications.</p>	
<b>Reference Books:</b>	<p>Leon A. &amp; Leon M., Introduction to Computers, New Delhi: Vikas Publications.</p> <p>Leon, Fundamentals of Information Technology, New Delhi: Vikas Publications.</p> <p>Kakkar D.N., Goyal R., Computer Applications in Management, New Delhi: New Age.</p> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

<b>Course Code:</b> BBASE102	<b>Skill Enhancement Course - 2</b> <b>BBA(IB&amp;ED)-Semester-I</b> <b>Advance Excel</b>	<b>L-3</b> <b>T-0</b> <b>P-2</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding and modifying Excel options.	
<b>CO2.</b>	Developing the skills of working in MS excel.	
<b>CO3.</b>	Applying the data consolidation feature to combine data from several workbooks into one.	
<b>CO4.</b>	Applying a variety of data validation techniques.	
<b>CO5.</b>	Applying the data consolidation feature to combine data from several workbooks into one	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Basics of Excel</b> - Data Formatting in Excel like colors, fonts, Bullets etc, Basic Sorting and Filtering, Basic Formulae like SUM,AVERAGE,COUNT,MAX,MIN etc, Spreadsheet Basics, Creating, Editing, saving and Printing spreadsheets.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Getting Advance in excel</b> - Sorting Data by values, colors , etc, Filtering by numbers , text , values , logical functions ,colors , Using Filters to Sort Data, Using Auto filter, Creating a custom AutoFilter, advance Filtering Options.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Custom and Conditional Formats</b> - Creating a custom format, Create a custom number format, Conditional Formatting, Creating Conditional Formatting, Editing Conditional Formatting, Adding Conditional Formatting, Deleting Conditional Formatting from the selected range	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Data Validation</b> - Specifying a valid range of value of a cell, specifying a valid value for a cell, Specifying custom validation based on formula for a cell.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Working with Range Names</b> - Using Range names, creating range names, Using range names in formulas, Creating range names from headings, Deleting range names.	<b>8 Hours</b>
<b>Text Books:</b>	1. Excel 2010 Bible by John Walkenbach, John Wiley	
<b>Reference Books:</b>	1. Excel 2007 & 2010 for Dummies by Greg Harvey, Willey. 2. <b>Software:</b> Microsoft Excel 2018 Latest Version of excel software 3. New perspective on Microsoft Office Excel 2007 & 2010. <b>* Latest editions of all the suggested books and latest software are recommended.</b>	

<b>Course Code:</b> BBASE201	<b>Skill Enhancement Course - 3</b> <b>BBA(IB&amp;ED)-Semester-II</b> <b>Quantitative Techniques</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the role of business Mathematics in the field of business/industry.	
<b>CO2.</b>	Understanding the role of business mathematics in the field of business/industry.	
<b>CO3.</b>	Applying matrix operation, minors, cofactors, use cofactor method to find inverse of a matrix, use Cramer's rule to solve systems of equations	
<b>CO4.</b>	Applying statistical knowledge so as to make statistical analysis in business which thereby help them in further studies in management.	
<b>CO5.</b>	Evaluating the underlying assumptions of analysis tools in business.	
<b>Course Content:</b>		
<b>Unit-1:</b>	Matrix: Introduction: Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition,, Subtractions & Multiplication of Matrix.	<b>8 Hours</b>
<b>Unit-2:</b>	Minors, Co-factor and Determinant of matrix, Inverse of Matrix: Rank of Matrix, Use of Matrix in Business.	<b>8 Hours</b>
<b>Unit-3:</b>	Solution to a system of equation by the Adjoint Matrix method &Guassian Elimination Method.	<b>8 Hours</b>
<b>Unit-4:</b>	Percentage, Ratio and Proportion: Mathematical Series- Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest.	<b>8 Hours</b>
<b>Unit-5:</b>	Set-Theory: Notation of Sets, Singleton Set, finite Set, Infinite Set, Equal Set, Null Set, Subset, Universal Set, Union of Sets, Inter-section of Sets, Use of set theory in business.	<b>8 Hours</b>
<b>Text Books:</b>	1. Render & Stair Jr, Quantitative Analysis for Management, Prentice-Hall.	
<b>Reference Books:</b>	1. Gupta C B, An Introduction to Quantitative Methods, Vikas Publishers. 2. Earshot L, Essential Quantitative Methods for Business Management and Finance, Palgrave. 3. Levin Rubin, Mathematics for Management, New Delhi ; Pearson. <b>a. Latest editions of all the suggested books are recommended.</b>	

<b>Course Code:</b> BBASE202	<b>Skill Enhancement Course -4</b> <b>BBA - Semester-II</b> <b>Business Communication</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the barriers to effective communication and ways to overcome them.	
<b>CO2.</b>	Utilizing analytical and problem solving skills appropriate to business communication..	
<b>CO3.</b>	Applying business communication strategies and principles for effective communication in group discussions , presentations and in any domestic and international business situations..	
<b>CO4.</b>	Demonstrating effective oral and writing business presentation skills during mock assumed situation.	
<b>CO5.</b>	Applying communication skills in international context by presetting report .	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction:</b> Business Communication: Definition, Process, Model, Objectives, Principles, Importance, Channels ,Types Dimensions & Barriers.	<b>8 Hours</b>
<b>Unit-2:</b>	Fundamental of Business writing, Format of Business, Types of Business letter, Inquiry letter, complaint letter Persuasive letter, Proposal, Preparation of quotation cover letter.	<b>8 Hours</b>
<b>Unit-3:</b>	Employment Messages Writing Resume, Application letter, Writing the opening paragraph, Writing the closing paragraph, summarizing	<b>8 Hours</b>
<b>Unit-4:</b>	Conduct of Meeting, communicating agenda of meeting, preparation of minutes of meeting, office order writing, press release preparation, excel business report preparation and presentation, office memorandum.	<b>8 Hours</b>
<b>Unit-5:</b>	Modern forms of communication (Face book, blog writing, what's up broadcast etc.), cultural sensitiveness and cultural context, writing and presenting in international situations. Factors affecting international presentation.	<b>8 Hours</b>
<b>Text Books:</b>	1. Sinha K. K. ,Business Communication , New Delhi : Galgotia Publishing Company.	
<b>Reference Books:</b>	1. Sharma R. C. & Krishna Mohan, Business Correspondence and Report Writing, New Delhi: McGraw-Hill Publishing Company Limited. 2. Balasubrahmanyam M., Business Communication, Chennai:Vani Educational Books. 3. Siman Howard, Creating a Successful CV , New York: Dorling Kindersley. 4. Rayudu C.S., Media and Communication Management ,	



	<p>Mumbai: Himalaya Publishing House.</p> <p>5. Pal Rajendra and Korhalli J. S. ,Essentials of Business Communication, New Delhi: Sultan Chand &amp; Sons.</p>	
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<b>Course Code:</b> BBASE203	<b>Skill Enhancement Course – 5</b> <b>BBA-Semester-II</b> <b>Personal Selling and Salesmanship</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the role of a sales force in marketing strategies.	
<b>CO2.</b>	Understanding the role of a salesman in today's market place and the importance of building partnerships.	
<b>CO3.</b>	Designing and demonstrating sales presentation that is tailored to a potential buyer's needs..	
<b>CO4.</b>	Demonstrating personal selling skills to enhance personal and business growth.	
<b>CO5.</b>	Evaluating the success of a sales force, based on sales force objectives.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction to Personal Selling &amp; Salesmanship:</b> Defining Personal selling and salesmanship, Selling as a profession, Objectives and importance of personal selling, Essentials of Personal Selling, Traditional & Modern Selling Approach, Ethics in Selling, Role of Selling in Marketing, Types of selling, Qualities of Winning Sales Professionals-Physical, Mental, Social and Character Traits.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Introduction to Theories of Selling:</b> AIDA, Right set of circumstances theory of selling, Buying Formula theory of selling, Behavioral Equation theory.	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Personal Selling Process-I:</b> Prospecting- objectives, sources and methods, Lead Generation, Getting appointment, Sales Responsibilities and Preparation; Pre approach-step toward sales planning-elements of sales call planning; Customer need discovery & Analysis; Approach- sales presentation/ demonstration-selection of appropriate presentation method, essentials of presentation, sales presentation mix- persuasive communication, visual presentation and dramatization, Use of questions- Direct questions, nondirective questions, rephrasing, redirect questions.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Personal Selling Process-II:</b> Handling objection- hidden, stalling, no need, money objection, etc., objection handling techniques, Closing the sale- reading buying signals, closing techniques- the alternative choice, assumptive, the compliment, the summary, the continuous, the minor point, the tea account, the standing room and the probability; Follow up after sales- Discuss service requirements, handling complaints, Key Account Management.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Personal Selling Skills:</b> Negotiation, Communication, Listening Skills, Presentation and Demonstration, Body Language- Space, Moments, Eye Contacts &	<b>8 Hours</b>

