



INDIRA GANDHI DELHI TECHNICAL UNIVERSITY FOR WOMEN
(Established by Govt. of Delhi vide Act 9 of 2012)
Kashmere Gate, Delhi-110006

BBA Curriculum

The new education policy focuses on skill development among students to prepare them to be absorbed in private sector and industry. To make the students industry ready, an undergraduate program in management is helpful in enhancing their hard and soft skills. This BBA program will emphasize on the development of communication, quantitative reasoning and business analysis skills and help the students gain knowledge of business practices and processes, understand the role of economics in the world marketplace and acquire an awareness of global business issues and management practices.

Course Name: BBA (Bachelor of Business Administration)

Course Level/Duration/System: Under Graduate / Three years /6 Semesters;

Total Number of Credits in B.B.A: 128 Credits

Structure of BBA Program

The BBA courses are divided into six distinct areas, namely:

- **Departmental Core Courses (DCC)**
- **Allied Management Course (AMC)**
- **Departmental Elective Courses (DEC)**
- **Generic Open Elective Courses (GEC)**

A) Nomenclature

Departmental Core Courses (DCC): These are department specific compulsory courses to be studied by the student as a core requirement for the BBA degree. These courses also include “Summer Project Report and Viva Voice” and “Major Project Report and Viva Voice”.

- **Summer Project Report and Viva Voice:** At the end of the Fourth Semester every student shall undergo Summer Training for Eight Weeks in the industry/Research or Academic Institute. After completion of training they would be required to submit the training report as per the dates decided by the university and they shall also appear for the viva voice. This component will be evaluated during the fifth semester.

- **Major Project Report and Viva Voice:** In the sixth semester all the students shall do the project/dissertation of 6 credits. This management project would give them an exposure to the actual business environment, to apply their management knowledge and skills in managing the business. This will prepare them for working in industry and business organizations. At the end of sixth semester as per the dates decided by the university, students would be required to submit their management project report and would also present themselves for viva voice.

Allied Management Course (AMC)

These courses are allied but compulsory courses. The purpose of these courses is to develop various skills required in management and business environment such as computer applications, mathematical, statistical, ICT knowledge, technical report writing, and business communication skills.

However, if a “Humanities, Social Sciences, Management and Skill Development Course” is picked from the existing B.Tech scheme then the course would be identified by **HMC** code from B.Tech scheme.

Departmental Elective Courses (DEC)

These courses are specific or advanced or supportive to the discipline/subject/specialization of study or which provides an extended scope. Management Department would offer a wide range of elective courses pertaining to the concerned BBA degree.

Generic Open Elective Courses (GEC):

- GEC are value-based courses that are aimed at man-making education. GEC courses can be completed in-house (GEC courses offered by IGDTUW) or from any other university in online/offline mode or through MOOC (NPTEL, SWAYAM, GYAN, edX, Coursera etc). Separate guidelines may be prepared for transferring the credits from these MOOC courses.
- Variety of these courses may include Creative Art Courses like Dance, Yoga, Music etc; Social Welfare Courses like NCC, NSS, Unnat Bharat, Swachh Bharat, Fire Fighting etc; and Women Empowerment Courses like Women Safety, Self Defence, Gender Sensitization etc.
- Student may also opt for subjects from Entrepreneurship category where she can enhance/groom her skills to pursue her career as successful entrepreneur. She will be evaluated based on her business plan, innovation involved in the idea, development and execution for the same. Student must be able to prove her sincere efforts in implementing her business idea and bringing it to the next level.
- If a student is interested in pursuing research career, she may opt for writing research paper and based on the quality of research paper published, she may be suitably awarded the marks/grade. Separate guidelines may be prepared for evaluation of the quality of research paper.
- Students, who are more inclined towards project development, may work on a live and sufficiently large project under the guidance of a faculty member or industry person. These students may be evaluated based the performance in the project development. End result should ensure a good quality product development which may be deployed in real environment.

- If the student opts for a GEC course outside IGDTUW in offline/online mode, all the expenses including registration and certification fee shall be borne by the student. The duration of GEC course shall be minimum 6 weeks.

B) Credits of Different Curricular Components in BBA

Curricular Components	Credits	Weightage (Appx.)
Departmental Core Courses (DCC) Including, <ul style="list-style-type: none"> • Summer Project Report and Viva Voice • Major Project Report and Viva Voice 	66	51.5%
Allied Management Course (AMC/HMC)	42	32.8%
Departmental Elective Courses (DEC)	16	12.5%
Generic Open Elective Courses (GEC)	04	3.1%
Grand Total	128	100%

Curricular Components		Credits*
a	Departmental Subjects, <ul style="list-style-type: none"> • Departmental Core Courses (DCC) 	56
	Including <ul style="list-style-type: none"> • Summer Project Report and Viva Voice (DCC) • Project Report and Viva Voice (DCC) 	04 06
	• Department Elective Courses (DEC)	16
	Departmental Subjects Credits (a)	82
b	Allied Management Course (AMC/HMC)	42
c	Generic Open Elective Courses (GEC)	04
Credits (b+c)		46
Grand Total (a+b+c)		128