	Postures, Follow up Calls, Writing Effective Sales Letters and emails, Positive Mental Attitude, Goal Setting, Effective Dressing, Managing Yourself and Time, Cold Call Mechanism.	
<b><u>Text Books:</u></b>	1. Fundamentals of Selling, New Delhi: Tata McGraw Hill Futrell Charles M., A B C's of Selling, New Delhi: AITBS.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Clay Julian, Successful Selling Solutions, New Delhi: Viva Books.</li> <li>2. Reilly Tom, Value Added Selling, New Delhi: McGraw Hill.</li> <li>3. Stevens Howard, Achieving Sales Excellence, New Delhi :Viva Books Pvt. Ltd.</li> <li>4. Schiffman Stephan, Power Sales Presentation, New Delhi: Adams Media Corporations.</li> <li>5. Chitwood Roy, World Class Selling , New Delhi: JAICO Publishing House./</li> </ol> <p><b>* Latest editions of all the suggested books are recommended.</b></p>	

## **Compulsory Specified Course (CSC)**



## **Discipline Specific Elective**

<b>Course Code:</b> BBAI504	<b>Discipline Specific Elective Course -1</b> <b>BBA(IB&amp;ED)- Semester-V</b> <b>International Supply Chain and Logistics Management</b>	<b>L-3</b> <b>T-0</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the strategic role of Logistics and Supply chain Management	
<b>CO2.</b>	Understanding the cost reduction and offering improved service to the customers	
<b>CO3.</b>	Analyzing the various packaging required for specific product and its significance.	
<b>CO4.</b>	Combining the traditional physical distribution activity with modern Information Technology to have sustainable competitive advantage to the organization Globally.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Logistics management and Supply Chain management</b> - Definition, Evolution, Importance. The concepts of logistics and Supply Chain Management, Key Drivers of Supply Chain Management and Logistics relationships.	<b>6 Hours</b>
<b>Unit-2:</b>	Basics of Transportation, Transportation Functionality and Principles; Multimodal Transport: Modal Characteristics; Modal Comparisons; International Air Cargo Transport; Coastal and Ocean transportation, Characteristics of shipping transport- Types of Ships.	<b>6 Hours</b>
<b>Unit-3:</b>	<b>Containerisation:</b> Genesis, Concept, Classification, Benefits and Constraints; Inland Container Depot (ICD): Roles and Functions, CFS, Export Clearance at ICD; CONCOR; ICDs under CONCOR;	<b>6 Hours</b>
<b>Unit-4:</b>	<b>Packing and Packaging:</b> Meaning, Functions and Essentials of Packing and Packaging, Packing for Storage- Overseas Shipment Inland-Transportation-Product content Protection, Packaging Types: Primary, Secondary and Tertiary- Requirements of Consumer Packaging, Channel Member Packaging and Transport Packaging - Shrink packaging –Identification codes, bar codes, and electronic data interchange (EDI)- Universal Product Code- GS1 Standards- package labels- Symbols used on packages and labels.	<b>6 Hours</b>
<b>Unit-5:</b>	<b>Special Aspects of Export logistics:</b> Picking, Packing, Vessel Booking [Less-than Container Load(LCL) / Full Container Load (FCL)], Customs, Documentation, Shipment, Delivery to distribution centers, distributors and lastly the retail outlets- Import Logistics: Documents Collection-Valuing- Bonded Warehousing Customs Formalities- Clearing ,Distribution to Units.	<b>6 Hours</b>

<b><u>Text Books:</u></b>	1. Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill.	
<b><u>Reference Books:</u></b>	1. Burt, Dobbler, Starling, World Class Supply Management, TMH. 2. .Donald J Bowersox, David J Closs, Logistical Management, TMH 3. Pierre David, "International Logistics", Biztantra. 4. Sunil Chopra, Peter Meindl, Supply Chain Management ,Pearson Education, India.	



<b>Course Code:</b> BBAI505	<b>Discipline Specific Elective Course -2</b> <b>BBA(IB&amp;ED)- Semester-V</b> <b>International Marketing Management</b>	<b>L-3</b> <b>T-0</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding about the International Trading Environment, Social and Cultural aspects.	
<b>CO2.</b>	Demonstrating Marketing Strategies for Small & Medium-sized Enterprises (SMEs)	
<b>CO3.</b>	Understanding the International Product and Service Management	
<b>CO4.</b>	Analyzing the various marketing strategy.	
<b>CO-5</b>	Understanding Marketing Strategies for Small & Medium-sized Enterprises (SMEs)	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>The International Trading Environment</b> World trading patterns, Reasons countries trade, Barriers to world trade, development of world institutions to foster international trade, development of world trading groups, European Union (EU), Free Trade Areas, Asian Pacific trading region, The Chinese economic area	<b>6 Hours</b>
<b>Unit-2:</b>	<b>Social and Cultural Considerations</b> Social and cultural factors, Culture and consumer behavior, Analyzing cultures and the implications for customer behavior, Cross-cultural analysis, Social and cultural influences in B2B marketing	<b>6 Hours</b>
<b>Unit-3:</b>	<b>Marketing Research and Opportunity Analysis</b> Role, Opportunity identification and analysis, International marketing segmentation, Transnational segmentation, Problems of using secondary data, Primary research in international markets, Research design, Survey methods	<b>6 Hours</b>
<b>Unit-4:</b>	<b>Marketing Strategies for Small &amp; Medium-sized Enterprises (SMEs)</b> Role within the global economy, Nature of international marketing in SMEs, International strategic marketing management in SMEs, Factors affecting international marketing strategy, Management style and international fast growth, The future of SME globalization	<b>6 Hours</b>
<b>Unit-5:</b>	<b>Market Entry Strategies</b> Alternative market entry methods, Indirect exporting, Domestic purchasing, Export houses, Trading companies, Direct exporting, Agents, Management contracts, Foreign manufacturing strategies without direct investment, Contract manufacture, Licensing, Foreign manufacturing strategies with direct investments, Cooperative strategies, Joint ventures and strategic alliances	<b>6 Hours</b>

<b><u>Text Books:</u></b>	1. INTERNATIONAL MARKETING MANAGEMENT by JAIN S. C (Author)	
<b><u>Reference Books:</u></b>	1. International Marketing by Philip R. Cateora (Author), 2. Mary C. Gilly (Author), John L. Graham (Author) 3. International Marketing by Srinivasan R. (Author)	

<b>Course Code:</b> BBAI506	<b>Discipline Specific Elective Course -3</b> <b>BBA(IB&amp;ED)- Semester-V</b> <b>International Shipping Management</b>	<b>L-3</b> <b>T-0</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Describing about the various measurements based on stowage, volume of ships.	
<b>CO2.</b>	Analyzing different types of ocean liners.	
<b>CO3.</b>	Examining the importance of containerization	
<b>CO4.</b>	Demonstrating how containerization has helped in multimodal and intermodal transportation.	
<b>CO-5</b>	Analyzing, comparing container freight rates and interpret various INCOTERMS	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction to Maritime Business:</b> Introduction to Maritime Business, Reasons for Sea Transport, Supply of Ships, Ship Registration, Ship Classification, The Ship- Tonnage and Load Lines, Ship measurement based on volume, Stowage, Types of Ships, Practitioners in Maritime Business-Chartered Ship Brokers, Ethics in Maritime Business, Types of Fraud.	<b>6 Hours</b>
<b>Unit-2:</b>	<b>Liners:</b> Liners- brief history, Role significance Conferences and Freight Tariffs, Liner Consortium Agreements-Alliances-Liner documentation, Liner Agency, agency role- Agent's duties and agent; Risks.	<b>6 Hours</b>
<b>Unit-3:</b>	<b>Containerisation:</b> Meaning –importance -Containerisation, Types of Containers, its significance- Stowage of Cargo in Containers, Multimodalism, meaning- Pricing role- pricing methods-and Container freight rates.	<b>6 Hours</b>
<b>Unit-4:</b>	<b>CHARTER PARTY:</b> Charter Party, Types of Charter Parties, Anatomy of Charter Parties, Chartering Terms Meaning International Trade-Variants on the FOB contract- Remedies for Breach of Contract and INCO terms. - significance	<b>6 Hours</b>
<b>Unit-5:</b>	<b>Maritime Geography:</b> Maritime Geography, meaning -Geography of Trade-Ports, Airports, Carriage of goods-law of carriage of goods –carriage of goods by Sea, Arbitration, Ship Sale and Purchase-Financing Purchase, Valuations.	<b>6 Hours</b>

<b><u>Text Books:</u></b>	1. Williams, "The World of Shipping", Ashgate, 5th Edition, 2015.	
<b><u>Reference Books:</u></b>	1. Introduction to Shipping, (Institute of Chartered Ship Brokers), 10th Edition, 2014. 2. Elements of Shipping, Alan Edward Branch, (Rutledge), 8th Edition. 3. Maritime Logistics, Dong Wook Song, (Emerald), 7th Edition, 2015.	