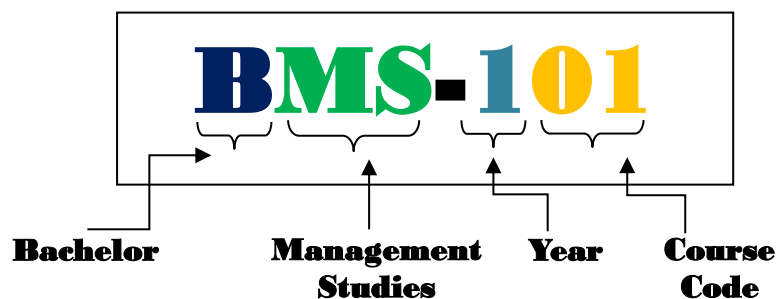
*In a semester of approximately 14 weeks of teaching 1 credit is equivalent to 1 Theory Hour or 1 Tutorial Hour or 02 Practical hours per week.

Therefore, Maximum No. of Contact Hours in a Semester for various Course types would be as follows:

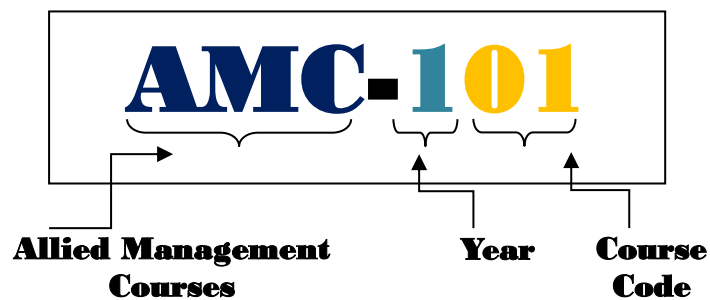
S. No.	Course Type				Maximum of No. of Contact Hours in a Semester			
	L	T	P	Credits	Theory	Tutorial one per week per group	Practical one per week per group	Total
1.	3	1	0	04	42	14	nil	56
2.	3	0	2	04	42	Nil	28	70
3.	2	0	0	02	28	Nil	nil	28
4.	0	1	2	01	Nil	14	28	42

C) Course Coding

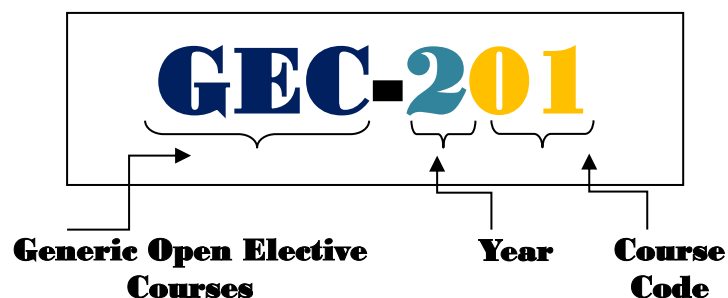
BBA courses offered by management department (Courses under DCC and DEC categories) would be identified by a course code designated by a six letter long string of alpha-numeric characters, first three letters by characters and last three letters by numbers. The first letter of character string indicates the level (“B” for bachelors level courses and “M” for Masters level courses), next two letters of the string indicating the code of the Academic Department offering the course (“MS” for “Department of Management” under the “Faculty of Business Studies”). The last three letters are numbers designating the particular course number. The first number of last three digits indicates the level (year) at which the course is being offered. The last two numbers denote the serial number of the course, which is an odd number if course is offered in the Odd Semester and an even number if course is offered in the Even Semester. For example, the course, “Principles of Management”, offered in first semester of BBA by “Department of Management” would be numbered as **BMS-101**.



Allied Management Courses of (Courses under AMC category) would also be identified by a six letter long string of alpha-numeric characters but the first three letters in this case are “AMC” acronym of “Allied Management Courses”.



Generic Open Electives (Courses under GEC category) would also be identified by a six letter long string of alpha-numeric characters but the first three letters in this case are “GEC” taken from “Generic Open Elective Courses”.



Teaching Engagements and Definition of Credits

Every course maintains a teaching schedule for which weekly contact hours are decided for delivering lectures (L), engaging tutorials (T) and/or performing practical (P) to make learning in a course more effective. In the syllabi, the information regarding number of course credits and contact hours per week is denoted as: Credits (L – T – P); 4 (3-1-0) or 4(3-0-2) or 1(0-0-2) etc.

1 hour of theory session = 1 credit; 1 hour of tutorial session = 1 credit; 2 hour of lab session = 1 credit

D) Semester wise credit distribution of proposed BBA Program

BBA	DCC	DEC	AMC/HMC	GEC	Total Credits
Semester-1	10	-	12	-	22
Semester-2	16	-	6	-	22
Semester-3	10	-	8	2	20
Semester-4	6	-	12	2	20
Summer Project (Credits for this project are part of Vth Semester)					
Semester-5	10	8	4	-	22
Semester-6	14	8	-	-	22
Total Credits	66	16	42	4	128
Category- wise distribution	DCC + DEC = 82		AMC + HMC + GEC = 46		Total Credits = 128

Semester-wise Course Structure of proposed B.B.A Program

SEMESTER 1					
S.No	Course Code	Subject	L-T-P	Credits	Category
1	BMS-101	Principles of Management	3-0-0	3	DCC
2	BMS-103	Financial Accounting	3-1-0	4	DCC
3	BMS-105	Micro Economics	3-0-0	3	DCC
4	AMC-101	Business Mathematics	3-1-0	4	AMC
5	AMC-103	Business Communication – I	2-0-0	2	AMC
6	AMC-105	Computer Applications in Management	3-0-2	4	AMC
7	AMC-107	Environmental Management	2-0-0	2	AMC
Total Credits				22	

SEMESTER 2					
S.No	Course Code	Subject	L-T-P	Credits	Category
1	BMS-102	Organizational Behavior	3-0-0	3	DCC
2	BMS-104	Business Environment	3-0-0	3	DCC
3	BMS-106	Macro Economics	3-0-0	3	DCC
4	BMS-108	Marketing Management	3-0-0	3	DCC
5	BMS-112	Management Accounting	3-1-0	4	DCC
6	AMC-102	Business Statistics	3-1-0	4	AMC
7	AMC-104	Business Communication –II	2-0-0	2	AMC
Total Credits				22	

SYLLABUS
FIRST SEMESTER

PRINCIPLES OF MANAGEMENT	
Course Code: BMS-101 Contact Hours: L-3 T-0 P-0 Course Category: BMS	Credits: 3 Semester: 1

Introduction: This course discusses about the basic nature of management and describes the functions of management, the specific roles of contemporary management, different approaches to designing organizational structures. This will help the students to understand the role of personality, learning and emotions at work, discover and understand the concept of motivation, leadership, power and conflict, understand the foundations of group behavior and the framework for organizational change and development.

Course Objectives:

- To acquaint the students with the fundamentals of managing business
- To make them understand individual and group behavior at workplace so as to improve the effectiveness of an organization.
- The course will use and focus on Indian experiences, approaches and cases.

Pre-requisite: None

Course Outcomes: After completion of the course, the students should be able to:

- Understand the nature of management and describe the functions of management.
- Understanding the specific roles of contemporary management.
- Develop understanding of different approaches to designing organizational structures.
- Understand the role of personality, learning and emotions at work.
- Discover and understand the concept of motivation, leadership, power and conflict.
- Understand the foundations of group behavior and the framework for organizational change and development.

Pedagogy: The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

Contents

UNIT-I		10 Hours
Introduction: Concept, Nature, Process and Significance of Management; Managerial levels, skills, Functions and Roles; Management vs Administration; Coordination as Essence of Management; Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches.		
UNIT-II		11 Hours
Planning: Nature, Scope and Objectives of Planning; Types of plans; Planning Process; Business Forecasting; MBO: Concept, Types, Process and Techniques of Decision-Making; Bounded Rationality. Organizing: Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority- Responsibility; Delegation and Decentralization; Formal and Informal Organization.		
UNIT-III		10 Hours
Staffing: Concept, Nature and Importance of Staffing. Motivating and Leading: Nature and Importance of Motivation; Types of Motivation; Theories of Motivation: Maslow, Herzberg, X, Y and Z; Leadership: Meaning and Importance; Traits of a leader; Leadership Styles – Likert’s Systems of Management, Tannenbaum& Schmidt Model and Managerial Grid.		
UNIT IV		11 Hours
Controlling: Nature and Scope of Control; Types of Control; Control Process; Control Techniques– Traditional and Modern; Effective Control System. Communication: Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7Cs; Media of Communication: Types of Communication: Barriers of Communication.		
Text Books		
1	S.P. Robbins, “Fundamentals Management: Essentials Concepts Applications”, Pearson Education, 2014.	
2	Gilbert, J.A.F. Stoner and R.E. Freeman, “Management”, Pearson Education, 2014. H. Koontz, “Essentials of Management”, McGraw Hill Education, 2012.	
3	C. B. Gupta, “Management Concepts and Practices”, Sultan	
Reference Books		
1	W. Ghillyer, “Management- A Real World Approach”, McGraw Hill Education, 2010.	
2	K. Mukherjee, “Principles of Management”, McGraw Hill Education, 2012.	

FINANCIAL ACCOUNTING	
Course Code: BMS-103 Contact Hours: L-3 T-1 P-0 Course Category: BMS	Credits: 4 Semester: 1

Introduction: The course will help the students to understand the commonly used accounting terminologies, the users of accounting information and their respective requirements. Understand the process of recording and classifying the business transactions and events, preparation of financial statements, viz., Profit and Loss Account, Balance Sheet, and cash flow statement. Understand and interpret the financial statements from different the perspective of different stakeholders. Predict financial crisis of a business concern.

Course Objectives:

- To familiarize students with the mechanics of preparation of financial Statements,
- To develop an understanding of corporate financial statements, their analysis and interpretation and role of IFRS in accounting discipline.

Pre-requisite: None

Course Outcomes: After completion of the course, the students should be able to:

- Understand the commonly used accounting terminology
- Identify the users of accounting information and their respective requirements
- Understand the process of recording and classifying the business transactions and events
- Make financial the financial statements, viz., Profit and Loss Account, Balance Sheet, and cash flow statement.
- Understand and interpret the financial statements from the different perspective of different stakeholders.
- Predict financial crisis of a business concern.