<b>Course Code:</b> BBAI507	<p align="center"><b>Discipline Specific Elective Course -4</b> <b>BBA(IB&amp;ED)- Semester-V</b></p> <p align="center"><b>Theories Of International Business</b></p>	<b>L-3</b> <b>T-0</b> <b>P-0</b> <b>C-3</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding about Different types of investment in Internationalization.	
<b>CO2.</b>	Understanding the international trade theories.	
<b>CO3.</b>	Understanding the various Intra Industry Trade and Theories	
<b>CO4.</b>	Understanding about the eclectic paradigm	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>International Trade Theories:</b> Foundation Of International Business,Theory of Merchantalism,Theory Of Absolute Cost Advatage,Theory of Comparative Cost Advantage,Opportunity cost theory,Heckseher-Ohlin Trade Model,The Leontief Paradox.	<b>6 Hours</b>
<b>Unit-2:</b>	<b>Foreign Direct Investment Theories:</b> Market Imperfections Approach,Product Life Cycle Approach,Transaction Cost Approach,Different types of Investment for Internationalisation,Eclectic Paradigm	<b>6 Hours</b>
<b>Unit-3:</b>	<b>Intra Industry Trade and Theories</b> – Economies of scale,Avalability and Non Availability,Trade in Intermediate goods  <i>Presentation upon Intra Industry Trade for 3 prime products of choice</i>	<b>6 Hours</b>
<b>Unit-4:</b>	<b>International Business Environment:</b> Economic Environment, Financial Environment,Socio Cultural Environment,Political and Legal Environment, Geographical Environment, Technological Environment, Ecological environment	<b>6 Hours</b>
<b>Unit-5:</b>	<b>Global Trading Environment:</b> World trade in goods and services– Major trendsand developments; World trade and protectionism– Tariff and non-tariff barriers;Counter trade. International Financial	<b>6 Hours</b>

	Environment: Foreign investments-Pattern, Structure and effects; Movements in foreign exchange and interest rates and then impact on trade and investment flows.	
<b><u>Text Books:</u></b>	1. Cherunilam, Francis, 2010. • <i>International Trade and Export Management</i> , Himalaya Publishing House.	
<b><u>Reference Books:</u></b>	<ol style="list-style-type: none"> <li>1. Tayeb, Monir H., 1999. • <i>International Business: Theories, Politics and Practices</i>, Financial Times Management.</li> <li>2. Aswathappa, K., 2010. • <i>International Business</i>, 4th ed. Tata McGraw Hill.</li> <li>3. Rugman, Alan M., 1985. • <i>International Business: Theory of the Multinational Enterprise</i>, McGraw Hill Book company.</li> <li>4. Vaghefi, M. R., Paulson, S. K. and Tomlinson, W. H., 1991. • <i>International business: theory and practice</i>, Taylor and Francis.</li> <li>5. Unit 2: • <i>International Business Theories</i> [PDF] (Updated 15 September 2011) Available at: &lt;<a href="http://www.egyankosh.ac.in/bitstream/123456789/35341/1/Unit-2.pdf">www.egyankosh.ac.in/bitstream/123456789/35341/1/Unit-2.pdf</a>&gt;. [Accessed 15 September 2011].</li> <li>6. Ajami, Riad A. and Goddard, Jason G., 2006. • <i>International business: Theory and Practice</i>, 2nd ed., M.E. Sharpe Inc.</li> </ol>	

# **Ability Enhancement Compulsory Course**

## **AECC**

<b>Course Code:</b> TMUGE101	<b>Ability-Enhancement Compulsory Course - 1</b> <b>BBA (IB&amp;ED)– Semester - I</b> <b>English Communication – I</b>	<b>L-3</b> <b>T-0</b> <b>P-2</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>Indian On completion of the course, the students will be :</b>	
<b>CO1.</b>	Identifying their strengths and weakness, reasons of fear and failure that would enable them to improve their communications skills.	
<b>CO2.</b>	Understanding the importance of English Language in business world.	
<b>CO3.</b>	Developing self confidence.	
<b>CO4.</b>	Develop the ability to speak in English and become articulate.	
<b>CO5.</b>	Applying the basics of English grammar to enhance the language skills.	
<b>CO6.</b>	Developing both verbal and non verbal communication for enhanced Body Language and communication.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introductory Sessions</b> Self-Introduction Building Self Confidence: Identifying strengths and weakness, reasons of Fear of Failure, strategies to overcome Fear of Failure Importance of English Language in present scenario (Practice: Self-introduction session)	<b>06 Hours</b>
<b>Unit-2:</b>	<b>Basics of Grammar</b> Parts of Speech Tense Subject and Predicate Vocabulary: Synonym and Antonym (Practice: Conversation Practice)	<b>12 Hours</b>
<b>Unit-3:</b>	<b>Basics of Communication</b> Communication : Process, Types, 7Cs of Communication, Importance & Barrier Language as a tool of communication Non-verbal communication: Body Language Etiquette & Manners Basic Problem Sounds (Practice : Pronunciation drill and building positive body language)	<b>10Hours</b>
<b>Unit-4:</b>	<b>Application writing</b> Format & Style of Application Writing Practice of Application writing on common issues.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Value based text reading:</b>	<b>4 Hours</b>



	Short Story (Non- detailed study) Gift of Magi – O. Henry			
<b>Text Books:</b>	1. Singh R.P.: An Anthology of Short stories: New Delhi: O.U.P.			
<b>Reference Books:</b>	1. Kumar, Sanjay. &Pushp Lata. “Communication Skills” New Delhi: Oxford University Press. 2. Carnegie Dale. “How to win Friends and Influence People” New York: Simon & Schuster. 3. Harris, Thomas. A. “I am ok, You are ok” New York: Harper and Row. 4. Goleman, Daniel. “Emotional Intelligence” Bantam Book.			
<b><u>Methodology:</u></b>				
<b>1</b>	Language Lab software.			
<b>2</b>	The content will be conveyed through Real life situations, Pair Conversation, Group Talk and Class Discussion.			
<b>3</b>	Conversational Practice will be effectively carried out by Face to Face & Via Media (Telephone, Audio-Video Clips)			
<b>4</b>	Modern Teaching tools (PPT Presentation, Tongue-Twisters & Motivational videos with sub-titles) will be utilized			
<b><u>Note:</u></b>				
<b>1</b>	Class (above 30 students) will be divided in to two groups for effective teaching.			
<b>2</b>	For effective conversation practice, groups will be changed weekly			
<b><u>Evaluation Scheme</u></b>				
<b>Internal Evaluation</b>			<b>External Evaluation</b>	
<b>40 Marks</b>			<b>60 Marks</b>	
<b>3 Class Test (from Unit: II, IV &amp; V)</b>	<b>Oral Assignment (from Unit: I &amp; III)</b>	<b>Attendance</b>	<b>External Written Examination (from Unit: II, IV &amp; V)</b>	<b>External Viva - Voce Examination (from Unit: I &amp; III)</b>
20 Marks (from best 2 CT’s out of 3	10 Marks	10 Marks	40 Marks	20 Marks
<b>Parameters of External Viva</b>				

<b>Content</b>	<b>Body Language</b>	<b>Confidence</b>	<b>Question Responsiveness</b>	<b>Total</b>
5 Marks	5 Marks	5 Marks	5 Marks	<b>20 Marks</b>
Note: External Viva will be conducted by 2-member committee comprising				
a	One Faculty teaching the class			
b	One examiner nominated by University Examination cell			
c	Each member will evaluate on a scale of 20 marks and the average of two would be the 20 marks obtained by the students			

<b>Course Code:</b> BBAE102	<b>Ability-Enhancement Compulsory Course - 2</b> <b>BBA (IB&amp;ED)– Semester-I</b> <b>Environmental Studies</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding ecology and environment for promoting sustainable development.	
<b>CO2.</b>	Understanding environmental policies, practices and Acts and its application in industries.	
<b>CO3.</b>	Applying the measures to control pollution.	
<b>CO4.</b>	Analyzing the opportunities to make optimum use of natural resources and biodiversity.	
<b>CO5.</b>	Applying the disaster management skills in case of disaster.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Introduction to Environmental Studies:</b> <b>Definition and Scope</b> of environmental studies, multidisciplinary nature of environmental studies, concept of sustainability & sustainable development. <b>Ecology and Environment:</b> Concept of an Ecosystem- its structure and functions, Energy Flow in an Ecosystem, Food Chain, Food Web, Ecological Pyramid & Ecological succession, Study of following ecosystems: Forest Ecosystem, Grass land Ecosystem & Aquatic Ecosystem & Desert Ecosystem.	<b>4 Hours</b>
<b>Unit-2:</b>	<b>Natural Resources:</b> Renewable & Non-Renewable resources; Land resources and land use change; Land degradation, Soil erosion & desertification. Deforestation: Causes & impacts due to mining, Dam building on forest biodiversity & tribal population. Energy Resources: Renewable & Non-Renewable resources, Energy scenario & use of alternate energy sources, Case studies. Biodiversity: Hot Spots of Biodiversity in India and World, Conservation, Importance and Factors Responsible for Loss of Biodiversity, Bio-geographical Classification of India.	<b>4 Hours</b>
<b>Unit-3:</b>	<b>Environmental Pollutions:</b> Types, Causes, Effects & control; Air, Water, soil & noise pollution, Nuclear hazards & human health risks, Solid waste Management; Control measures of urban & industrial wastes, pollution case studies.	<b>4 Hours</b>
<b>Unit-4:</b>	<b>Environmental policies &amp; practices:</b> Climate change & Global Warming (Greenhouse Effect), Ozone Layer - Its Depletion and Control Measures, Photochemical Smog, Acid Rain Environmental laws: Environment protection Act; air prevention &	<b>4 Hours</b>

	control of pollution act, Water Prevention & Control of Pollution Act, Wild Life Protection Act, Forest Conservation Acts, International Acts; Montreal & Kyoto Protocols & Convention on biological diversity, Nature reserves, tribal population & Rights & human wild life conflicts in Indian context.	
<b>Unit-5:</b>	<b>Human Communities &amp; Environment:</b> Human population growth; impacts on environment, human health & welfare, Resettlement & rehabilitation of projects affected person: A case study, Disaster Management; Earthquake, Floods & Droughts, Cyclones & Landslides, Environmental Movements; Chipko, Silent Valley, Vishnoi's of Rajasthan, Environmental Ethics; Role of Indian & other regions & culture in environmental conservation, Environmental communication & public awareness; Case study	<b>4 Hours</b>
<b><u>Text Books:</u></b>	1. De A. K. Environmental Chemistry, New Delhi : New Age Publishers Pvt. Ltd.	
<b><u>Reference Books:</u></b>	<b>Reference Books:</b>  1. Bryant, P. J., Biodiversity and Conservation, New Delhi: Hypertext Book 2. Tewari, Khulbe&Tewari , Textbook of Environment Studies, New Delhi: I.K. Publication 3. Masters, G. M. Introduction to Environmental Engineering and Science, New Delhi : Prentice Hall India Pvt. Ltd. 4. Odem, E. P , Fundamentals of Ecology, New Delhi : W. B. Sannders Co.  <b>*Latest editions of all the suggested books are recommended.</b>	

<b>Course Code:</b> <b>TMUGE201</b>	<b>Ability-Enhancement Compulsory Course-3</b> <b>BBA (IB&amp;ED)- Semester-II</b> <b>English Communication - II</b>	<b>L-3</b> <b>T-0</b> <b>P-2</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the basics of functional grammar.	
<b>CO2.</b>	Understanding the barriers to communication, importance of listening skills and &effective oral presentations.	
<b>CO3.</b>	Applying the various techniques of verbal and non verbal communication at workplace.	
<b>CO4.</b>	Understanding concepts of written communication and letter writing formats and principles.	
<b>CO5.</b>	Applying variety of reading strategies to foster comprehension.	
<b>CO6.</b>	Analyzing literary work using appropriate critical vocabulary.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Functional Grammar:</b> Prefix, suffix and One words substitution Modals Concord	<b>10 Hours</b>
<b>Unit-2:</b>	<b>Listening Skills:</b> Difference between listening & hearing, Process and Types of Listening Importance and Barriers to listening	<b>4 Hours</b>
<b>Unit-3:</b>	<b>Writing Skills:</b> Official letter and email writing Essentials of a paragraph, Developing a paragraph: Structure and methods Paragraph writing (100-120 words)	<b>12 Hours</b>
<b>Unit-4:</b>	<b>Strategies &amp; Structure of Oral Presentation:</b> Purpose, Organizing content, Audience & Locale, Audio-visual aids, Body language Voice dynamics: Five P's - Pace, Power, Pronunciation, Pause, and Pitch. Modes of speech delivery and 5 W's of presentation	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Value based text reading:</b> Short Essay (Non- detailed study) How should one Read a book? – Virginia Woolf	<b>6 Hours</b>
<b>Text Books:</b>	<b>1. Singh R.P.: An Anthology of English Essay: New Delhi: O.U.P.</b>	
<b>Reference Books</b>	<b>Reference Books:</b> <b>1. Nesfield J.C. :“English Grammar Composition &amp; Usage” :Macmillan Publishers.</b> <b>2. Sood Madan: “The Business letters” :New Delhi: Goodwill Publishing House.</b> <b>3. Kumar Sanjay &amp; Pushplata :“Communication Skills” ;New Delhi: Oxford University Pres.</b>	

<u>Methodology:</u>	
1	Words and exercises, usage in sentences.
2	Language Lab software.
3	Sentence construction on daily activities and conversations.
4	Format and layout to be taught with the help of samples and preparing letters on different subjects.
5	JAM sessions and Picture presentation.
6	Tongue twisters, Newspaper reading and short movies.
7	Modern Teaching tools (PPT Presentation, Tongue-Twisters & Motivational videos with sub- titles) will be utilized.
8	Text reading: discussion in detail, critical appreciation by reading the text to develop students’ reading habits with voice modulation
<u>Note:</u>	
1	Class (above 30 students) will be divided in to two groups for effective teaching.
2	For effective conversation practice, groups will be changed weekly
<u>Evaluation Scheme</u>	
<b>Internal Evaluation</b>	
<b>40 Marks</b>	
<b>3 Class Test (from Unit: I, III &amp; V)</b>	<b>Oral Assignment (from Unit: II &amp; IV)</b>
20 Marks (from best 2 CT’s out of 3	10 Marks
<b>External Evaluation</b>	
<b>60 Marks</b>	
<b>Attendance</b>	<b>External Written Examination (from Unit: I, III &amp; V)</b>
10 Marks	40 Marks
<b>External Viva - Voce Examination (from Unit: II &amp; IV)</b>	
20 Marks	
<b>Parameters of External Viva</b>	
<b>Content</b>	<b>Body Language</b>
5 Marks	5 Marks
<b>Confidence</b>	<b>Question Responsiveness</b>
5 Marks	5 Marks
<b>Total</b>	
<b>20 Marks</b>	
Note: External Viva will be conducted by 2-member committee comprising	

a	One Faculty teaching the class
b	One examiner nominated by University Examination cell
c	Each member will evaluate on a scale of 20 marks and the average of two would be the 20 marks obtained by the students

<b>Course Code:</b> BBAE203	<b>Ability-Enhancement Compulsory Course-4</b> <b>BBA (IB&amp;ED)- Semester-II</b> <b>Inter – Cultural Business Communication</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding about the intercultural communication concept and its importance.	
<b>CO2.</b>	Understanding the importance of maintaining the diversity at work place.	
<b>CO3.</b>	Understanding the importance and usage of nonverbal communication in , creating critical incident.	
<b>CO4.</b>	Analyzing the strategies required for intercultural Business negotiations.	
<b>CO5.</b>	Analyzing about the cultural competency and behave accordingly.	
<b>Course content:</b>		
<b>Learning Outcomes:</b>	<b>At the end of this course students should be able to:</b> <ol style="list-style-type: none"> <li>1. Learn the basic concept of culture.</li> <li>2. Understand perceptions and generalizations of Intercultural Communication.</li> <li>3. To decipher intercultural encounters</li> <li>4. Building up of cultural profile.</li> <li>5. To undertake cultural negotiations.</li> <li>6. Acquire skills to increase intercultural competency.</li> </ol>	
<b>Unit-1:</b>	<b>Intercultural communication concepts:</b> The concept of culture, Cultural Onion/iceberg, self-awareness as a culture, communication as a process, diversity, perceptions and generalizations, ethno centrism, ideal culture Vs. Real culture, prejudice, discrimination and stereotypes <i>One Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Intercultural encounters and critical incidents:</b> DMIS Model, examples of intercultural development, Intercultural development inventory, Describe-Interpret-Evaluate (DIE) tool, the concept of “face”, nonverbal communication, creating critical incident. <i>One Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Intercultural Business Negotiation:</b> understanding basics to negotiation, intercultural communication specifics in international business negotiations, intercultural negotiations and non-verbal behaviors, communication: direct/indirect, space: private/public, variations in etiquette, politeness and emotions expression, country-specific case studies on intercultural business negotiations <i>One Case Study/ Case let from the unit.</i>	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Intercultural communication in management:</b> managing diversity at workplace, ethnicity, nationality, race, gender, age, religion, culture, sexual orientation, perspectives, thinking styles, job level, skills, experiences, physical abilities, language, managing culturally diverse	<b>8 Hours</b>



	teams, work ethics in intercultural environment, intercultural conflict resolution <i>One Case Study/ Case let from the unit.</i>	
<b>Unit-5:</b>	<b>Cultural Competency-</b> Building Intercultural competency, changing cultural lenses, cultural humility <i>Role Plays.</i>	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. NAKAYAMA, T. -- MARTIN, J. <i>Intercultural Communication in Contexts</i> . Boston: McGraw-Hill, 2017. 576 p.	
<b><u>Reference Books:</u></b>	1. BROWAEYS, M. <i>Understanding Cross-Cultural Management</i> . London: Pearson Education Limited, 2015. 504 p. 2. SCHNEIDER, S C. -- BARSOUX, J L. <i>Managing across Cultures</i> . 2nd ed. Edinburgh: Prentice Hall Press, 2003. 330 p. ISBN 978-0-273-64663-1. 3. Samovar, Larry A., Richard E. Porter and Edwin R. McDaniel. 2010. "Chapter 1: Communication and Culture: The Challenge of the Future," in <i>Communication Between Cultures</i> , Boston: Wadsworth, pp. 1-26. – 4. Miner, Horace. June 1956. "Body Ritual among the Nacirema," <i>American Anthropologist</i> , 58 (3). <b>* Latest editions of all the suggested books are recommended.</b>	