Pedagogy: The teaching pedagogy adopted here would a perfect blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	1	0	Yes	--	10	--	30	--	60	--	--

Contents

UNIT-I		10 Hours
<p>Meaning and Scope of Accounting: Objectives and nature of Accounting, Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting, Accounting Principles and Standards: Accounting Principles, Accounting Concepts and Conventions, Meaning and relevance of GAAP, Introduction to Accounting Standards Issued by ICAI.</p>		
UNIT-II		11 Hours
<p>Journalizing Transactions: Journal Entries, compound Journal entries, Opening Entry. Ledger Posting and Trial Balance: Preparation of Ledger, Posting, Cash book, Sales and Purchase book and Trial Balance. Company Final Accounts: Preparation of Final Accounts with adjustments, Trading Account, Profit & Loss Account, Balance Sheet.</p>		
UNIT-III		11 Hours
<p>Shares and Share Capital: Introduction to Joint Stock Company, Shares, Share Capital, Accounting Entries, Under Subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Surrender of Shares, Right Shares. Issue and Listing of Securities: Stock Exchange of India, Control of SEBI, Regulating business in stock exchange (Elementary Knowledge only).</p>		
UNIT IV		10 Hours
<p>Contemporary Issues & Challenges in Accounting: Human Resource Accounting, Green Accounting, Inflation Accounting, Price level Accounting, Social Responsibility Accounting. Computer Accounting: Computers and Financial application, Accounting Software packages.</p>		
Text Books		
1	P. C. Tulsian, "Financial Accountancy", Pearson Education, 2012.	
2	S. N. Maheshwari and S. K. Maheshwari, "An Introduction to Accountancy", Vikas Publishing House, 2012.	
3	Asish K. Bhattacharyya, "Essentials of Financial Accounting", Prentice Hall of India, 2010.	
Reference Books		
1	V. Rajasekran, "Financial Accounting", Pearson Education, 2012.	
2	S. K. Bhattacharya and J. Dearden, "Accounting for Manager – Text and Cases", Vikas Publishing House, 2010.	

MICRO ECONOMICS	
Course Code: BMS-105 Contact Hours: L-3 T-0 P-0 Course Category: BMS	Credits: 3 Semester: 1

Introduction: This course will equip the students with basic understanding of economics and economic activities. They will learn various tools like the mechanics of supply and demand in allocating goods and services and resources, understand how changes in demand and supply affect markets, the choices made by a rational consumer, identify relationships between production and costs, learn key characteristics and consequences of different forms of markets etc.

Course Objectives:

- To apply micro economic concepts and techniques in evaluating business decisions taken by firms.
- To develop an understanding of how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

Pre-requisite: None

Course Outcomes: After completion of the course, the students should be able to:

- Understand the mechanics of supply and demand in allocating goods and services and resources
- Understand how changes in demand and supply affect markets
- Understand the choices made by a rational consumer
- Identify relationships between production and costs
- Identify key characteristics and consequences of different forms of markets

Pedagogy: Apart from interactive class teaching, various individual and group assignments are given. Group discussions, role plays and presentations are conducted in class to enable students to practically apply the theories learnt during the course.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

Contents

UNIT-I	10 Hours
Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business, Micro vs. Macro Economics, Opportunity Costs, Time Value of Money, Market Forces and Equilibrium, Risk, Return and Profits.	
UNIT-II	11 Hours
Consumer Behavior and Demand Analysis: Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium. Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods.	
UNIT-III	10 Hours
Theory of Production: Meaning and Concept of Production, Factors of Production and Production function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS.	
UNIT IV	11 Hours
Cost Analysis & Price Output Decisions: Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale, Explicit Cost and Implicit Cost, Private and Social Cost. Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.	
Text Books	
1	P. Samuelson and W. Nordhaus, "Economics", McGraw Hill Education, 2010.
2	N. Dwivedi, "Managerial Economics", Vikas Publishing House, 2010.
Reference Books	
1	Salvatore, "Managerial Economics in a Global Economy", Oxford Univ. Press, 2014.
2	D. Kreps, "Microeconomics for Managers", Viva Books Pvt. Ltd, 2010.
3	NG Mankiw, "Principles of Economics", Cengage Learning, 2011.
4	C.H. Peterson, W.C. Lewis and S.K. Jain, "Managerial Economics", Pearson Education, 2012.

BUSINESS MATHEMATICS	
Course Code: AMC-101 Contact Hours: L-3 T-1 P-0 Course Category: AMC	Credits: 4 Semester: 1

Introduction: The course covers the various topics of mathematics such as counting principles, AP, GP, introduction to matrices, calculus etc. that are required for Business Mathematics

Course Objectives:

- This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications.

Course Outcomes: After completion of the course, the students should be able to gain basic knowledge of

- Counting principles
- Matrices and vector spaces
- Calculus

Pedagogy: Apart from interactive class teaching, various individual and group assignments are given. Group discussions, JAMs, role-plays and presentations are conducted in class to enable students to practically apply the theories learnt during the course.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	1	0	Yes	--	10	--	30	--	60	--	--

Contents

UNIT-I		11 Hours
<p>Permutations and Combinations: Fundamental Principle of Counting, Concept of Factorial, Introduction to Permutations and Combinations. Permutations of ‘n’ dissimilar objects taken ‘r’ at a time (with or without repetition), Restricted and Circular Permutations, Combinations of ‘r’ objects taken from ‘n’ objects.</p> <p>Mathematical Induction: Principle.</p> <p>Arithmetic and Geometric Progression: Finding the n^{th} term of AP and GP, Sum to n^{th} term of AP and GP, Insertion of Arithmetic and Geometric Means.</p>		
UNIT-II		11 Hours
<p>Matrices and Determinants: Introduction to Matrices, Matrix Algebra, Properties of Determinants and Calculation of values of Determinants up to third order, Inverse of a Matrix using Adjoint method and Elementary Row Operations, Rank of a Matrix. Solution of a System Of Linear Equations using Matrix Inverse Method, Cramer’s Rule and Gauss-Jordan Elimination Method. Application of Matrices to Business Problems, Leontief Input Output Model, Preparation of Depreciation Lapse Schedule.</p>		
UNIT-III		12 Hours
<p>Functions and Differentiation</p> <p>Functions: Definition, Functions specific to Business and Economics (Cost Function, Profit Function, Revenue Function, Demand Function, Average Cost Function, Average Revenue Function), Graphical Representation of Functions.</p> <p>Differentiation: Differentiation of simple Algebraic, Logarithmic and Exponential Functions only, Partial differentiation of first and second order, Application of Differentiation to Business and Economics: Maximization of Profit Functions and Minimization of Cost Functions, Calculation of Marginal Revenue and Marginal Cost, Calculation of Price and Demand Elasticity.</p>		
UNIT IV		08 Hours
<p>Integration: Integration of Simple Algebraic, Logarithmic and Exponential Functions only; Methods of Integration- by substitution, by parts, by use of partial functions; Definite integration: Finding areas in simple cases; Calculation of consumer’s and producer’s surplus using definite integration; Learning curve.</p>		
Text Books		
1	K. Trivedi, “Business Mathematics”, Pearson Education, 2012.	
2	R. S. Bhardwaj, “Mathematics and Statistics for Business”, Excel Books, 2013.	
3	S. Khan, “A Text Book of Business Mathematics”, Anmol Publications, 2012.	
4	Singh J. K. Business Mathematics. Himalaya Publishing House, 2018.	
Reference Books		
1	M. Raghavachari, “Mathematics for Management”, McGraw Hill Education, 2011.	
2	M.D. Tuttle, “Practical Business Math: An Applications Approach”, Prentice Hall, 2012.	
3	P. Hazarika, “A textbook of Business Mathematics”, S. Chand Publication, 2010.	
4	Soni, R.S. Business Mathematics. Pitambar Publishing House, 1996.	

BUSINESS COMMUNICATION-I	
Course Code: AMC-103 Contact Hours: L-2 T-0 P-0 Course Category: AMC	Credits: 2 Semester: 1

Introduction: A course in Business Communication prepares students for efficient and impressive participation in different communication tasks in an organization. In order to be effective communicators students need to improve upon their Listening, Speaking, Reading and Writing skills and the communication class provides them ample opportunities to do so. The course enables the students to develop clear understanding of speaking skills, non-verbal communication, listening skills and paragraph writing. All in all BC –I prepares a perfect foundation for a broader understanding and application of efficacious communication skills.

Course Objectives:

- Create awareness about the importance of effective communication skills at workplace
- Make the students face their fear of speaking
- Increase their understanding of using Non Verbal Cues
- Help the students understand how to be an effective participant in Group Discussions
- Facilitate better writing skills

Pre-requisite: None

Course Outcomes:–After completion of the course, the students should be able to:

- Understand the importance of effective communication skills at workplace
- Overcome their fear of speaking
- Learn to utilize Non Verbal Cues
- Effectively participate in Group Discussions
- Use clear and logical writing skills

Pedagogy: Caselet discussions, assignments, mock activities etc are used in addition to interactive teaching. Speaking exercises are conducted to help students to overcome fear of public speaking.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
2	0	0	Yes	--	10	--	30	--	60	--	--

Contents

UNIT-I		7 Hours
Introduction to Communication: Importance and function of Communication, Relevance in Management, Characteristics and Types of Communication, Channels and Mediums, 7Cs of Communication, Barriers of Communication.		
UNIT-II		7 Hours
Everyday Communication: Non-Verbal Language (Symbols, Appearance, Paralanguage and Body Language, Proxemics, Chronemics), Listening Skills (Importance, Barriers, Essentials of Good Listening).		
UNIT-III		7 Hours
Effective Communication: Speaking Skills, Group Discussion (Purpose, Strategies, Guidelines etc.) Improving Language Efficiency (Vocabulary Building, Avoiding Common Errors).		
UNIT IV		7 Hours
Writing Better: Formal and Informal Writing, Basics of Paragraph Writing (Topic sentence, Introduction and the Conclusion, Variety in Sentences and Paragraphs), Email Writing (Formal and Informal).		
Text Books		
1	<i>Reflections on Vital Issues</i> , edited by PJ George. Chennai: Orient BlackSwan, 2010, Weiss, Edmund, Basics of Writing.	
2	M. Raman and S. Sharma, Technical Communication, Oxford University Press, 2011.	
Reference Books		
1	M. Ashraf Rizvi, Effective Technical Communication, Tata McGraw Hill Publication, 2005.	
2	Lynne Truss, Eats, Shoots & Leaves, London: Profile Books, 2004.	