<b>Course Code:</b> TMUGE301	<b>Ability-Enhancement Compulsory Course-5</b> <b>BBA (IB&amp;ED)– Semester-III</b> <b>English Communication - III</b>	<b>L-3</b> <b>T-0</b> <b>P-2</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the grammar and its rules for sentence construction.	
<b>CO2.</b>	Understanding the concepts, strategies& structure for public speaking, extempore speeches and Power point presentation.	
<b>CO3.</b>	Applying professional writing skills while drafting minutes of meeting, agenda and notices.	
<b>CO4.</b>	Applying variety of reading strategies to foster comprehension.	
<b>CO5.</b>	Analyzing literary work and value based text to enhance thought process and ethical conduct.	
<b>CO6.</b>	Demonstrating the ability to write clear sentences , construct paragraphs and essays with the use of details , examples and evidences.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>English Grammar &amp; Vocabulary:</b> Correction of Common Errors (with recap of English Grammar with its usage in practical context.) Synthesis : Simple , complex and compound sentence Commonly used Idioms & phrases (Progressive learning whole semester)	<b>14 Hours</b>
<b>Unit-2:</b>	<b>Speaking Skills</b> Art of public speaking Common conversation Extempore Power Point Presentation (PPT) Skills: Nuances of presenting PPTs	<b>10 Hours</b>
<b>Unit-3:</b>	<b>Comprehension Skills:</b> Strategies of Reading comprehension: Four S's How to solve a Comprehension ( <b>Short unseen passage: 150-200 words</b> )	<b>6 Hours</b>
<b>Unit-4:</b>	<b>Professional Writing:</b> Preparing Notice, Agenda& Minutes of the Meeting	<b>3 Hours</b>
<b>Unit-5:</b>	<b>Value based text reading:</b> Short story The Barber's Trade Union – Mulk Raj Anand	<b>7 Hours</b>
<b>Text Books:</b>	1.Singh R.P., An Anthology of Short stories, New Delhi: Oxford University Press.	
<b>Reference Books</b>	1.Allen. W, <i>Living English Structure</i> , New Delhi : Pearson Education. 2.Joseph, C.J. & Myall E.G. <i>A Comprehensive Grammar of Current English</i> , Delhi: Inter University Press.	

	3. Wren&Martin , <i>High School English Grammar and Composition</i> , New 4. Delhi: S. Chand &Co. Ltd. 5. Norman Lewis, <i>Word Power Made Easy</i> , New Delhi: Goyal Publications & Distributers. 6. Chaudhary Sarla, Basic Concept of Professional Communication, New Delhi: Dhanpat Rai Publication. Kumar Sanjay &Pushplata, <i>Communication Skills</i> , New Delhi: Oxford University Press. Agrawal, Malti, <i>Professional Communication</i> , Meerut: KrishanaPrakashan Media (P) Ltd.			
<b><u>Methodology:</u></b>				
1	Idiom & Phrases and exercises, usage in sentences.			
2	Language Lab software.			
3	Power Point presentation.			
4	Newspaper reading, short articles from newspaper to comprehend and short movies.			
5	Modern Teaching tools (PPT Presentation & Motivational videos with sub-titles) will be utilized.			
6	<b>Text reading:</b> discussion in detail, Critical appreciation by reading the text to develop students’ reading habits with voice modulation.			
<b><u>Note:</u></b>				
1	Class (above 30 students) will be divided in to two groups for effective teaching.			
2	For effective conversation practice, groups will be changed weekly			
<b><u>Evaluation Scheme</u></b>				
<b>Internal Evaluation 40 Marks</b>			<b>External Evaluation 60 Marks</b>	
<b>3 Class Test (from Unit: 1,III, IV &amp; V)</b>	<b>Oral Assignment (from Unit: II)</b>	<b>Attendance</b>	<b>External Written Examination (from Unit: I, III, IV &amp; V)</b>	<b>External Viva - Voce Examination (from Unit: II)</b>
20 Marks (from best 2 CT’s out of 3	10 Marks	10 Marks	40 Marks	20 Marks
<b>Parameters of External Viva</b>				
<b>Content</b>	<b>Body Language</b>	<b>Confidence</b>	<b>Question Responsiveness</b>	<b>Total</b>
5 Marks	5 Marks	5 Marks	5 Marks	<b>20 Marks</b>
Note: External Viva will be conducted by 2-member committee comprising				
a	One Faculty teaching the class			
b	One examiner nominated by University Examination cell			
c	Each member will evaluate on a scale of 20 marks and the average of two would be the 20 marks obtained by the students			

<b>Course Code:</b> BBAAE301	<b>Ability-Enhancement Compulsory Course-6</b> <b>BBA(IB&amp;ED)-Semester-III</b> <b>Human Values and Professional Ethics</b>	<b>L-4</b> <b>T-0</b> <b>P-0</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the core values that shape the ethical behavior of a manager in functional areas of an organization.	
<b>CO2.</b>	Understanding the morals & values that ought to guide the management and resolve the moral issues in the profession	
<b>CO3.</b>	Analyzing the role of morals and values in technological development and its challenges.	
<b>CO4.</b>	Developing value based management system and work environment in organization.	
<b>CO5.</b>	Developing framework for management ethics and human Values.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Values:</b> Values: Introduction, sources of value system, Types of values, Significance of values, Indian value system, values of Indian manager, Teaching from Indian scriptures like Mahabharata, BhagwadGita, Ramayana , Quran and its applications in management.	<b>8 Hours</b>
<b>Unit-2:</b>	<b>Business Ethics:</b> Definition of Ethics, nature of ethics, types of ethics, Ethics and morality, Need and significance of business Ethics, code of conduct and Ethics for manager.-	<b>8 Hours</b>
<b>Unit-3:</b>	<b>Ethical Dilemmas:</b> Ethical Dilemmas- sources and their resolutions. Ethical decision making, Work ethics, Ethical and unethical practices in India.	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Impact of Ethics:</b> Ethical issues related with marketing, Human resource management, Finance, Intellectual property rights. Environmental ethics.	<b>8 Hours</b>
<b>Unit-5:</b>	<b>Understanding Harmony in the Family and Society –harmony in Human -Human Relationship and Gender issues:</b> Understanding Harmony in the Family and Society-Harmony in Human-Human Relationship; Understanding harmony in the Family-the basic unit of human interaction; Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay - tripti; Trust (Vishwas) and Respect (Samman) as the	<b>8 Hours</b>

	foundational values of relationship. <b>Gender Issues and Biases:</b> Gender Stereotyping and Gender Discrimination, Male Gaze and Objectivity, Remedial measures of gender biasness.	
<b><u>Text Books:</u></b>	Bhatia S.K., Business Ethics and managerial values, New Delhi: Deep and Deep publications Pvt. Ltd.	
<b><u>Reference Books:</u></b>	Velasquez, Business Ethics – Concepts and Cases, New Delhi: Prentice Hall. Mathur U.C., Corporate Governance & Business Ethics, New Delhi: McMillan. Govindarajan M., professional ethics and Human values, New Delhi: PHI learning pvt ltd. Hartman Laura P & Abha Chatterjee, Business Ethics, New Delhi: McGraw Hill. R. K Sharma, puneetagoel, Corporate governance, values and ethics, New kalyani publication <b>* Latest editions of all the suggested books are recommended.</b>	

<b>Course Code:</b> TMUGE401	<b>Ability-Enhancement Compulsory Course-7</b> <b>BBA(IB&amp;ED)- Semester-IV</b> <b>English Communication – IV</b>	<b>L-3</b> <b>T-0</b> <b>P-2</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Applying the knowledge of grammar, rules of translation, phrases and idioms.	
<b>CO2.</b>	Analyzing the compound and complex sentences for effective speaking and good English writing.	
<b>CO3.</b>	Applying the rules of grammar to solve a comprehension problems and professional writing.	
<b>CO4.</b>	Applying the rules of grammar for writing small stories.	
<b>CO5.</b>	Participating in mock interview conducting in class and working on communication and writing skills.	
<b>Course Content:</b>		
<b>Unit-1:</b>	<b>Vocabulary &amp; Grammar</b> Homophones and Homonyms Correction of Common Errors (with recap of English Grammar with its usage in practical context.) Transformation of sentences	<b>12Hours</b>
<b>Unit-2:</b>	<b>Essence of Effective listening &amp; speaking</b> Listening short conversation/ recording (TED talks / Speeches by eminent personalities) <i>Critical Review of these abovementioned</i> Impromptu	<b>5 Hours</b>
<b>Unit-3:</b>	<b>Professional Writing:</b> Proposal: Significance, Types, Structure & AIDA Report Writing: Significance ,Types, Structure& Steps towards Report writing	<b>8 Hours</b>
<b>Unit-4:</b>	<b>Job Oriented Skills:</b> Cover Letter Preparing Resume and Curriculum-Vitae Interview: Types of Interview, Tips for preparing for Interview and Mock Interview Corporate Expectation & Professional ethics: Skills expected in corporate world.	<b>10 Hours</b>
<b>Unit-5:</b>	<b>Value based text reading: Short story</b> A Bookish Topic – R.K. Narayan	<b>5 Hours</b>
<b>Text Books:</b>	Singh R.P., An Anthology of Short stories, New Delhi: Oxford University	