COMPUTER APPLICATIONS IN MANAGEMENT	
Course Code: AMC-105 Contact Hours: L-3 T-0 P-2 Course Category: AMC	Credits: 4 Semester: 1

Introduction: Computerized business environment is now an integral part of all business organizations. Be it use of database in collection, storage and extraction of business data, use of IT in information sharing or simple applications of Excel, computes have greatly improved the work environment compared to earlier days of manual work. This course aims at providing fundamental knowledge and skills required to efficiently work in computerized business environment, and exposure to various applications of computers and IT in managing the business, business analytics and decision making. In this course, student will learn basic data analytic methods using excel and SQL and to deploy these techniques on business data. The course will enable students to get hands on expertise in the application of these tools. Towards this End, students will also understand and learn to identify, evaluate, and capture business analytic opportunities that add value to the business.

Course Objectives:

- To familiarize students with importance of Computers and IT in Business management.
- To provide them skills and knowledge of computes and information technology for business operations.
- To make them familiar with various applications of computers which are integral part of business activities, such as use of database in collection, storage and extraction of business data.
- To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.
- To learn how to use and apply Excel and Excel add-ins to solve business problems.

Pre-requisite: None

Course Outcomes:

After completing this course students should be able to

- Develop basic technical understanding of Computes and its importance in business management.
- Understand the use of database, Spreadsheet, Word, Power Point etc. and prepare effective presentations for different purposes.
- Appreciate the importance of data driven decisions to optimize the business process and address issues in business administrations.
- Perform and interpret the basic business analytics and their implications to business administrations.

Pedagogy: Apart from interactive class teaching, various individual and group assignments are given. Group discussions, presentations are conducted in class to enable students to practically apply the theories learnt during the course. Laboratory is another important part of this course that will provide practical experience.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	2	Yes	Yes	--	10	15	--	60	15	--

Contents

THEORY COMPONENT	
UNIT-I	12 Hours
<p>Introduction to Computer:</p> <p>Computer H/W Setup: Various parts of Computers and I/O devices, Configuration/Performance parameters of Computers and various classifications (Supercomputers, Mainframes, Minicomputer, Workstations, Servers, Personal Computer, embedded devices etc.), Wired and wireless networking, various ports and communication standards.</p> <p>Computer Software Setup: Introduction to Operating Systems, An overview of various Computer & Mobile OS & Applications, Function of OS, Booting Procedure, Start-up Sequence, Details of Basic System Configuration (Types of OS: Batch OS, Time sharing, Distributed, Network and RTOS, Open Source versus closed source operating system, Basic Commands of Linux, Applications and Software, Overview of Low level and High level programming languages their importance and various examples, Compiler, Interpreter and assembler, Overview and importance of Structured Query Languages, Statistical and Data Analytics Programming languages/Software etc. such as SPSS, R, Python etc.</p>	
UNIT-II	10 Hours
<p>Latest Advancements and Future Technologies of Computers: SSD memories, parallel computing and multicore processors, DMA and CUDA enabled Graphical Processing Units (GPU), USB type C, 5G data communication, Bluetooth.5, HDR technology, Virtual reality, Artificial Intelligence based Applications such as voice activated assistants, far-field speech recognition and Gesture based controls etc. Cyber-Physical Systems and its examples such as autonomous automobile (self-driving cars), automated pilot in avionics, process controls, Robotics, Cybernetics, Mechatronics, Internet of Things (IOT), Quantum Computing.</p>	
UNIT-III	10 Hours
<p>Overview of Business Analytics and Data Driven Businesses:</p> <p>Introduction to Business Analytics and its Importance, Data versus Information, Big Data Analytics and Fourth Industrial Revolution, Data-driven Business Models, Overview of Data Analytics and new business opportunities, Visualization/ Data Issues, Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data, Data Classification, Storage Retrieval and Analysis of Data, Database Management and Data-warehouses, Management information and Decision support system, Role and Importance of Information Technology in Business Management, Security issues in information technology, Goals of Protection and Security, Concept of Encryption and Decryption, Virus, Worm, Antivirus, Firewall, Information Technology Act 2000, Data Privacy, Personal Data Protection Bill-2018,</p>	
UNIT IV	12 Hours
<p>Statistical and Data Analysis & Reporting Features:</p> <p>Overview and importance of Structured Query Languages, Statistical and Data Analytics Programming languages/Software etc. such as Excel SPSS, R, Python etc. Creating a work book, Rearranging Worksheet, Organizing Charts and graphs, Ranges and Functions & Formulae: Mathematical, Statistical Financial Functions such as NPV (Net present value), Future value, IRR (Internal Rate of Return), EMI (Equated Monthly Instalments, Compounding Yearly, periodic and monthly) - Auto Calculate Using Names in a Formula, Formula Editing, Macros, Consolidation of Data & Data Analysis - Sorting List, Filter & More Filtering Techniques - Consolidate data in multiple worksheets - What-if analysis, Goal Seek Scenario Manager, Solver, Lookup Function -Sub Totals, Nested-IF, Statistical Analysis; Data Validation & Protection - Create a dropdown list from a range of cells - Apply data validation to cells - Copy data validation setting, remove data validation - Find cell that have data validation, protect cell data, using password to protect sheet and workbook. - Use validation to create dependent list; Pivot table Reports & Pivot Chart Reports.</p>	