	Press.			
Reference Books:	<div>1. Raman Meenakshi &amp; Sharma Sangeeta, Technical Communication-Principles &amp; Practice, New Delhi: Oxford For Undergraduate University Press.</div> <div>2. Mohan K. &amp; Sharma R.C., Business Correspondence of Report Writing, New Delhi: McGraw Hill.</div> <div>3. Chaudhary Sarla, Basic Concept of Professional Communication, New Delhi: Dhanpat Rai Publication.</div> <div>4. Kumar Sanjay &amp;Pushplata, Communication Skills, New Delhi: Oxford University Press.</div> <div>Agrawal Malti, Professional Communication, Meerut, KrishanaPrakashan Media (P) Ltd.</div>			
Methodology:				
1	The content will be conveyed through Real life situations, Pair Conversation, Group Talk and Class Discussion.			
2	Language Lab software.			
3	Sentence transformation on daily activities and conversations.			
4	Conversational Practice will be effectively carried out by Face to Face & Via Media (Audio-Video Clips)			
5	Modern Teaching tools (PPT Presentation & Motivational videos with sub-titles) will be utilized			
Note:				
1	Class (above 30 students) will be divided in to two groups for effective teaching.			
2	For effective conversation practice, groups will be changed weekly			
Evaluation Scheme				
Internal Evaluation 40 Marks		External Evaluation 60 Marks		
3 Class Test (from Unit: 1,III, IV & V)	Oral Assignment (from Unit: II)	Attendance	External Written Examination (from Unit: I, III, IV & V)	External Viva - Voce Examination (from Unit: II)
20 Marks (from best 2 CT's out of 3	10 Marks	10 Marks	40 Marks	20 Marks
Parameters of External Viva				
Content	Body Language	Confidence	Question Responsiveness	Total
5 Marks	5 Marks	5 Marks	5 Marks	20 Marks
Note: External Viva will be conducted by 2-member committee comprising				
a	One Faculty teaching the class			
b	One examiner nominated by University Examination cell			
c	Each member will evaluate on a scale of 20 marks and the average of two would be the 20 marks obtained by the students			

# **Viva Voce**



<b><u>Course Code:</u></b> BBAVV451	<b>Viva Voce-1</b> <b>BBA(IB&amp;ED)- Semester-IV</b> <b>Foreign Language (French)</b>	<b>L-2</b> <b>T-0</b> <b>P-4</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding with a wider range of grammatical structures and vocabulary at modern workplaces	
<b>CO2.</b>	Understanding different types of written documents be able to talk about past and future plan set work.	
<b>CO3.</b>	Applying the foreign language in doing business communications.	
<b>CO4.</b>	Developing the communication skills.	
<b>CO5.</b>	Developing various strategies of business through using the foreign language	
<b><u>Course Content:</u></b>		
<b>Unit-1:</b>	-Introduction: Extent of the French Language, Reasons to learn French, Test	<b>8 Hours</b>
<b>Unit-2:</b>	Pronunciation Guide for the International Phonetic Alphabet: letters, vowel and consonant, Punctuation symbols, Test	<b>8 Hours</b>
<b>Unit-3:</b>	Basic Phrases, Greetings, Simple conversations, Dialogue, Test	<b>8 Hours</b>
<b>Unit-4:</b>	Numbers, date, months of the year, season, telling time, Test	<b>8 Hours</b>
<b>Unit-5:</b>	Formal Speech, Questions & Responses, Final test	<b>8 Hours</b>
<b><u>Text Books:</u></b>	1. French for Beginners: The Best Handbook for Learning to Speak French!Getaway Guides	
<b><u>Reference Books:</u></b>	1. Beginners' French: Learn French Language (Classic Reprint)by Victor Emmanuel Francois 2. Cambridge IGCSE & International Certificate French Foreign Language (French Edition)by Yvette Grime & Jayn Witt & Mike Thacker 3. Colloquial French: The Complete Course for Beginners (Colloquial Series)by <u>Valérie Demouy</u> & Alan Moys 4. 365 Days of French Expressions: Audiobook Link Download Edition (French Edition)FredericBibard <b>Latest editions of all the suggested books are recommended.</b>	

Evaluation Scheme			
Internal Evaluation 50 Marks		External Evaluation 50 Marks	
Oral /Presentation	Attendance	External Viva-voce	
40 Marks	10 Marks	50 Marks	
Parameters of External Viva			
Body Language	Confidence	Question Responsiveness	Total
15 Marks	15 Marks	20 Marks	50 Marks

<b>Course Code:</b> <b>BBAVV552</b>	<b>Viva Voce-2</b> <b>BBA(IB&amp;ED)- Semester-V</b> <b>Projects on Export Clusters of India</b>	<b>L-0,</b> <b>T-0</b> <b>P-8</b> <b>C-4</b>
<b>Course Outcomes:</b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding about the Clusters and the new economics of competition	
<b>CO2.</b>	Understanding about Competitive advantages in a global economy	
<b>CO3.</b>	Understanding the key issues in developing successful clusters.	
<b>CO4.</b>	Understanding the Export Oriented Clusters and analyze it for: Export Development	
<b>CO-5</b>	Analyzing relationship, & motivation that distant rivals cannot match.	
<b>Course Content:</b>		
<b>Guidelines</b>	<ol style="list-style-type: none"> <li>1. After fourth semester examination, every student of BBA (IB&amp;ED) will undertake the project in any of the export-import organizations in their near proximity. The duration of the project will be for 10-15 days.</li> <li>2. During the course of project, every student needs to prepare a <b>report/ presentation</b> in approximate 20-30 pages based upon day to day learning in their respective organization. This report shall be submitted by student after the completion of the project to the course coordinator of the program which shall be the part of fifth semester examination.</li> <li>3. The designated supervisor for the student in the organization will submit duly signed and stamped performance evaluation form through email to the course coordinator of the program and hard copy needs to be attached in the Project Report by the students.</li> <li>4. Student has to prepare &amp; present power point presentation of 15 to 20 slides in front of internal and external examiners about the project.</li> <li>5. The Internal assessment (50 Marks) of the project will be evaluated by panel of three internal examiners (appointed by the Principal of the College) and External assessment (50 Marks) will be provided by the company supervisor. The detail of the scheme of evaluation and format enclosed is as under :-</li> </ol>	

Evaluation Scheme (100 Marks)		
Internal Assessment	Presentation (10 Marks)	Viva – Voce Based on hand written report (40 marks)
(50 Marks)		
External Assessment	External Evaluation is based on the performance of the students by supervisor (50 Marks)	
(50 Marks)		

PERFORMANCE EVALUATION FORM	
Project	
<u>Mentor's details:</u>	
Name:	
Designation:	
Name of the Organization:	
Postal Address:	
Mobile No.	
Landline with Extension No.	
E mail:	
<u>Student's details:</u>	
Name of the Student:	
Name of Institution:	
Date of Joining:	
Date of Completion:	
Project Assigned:	

**Note: All the parts (A, B and C) to be evaluated by the Supervisor**

<b>Part: A</b>			
<b>20 Marks</b>			
<b>SKILLS AND PERSONAL CHARACTERISTICS</b>			
<b>S. No.</b>	<b>Skills/Personal Characteristics</b>	<b>Marks</b>	<b>Remark</b>
1	Integrity		
2	Leadership		
3	Client Relationship		
4	Communication Skills		
5	Team player		
6	Reliability		
7	Analytical Skills		
8	Time Management		
9	Attitude		
10	Computer Friendly		
11	Creativity		
12	Interpersonal Skills		
13	Appearance		
14	Decision Making Skills		
15	Ability to learn		
	<b>Total Marks</b>		

<b>Part: B</b>			
<b>20 Marks</b>			
<b>Project Performance</b>			
<b>S. No.</b>	<b>Attribute</b>	<b>Marks</b>	<b>Remark</b>
1	Ability to generate Relevant Solutions		

2	Industry & Business Knowledge		
3	Commercial Acumen		
4	Subject Knowledge		
5	Ability to assimilate assignment objective		
6	Quality of Work		
7	Report Writing/Presentation		
8	Attention to Accuracy and details		
9	Demonstrated Critical thinking		
10	Inter Cultural Communication		
11	Planning & organizing		
12	Performance Effectiveness		
13	Data assesment		
14	Reliability and dependability		
15	Sincerity and Punctuality		
	<b>Total</b>		

**Part C**

**10 Marks**

**Overall, how would you rate the student?**


Please give marks to the student's performance on the following areas of competency, using the category mentioned below:

<b>Marks</b>	<b>Category(s)</b>	<b>Remark</b>
17 - 20	Outstanding	Performance which consistently exceeds standards and expectations
13-16	Excellent	Performance consistently meets and occasionally exceeds, all expectations
08-Dec	Good	Performance consistently meets standards and expectations
<8	Average	Performance meets some, but not, all the expectations

Category		Please Tick Appropriate	
A	Outstanding		
B	Excellent		
C	Good		
D	Average		
E	Below Average		
<b>Marks obtained in Part C:</b>			
<b>Total Marks Obtained:</b>			
<b>Part A(20)</b>	<b>Part B(20)</b>	<b>Part C(10)</b>	<b>Total (50)</b>
<u><b>* Your comments and suggestions to the Student</b></u>			
<u><b>Date:</b></u>		<u><b>Place:</b></u>	

<b><u>Course Code:</u></b> <b>BBAVV651</b>	<b>Viva – Voce –3</b> <b>BBA(IB&amp;ED)- Semester-VI</b> <b>Dissertation Report</b> <b>(Based on Field Work/ MSR)</b>	<b>L-0</b> <b>T-0</b> <b>P-8</b> <b>C-4</b>
<b><u>Course Outcomes:</u></b>	<b>On completion of the course, the students will be :</b>	
<b>CO1.</b>	Understanding the meaning, objectives and principles of market survey.	
<b>CO2.</b>	Understanding the steps in preparing a written survey report.	
<b>CO3.</b>	Demonstrating effective communication skills participate as a team member and build professional network.	
<b>CO4.</b>	Demonstrating the ability to prepare and assess a report.	
<b>CO5.</b>	Developing research and development skills for analyzing information from various sources.	
<b><u>Guidelines:</u></b>	<ol style="list-style-type: none"> <li>1. At the end of fifth semester examination, every student will prepare the report based on field work. The guidelines of report will be provided in the starting of the semester classes.</li> <li>2. During the course of training, the college will assign a problem/project to the student. The student, after the completion of analysis will submit a report to the College/Institute, which will be the part of sixth semester examination.</li> <li>3. The report will be evaluated by internal and external examiner. It will carry total of 100 marks divided into written report of 50 marks by external examiner and presentation of 50 marks in front of a panel of at least three faculty members appointed by Director/ Principal of the college.</li> <li>4. The external marks will be awarded by the external examiner who will be appointed by the examination division.</li> </ol>	



Format for Dissertation Report		
1.	Cover / Title Page	1 page
<p style="text-align: center;"> <b>Training Report ..... (Topic/Department/Area)</b>  <b>At</b>  <b>(Name of the Organization/Company)</b>  <b>In partial fulfillment for the award of the degree of BBA(IB &amp; ED)</b> </p> <div style="text-align: center;">  </div> <p style="text-align: center;"> <b>Teerthanker Mahaveer Institute of Management and Technology (TMIMT)</b>  <b>Teerthanker Mahaveer University, Moradabad. Uttar Pradesh</b> </p> <div style="display: flex; justify-content: space-between; margin-top: 20px;"> <div style="width: 45%;"> <p><b>Submitted by:</b></p> <p><b>Student Name</b></p> <p><b>II Semester</b></p> <p><b>Year</b></p> </div> <div style="width: 45%; text-align: right;"> <p><b>Submitted to</b></p> <p><b>Guide Name</b></p> <p><b>Designation</b></p> <p><b>TMIMT, TMU</b></p> </div> </div>		
2	Table of content (Index) –with page numbers clearly identified	1page
3	Declaration by the student.	1page

4	Certificate (from the Company / Organization)				1page
5	Acknowledgement				1page
6	Organization/Company Profile (Background, History, Founder, Vision, Mission, Competitors, Organization Structure, Products, Milestones, Achievements, Address)				5-8 pages
7	Objectives of training.				1page
8	<b>Student has to finalize topic from general training or problem centric training as per the consultation or guidance by the internal faculty Guide. The details of both the trainings are given below:-</b>				
<b>S. No.</b>	<b>General Training</b>	<b>Pages</b>	<b>S. No.</b>	<b>Problem Centered Training</b>	<b>Pages</b>
<b>8a</b>	Introduction (department/s or the area assigned)	1-2	<b>8a</b>	Introduction to the topic	1-2
<b>8b</b>	Intern role during internship	1	<b>8b</b>	Research Objectives	1
<b>8c</b>	Role of (department/s or the area assigned) in the organization	2-3	<b>8c</b>	Research methodology	1-2
<b>8d</b>	Observations (including explanation of Processes)	6-8 (as per numbers of weeks training done)	<b>8d</b>	Data analysis & interpretation	5-8
<b>8e</b>	Key learning's	1-2	<b>8e</b>	Results & Findings	1-2
<b>8f</b>	Recommendations (if any)	1	<b>8f</b>	Recommendations& Suggestions	1
<b>8g</b>	Conclusion	1	<b>8g</b>	Limitations	1
			<b>8h</b>	Conclusion	1
			<b>8i</b>	References/ Bibliography	1

		➤	<b>8j</b>	Appendices, viz., ➤ Questionnaire ➤ Checklist ➤ Tables etc.	1-3
Plagiarism check will be done from point no.7 onwards. Plagiarism check will be done as per norms provided by the Examination Division of the University					
<b>Evaluation Scheme</b>					
<b>Detail</b>	<b>Report Quality (Structuring, Formatting, Clarity in presenting data &amp; facts)</b>	<b>Presentation</b>	<b>Assessors Evaluation as per Summer Internship Record Book</b>	<b>Viva Voce</b>	<b>Total</b>
<b>Internal</b>	30	20	NA	NA	50
<b>External</b>	15	NA	15	20	50

<b>Course Code:</b> <b>BBAVV653</b>	<p style="text-align: center;"><b>Viva – Voce – 4</b>  <b>BBA(IB&amp;ED)- Semester-VI</b></p> <p style="text-align: center;"><b>Dissertation Report Evaluation</b></p> <p style="text-align: center;"><b>(Based on: On the Job Training (OJT)/ Start-Up Engagements/ Family Business Exposure)</b></p>	<b>L-0</b> <b>T-0</b> <b>P-12</b> <b>C-6</b>
<b><u>Course Outcomes</u></b>	<b>At the end of this course students should be able to:</b>	
<b>CO1.</b>	Understanding the working of various departments and problems there in.	
<b>CO2.</b>	Understanding the importance of process and methods of research, and their applicability.	
<b>CO3.</b>	Understanding the working on the designing tools to collect data for research and evaluation.	
<b>CO4.</b>	Applying statistical tools for data processing to get information.	
<b>CO5.</b>	Demonstrating the results to prove their findings.	
<b>CO6.</b>	Writing a report with effectiveness.	
<b>CO7.</b>	Assessing the probable solution to a given research problem.	
<b>Course Content:</b>	<p>The students have to submit a detail report based on:<b>On the Job Training (OJT)/ Start-Up Engagements / Family Business Exposure</b> by the students during the fourth semester. At the ends of third semester students have to inform about the choice from the above options to the program coordinator. The student will submit a detail report at the end of fourth semester, which will form part of fourth semester examination. A performance appraisal by the organization authority will be attached along with the report in case of OJT only.</p> <p>The dissertation report (based on:<b>On the Job Training (OJT)/ Start-Up Engagements / Family Business Exposure</b>) should ordinarily be based on the in-depth experience gained during any of the above engagements. The detail report of above should be prepared mentioning brief note on the business activity of the organization, its structure, details of products / services, detail report on experiential learning, status report on business/market environment in which the business activities performed, compliance report, market feasibility report and bank account details in case of Startup / Family Business, and limitation/challenges faced. Report should have Times New Roman font size (12) and double spacing. Three neatly typed and soft bound (paperback) copies of the</p>	

	report are required to be submitted to the university. The report will be typed in A-4 size paper.			
	Students will give presentation of the report before the jury comprising of external and internal faculty members to be appointed by the Director of the college.			
Evaluation Scheme				
Details	Experiential Learning	Business Domain Knowledge	Viva Voce/Presentation	Total
Internal	20	10	20	50
External	20	10	20	50

<b>Format of Dissertation Report</b> <b>(Based on: On the Job Training (OJT)/ Start-Up Engagements / Family Business Exposure)</b>		
<b>S.No</b>	<b>Detail</b>	<b>Page No.</b>
<b>1</b>	Title of the Report	<b>1</b>
<p>..... (Topic/Department/Area)</p> <p>At</p> <p>(Name of the Organization/Company/ Start-up / family Business)</p> <p><b>In partial fulfillment for the award of the degree of BBA (IB &amp;ED)</b></p>		



**TeerthankerMahaveer Institute of Management and Technology (TMIMT)**

**TeerthankerMahaveer University, Moradabad. Uttar Pradesh**

**Submitted by:**

**Submitted to**

**Student Name**

**Internal Guide Name**

**II Semester**

**Designation**

**Year**

**TMIMT, TMU**

**Under Supervision of**

**External Guide Name**

**Designation**

2	Acknowledgement	1
3	Certificate (from the Company / organization) in case of OJT/ Family Business& Registration Certificate in case of Start Up.	1
4	Table of content (Index) –with page numbers clearly identified	1
5	Organization/Company Profile (Background, History, Founder, Vision, Mission, Competitors, OrganizationStructure, Services, Products, Milestones, Achievements, Address) in own language.	3-4
6	Objectives of OJT/ Start-Up/ Family Business	1