Optimization: Use of Excel to solve business problems: e.g. marketing mix, capital budgeting, portfolio optimization	
Text Books	
1	Boockholdt, J.L. Accounting Information System: Transaction Processing and Control, Irwin Mcraw-Hill.
2	Rajaraman, V., Introduction to Information Technology, PHI.
3	Bharihoka, Deepak, Fundamentals of Information Technology, Excel Book.
4	Madan, Sushila, Computer Applications, Mayur Paperbacks, New Delhi.
Reference Books	
1	Monk, J. Brady and E. Mendelsohn, "Problem Solving Cases in Microsoft and Excel", Thomson Learning, 2012.
2	Leon and M. Leon, "Introduction to Information Technology", Vikas Publishing House, 2012.
3	P.K. Sinha and P. Sinha, "Foundations of Computing", BPB Publisher, 2012.
4	Hall, J.A., Accounting Information System, South-Western College Publishing.
5	Gelinas, Ulric J., and Steve G. Sutton, Accounting Information System, South Western Thomson Learning.

PRACTICAL COMPONENT		
UNIT-I		28 Hours
<p>Introduction to MS-Excel: Introduction to Electronic Spreadsheets, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data, Creating Tables, Graphs and charts, Creating Database, Sorting Data, Filtering etc.</p> <p>Using spreadsheet for following purposes and making reports:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Loan & Lease statement <input type="checkbox"/> Ratio Analysis. <input type="checkbox"/> Payroll statements <input type="checkbox"/> Capital Budgeting <input type="checkbox"/> Depreciation Accounting <input type="checkbox"/> Graphical representation of data <input type="checkbox"/> Frequency distribution and its statistical parameters <input type="checkbox"/> Correlation and Regression 		
Text Books		
1	Monk, J. Brady and E. Mendelsohn, "Problem Solving Cases in Microsoft and Excel", Thomson Learning, 2012.	
2	P. Weverka, "MS Office 2013 All-in-One for Dummies", Wiley, 2013.	

ENVIRONMENTAL MANAGEMENT	
Course Code: AMC-107 Contact Hours: L-2 T-0 P-0 Course Category: AMC	Credits: 2 Semester: 1

Introduction: A scientific study of the natural world and how it is influenced by people. It surveys environmental studies, examining ecological, socioeconomic, and technological factors that influence the quality of life on Earth.

Course Objectives:

Environmental Management course is aimed

- To develop basic understanding of Ecosystem and its various components
- To understand and evaluate the transnational character of environmental problems such as air, water soil pollution, climate change, global warming and ways of addressing them.
- To prepare students for career success in environmental monitoring and remediation, natural resources and conservation, public health, industrial environmental management.

Pre-requisite: None

Course Outcomes: Having successfully completed this course, Student would be able to

- Understand and evaluate the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales
- Students will demonstrate interpretative skills including the ability to analyze data statistically, assess reliability, interpret results and draw reasonable conclusions.
- Young graduates gain comprehensive knowledge of interdisciplinary branches like Toxicology, Green Technology, synthesis and applications of Eco friendly polymers.

Pedagogy: Classroom teaching which focuses upon relating the textbook concepts with real world phenomena, along with periodic tutorial classes to enhance the problem-solving ability.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
2	0	0	Yes	--	10	--	30	--	60	--	--

Contents:

UNIT-I		8 Hours
<p>Ecosystems and how they work: Types of Eco-Systems, Geosphere – Biosphere and Hydrosphere introduction, Major issues of Biodiversity, Conservation of Bio-Diversity. Concept of sustainability and international efforts for environmental protection: Concept of Sustainable Development, Emergence of Environmental Issues. International Protocols, WTO, Kyoto Protocol, International Agreement on Environmental Management.</p>		
UNIT-II		8 Hours
<p>Water Pollution: Water Resources of India, Hydrological Cycle, Methods of Water Conservation and Management, Rain Water Harvesting and their legal aspects, River Action Plan, Ground and Surface Water Pollution; Waste Water Management. Air Pollution: Air Pollution and Air Pollutants, Sources of Air Pollution and its Effect on Human Health and Vegetation, Green House Effect, Global Warming and Climate Change.</p>		
UNIT-III		6 Hours
<p>Solid Waste: Management – and Various Method Used, Composting, Land Fill Sites etc, Hazardous Waste Management, Biomedical Waste Management, Environmental Impact Assessment and Environmental Management System - Introduction and its Impact.</p>		
UNIT IV		6 Hours
<p>Introduction to Indian Environmental laws: Legal framework:, the Indian Penal Code, Role of Judiciary in Environmental Protection, Water (Prevention and Control of Pollution) Act, 1974, Environment (Protection) Act, 1986, Air (Prevention & Control of Pollution) Act, 1981.</p>		
Text Books		
1	G. T. Miller, “Environmental Science: Working with the Earth”, Cengage Learning India Pvt. Ltd, 2011.	
2	S. P. Mishra and S. N. Panday, “Essential Environment Studies”, Ane Books Pvt. Ltd. 2014.	
Reference Books		
1	R. J. Chhatwal, “Environmental Science”, UDH Publishers & Distributers Ltd., 2012.	
2	M. K. Roy, “Sustainable Development”, Ane Books Pvt. Ltd, 2014.	
3	K. Asthana, “Textbook on Environmental Studies”, 2014.	
4	N. Arumugam and V. Kumaresan, “Environmental Science & Engineering”, Saras Publication, 2014.	