**Important Note**

Student has to finalize the topic of the dissertation in consultation with faculty guide (Internal) and industry supervisor (external guide)

<b>S.No</b>	<b>Problem Centered Training</b>	<b>Required number of Pages.</b>
1	Introduction to the topic in case of OJT. Introduction of the Startup / Family Business	1-2
2	Objectives of Experiential Learning during OJT/ Startup/ Family Business	1-2
3	Market / Business Environment in which business activities performed.	4-6
4	Processes and Practices learnt during OJT/ Startup/ Family Business	3-4
5	Findings and Learning outcomes during OJT/ Startup/ Family Business	3-4
6	Challenges and Limitations faced by the student during OJT/ Startup/ Family Business	2-3
7	Future Scope of your learning	1
8	Conclusion/ Summary	1
9	References/ Bibliography (if any)	1-2
10	Appendices, viz., <ul style="list-style-type: none"> <li>• Copy of Certificate</li> <li>• Detail of Bank Account</li> <li>• Rent Agreement Deed</li> <li>• Detail of Bank Loan</li> <li>• Any other approvals</li> </ul>	1-2
Plagiarism check will be done as per norms provided by the Examination Division of the University		

## **Value Added Course**



<b><u>Course Code:</u></b> <b>TMUGS401</b>	<b>Value Added Course-1</b> <b>BBA(IB&amp;ED) - Semester-IV</b> <b>Managing Self</b>	<b>L-2</b> <b>T-1</b> <b>P-0</b> <b>C-0</b>
<b><u>Learning Outcomes:</u></b>	<b>At the end of the semester, the learner will be able to.</b>	
<b>CO1.</b>	Understanding the role of character and virtues for a successful and meaningful life.	
<b>CO2.</b>	Understanding and analysing self and devise a strategy for growth and development	
<b>CO3.</b>	Applying peer coaching skills.	
<b>CO4.</b>	Applying personal development goal with the help of a peer coach.	
<b>CO5.</b>	Developing skills for communicating their life story and strategy for life.	
<b>CO6.</b>	Developing a positive mindset conducive for growth.	
<b>CO7.</b>	Developing capacity for self-questioning and discovering their own biases.	
<b>Unit-1:</b>	<b>Personal Development:</b> Personal growth and improvement in personality, Perception, Positive attitude, Values and Morals, High self motivation and Confidence, Grooming	<b>6 hours</b>
<b>Unit-2:</b>	<b>Professional Development:</b> Goal setting and action planning, Effective and assertive communication, Decision making, Time management, Presentation Skills, Happiness, risk taking and facing unknown	<b>5 hours</b>
<b>Unit-3:</b>	<b>Career Development:</b> Resume Building, Occupational Research, Group discussion (GD) and Personal Interviews	<b>9 hours</b>
<b>Text Book:</b>	1. Robbins, Stephen P., Judge, Timothy A., Vohra, Neharika, Organizational Behaviour (2018), 18 <sup>th</sup> ed., Pearson Education	
<b>Reference Books and links</b>	1. Rathgeber, Holger, Kotter, John, Our Iceberg is melting (2017), Macmillan Burne, Eric, Games People Play (2010), Penguin UK 2. Organizational Behaviour (2018), 18 <sup>th</sup> ed., Pearson Education 3. Tracy, Brian, Time Management (2018), Manjul Publishing House 4. Hill, Napoleon, Think and grow rich (2014), Amazing Reads 5. Scott, S.J., SMART goals made simple (2014),	

	Createspace Independent Pub 1. <a href="https://www.hloom.com/resumes/creative-templates/">https://www.hloom.com/resumes/creative-templates/</a> 2. <a href="https://www.mbauniverse.com/group-discussion/topic.php">https://www.mbauniverse.com/group-discussion/topic.php</a> 3. <a href="https://www.indeed.com/career-advice/interviewing/job-interview-tips-how-to-make-a-great-impression">https://www.indeed.com/career-advice/interviewing/job-interview-tips-how-to-make-a-great-impression</a>		
<b>Evaluation Scheme: Faculty led Continuous Evaluation</b>			
<b>Students will be evaluated on the score of 100 in every course.</b>			
<b>Evaluation of soft skill will follow continuous evaluation method,</b>			
<b>Internal:</b>	50 marks		
<b>External:</b>	50 marks for External evaluation at the time of external exams (Based on GD and PIs).		
<b>Attendance:</b>	10 marks for Attendance in the training sessions		
<b>S.No</b>	<b>Attendance (%)</b>	<b>Marks</b>	
<b>1</b>	<b>30</b>	<b>0</b>	
<b>2</b>	<b>30-40</b>	<b>2</b>	
<b>3</b>	<b>40-50</b>	<b>4</b>	
<b>4</b>	<b>50-60</b>	<b>5</b>	
<b>5</b>	<b>60-70</b>	<b>6</b>	
<b>6</b>	<b>70-80</b>	<b>7</b>	
<b>7</b>	<b>80-90</b>	<b>8</b>	
<b>8</b>	<b>90-100</b>	<b>10</b>	
<b>However students have to secure 45% marks for passing this course. The marks of this course will not be added while calculating overall CGPI.</b>			

<b>Course Code:</b> <b>TMUGS501</b>	<b>Mandatory Value Added Course-2</b> <b>BBA(IB&amp;ED) - Semester-V</b> <b>Managing Work &amp; Others</b>	<b>L-2</b> <b>T-0</b> <b>P-0</b> <b>C-0</b>
<b>Learning Outcomes:</b>	<b>At the end of the semester, the learner will be able to</b>	
<b>CO1.</b>	Understanding time pressures and the need for time management.	
<b>CO2.</b>	Applying effective communication skills in a variety of public and interpersonal settings.	
<b>CO3.</b>	Developing interpersonal skills for an effective professional growth.	
<b>CO4.</b>	Handling difficult situations with grace, style and professionalism.	
<b>CO5.</b>	Developing strategies and procedures for becoming an effective leader.	
<b>Unit-1:</b>	<b>Intrapersonal Skills:</b> Creativity and Innovation, Understanding self and others (Johari window), Stress Management, Managing Change for competitive success , Handling feedback and criticism	<b>5 hours</b>
<b>Unit-2:</b>	<b>Interpersonal Skills:</b> Conflict management, Development of cordial interpersonal relations at all levels, Negotiation, Importance of working in teams in modern organisations, Manners, etiquette and net etiquette	<b>5 hours</b>
<b>Unit-3:</b>	<b>Interview Techniques:</b> Job Seeking, Group discussion (GD), Personal Interview	<b>10 hours</b>
<b>Text Book</b>	1. Robbins, Stephen P., Judge, Timothy A., Vohra, Neharika, Organizational Behaviour (2018), 18 <sup>th</sup> ed., Pearson Education	
<b>Reference Books and links</b>	1. Burne, Eric, Games People Play (2010), Penguin UK 2. Carnegie, Dale, How to win friends and influence people (2004), RHUK 3. Rathgeber, Holger, Kotter, John, Our Iceberg is melting (2017), Macmillan 4. Steinburg, Scott, Nettiquette Essentials (2013), Lulu.com] 5. <a href="https://www.hloom.com/resumes/creative-templates/">https://www.hloom.com/resumes/creative-templates/</a> 6. <a href="https://www.mbauniverse.com/group-discussion/topic.php">https://www.mbauniverse.com/group-discussion/topic.php</a> 7. <a href="https://www.indeed.com/career-advice/interviewing/job-interview-tips-how-to-make-a-great-impression">https://www.indeed.com/career-advice/interviewing/job-interview-tips-how-to-make-a-great-impression</a>	
<b>Evaluation Scheme: Faculty led Continuous Evaluation</b>		

Students will be evaluated on the score of 100 in every course.		
Evaluation of soft skill will follow continuous evaluation method,		
<b>Internal:</b>	50 marks	
<b>External:</b>	50 marks for External evaluation at the time of external exams (Based on GD and PIs).	
<b>Attendance:</b>	10 marks for Attendance in the training sessions	
<b>S.No</b>	<b>Attendance (%)</b>	<b>Marks</b>
<b>1</b>	<b>30</b>	<b>0</b>
<b>2</b>	<b>30-40</b>	<b>2</b>
<b>3</b>	<b>40-50</b>	<b>4</b>
<b>4</b>	<b>50-60</b>	<b>5</b>
<b>5</b>	<b>60-70</b>	<b>6</b>
<b>6</b>	<b>70-80</b>	<b>7</b>
<b>7</b>	<b>80-90</b>	<b>8</b>
<b>8</b>	<b>90-100</b>	<b>10</b>
However students have to secure 45% marks for passing this course. The marks of this course will not be added while calculating overall CGPI.		