**SYLLABUS
SECOND SEMESTER**

ORGANIZATIONAL BEHAVIOR	
Course Code: BMS- 102 Contact Hours: L-3 T-0 P-0 Course Category: BMS	Credits: 3 Semester: 2

Introduction: The course covers individual, group, and organizational levels of behavior drawing on concepts and practices from the field of Organizational Behavior (OB). It also examines the interrelationship of behavioral phenomena among these levels. It enhances one's ability to communicate and work effectively with others. OB helps in strengthening people management skills to become a successful leader in any field.

Course Objectives:

- To enable the students with cutting edge thinking on a variety of organizational behavior and management topics
- To develop skills for solving organizational problems and think appropriate solutions for contemporary management and practices.

Pre-requisite: None

Course Outcomes: Having successfully completed this course, the student will be able to

- Develop understanding of different approaches to designing organizational structures.
- Understand the role of personality, learning and emotions at work.
- Discover and understand the concept of motivation, leadership, power and conflict.
- Understand the foundations of group behavior and the framework for organizational change and development.

Pedagogy: The teaching pedagogy adopted here would a perfect blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

Contents:

UNIT-I		11 Hours
Meaning and concept of organizational behaviour; Personality: meaning, factors affecting personality, Big five model of personality; Learning: concept and theories of learning (Classical conditioning, operant conditioning and social learning theory), concept of reinforcement; Perception: concept, factors affecting perception, process of perception, perceptual errors.		
UNIT-II		11 Hours
Motivation: Concept, importance, Content theories (Maslows need theory, Alderfers ERG theory (Existence, Relatedness and Growth), Mc Clellands theory of needs, Herzbergs two factor theory) and Process theories (Adams equity theory, Vrooms expectancy theory); Leadership: Concept, Theories (Trait, Behavioural, Contingency, Charismatic, Transactional and Transformational Leadership; Emotional Intelligence: Concept, Importance, Dimensions.		
UNIT-III		10 Hours
Groups: Definition, Stages of Group Development, Group Cohesiveness; Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window; Conflict: Concept, Sources, Types, Stages of Conflict, Management of Conflict; Organisational Power: Sources of Power and Dysfunctional uses of Power.		
UNIT IV		10 Hours
Organizational Change: Concept, Resistance to change, Managing resistance to change, Kurt Lewin Theory of Change; Organizational Development (OD): Meaning and types of OD Interventions.		
Text Books		
1	Robbins, Stephen P and Judge, T.A. (2013). Organisationa Behaviour (15th Edition). Pearson.	
2	Stephen, P. Robbins and Mary, Coulter (2010). Management (9 th Edition). Pearson.	
Reference Books		
1	Kaul, Vijay Kumar (2012). Business Organisation and Management - Text and Cases. Pearson.	
2	Singh, Kavita, Organisational Behaviour (3 rd Edition), Vikas Publication.	

BUSINESS ENVIRONMENT	
Course Code: BMS-104 Contact Hours: L-3 T-0 P-0 Course Category: BMS	Credits: 3 Semester: 2

Introduction: Understand and analyze the intricacies of business environment, Analyze the impact the cultural differences on various aspects of business decisions, Learn the integration of business processes across organizations, create models that help businesses determine the price decisions in international markets adding value to the company.

Course Objectives:

- To get the students acquainted with the present economic environment in India and abroad.
- To enable the students, understand the various issues involved in the macro management of the economy.

Pre-requisite: None

Course Outcomes: – After completion of the course, the students should be able to

- Understand and analyze the intricacies of global business environment.
- Analyze the impact the cultural differences on various aspects of business decisions.
- Learn the integration of business processes across organizations.
- Create models that help businesses determine the price decisions in international markets adding value to the company.

Pedagogy: Apart from interactive class teaching, various individual and group assignments are given. Group discussions, role plays and presentations are conducted in class to enable students to practically apply the theories learnt during the course.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

Contents

UNIT-I		10 Hours
<p>An Overview of Business Environment: Type of Environment-Internal, External, Micro and Macro Environment, Competitive Structure of Industries, Environmental Analysis and Strategic Management, Managing Diversity, Scope of Business, Characteristics of Business, Process and Limitations of Environmental Analysis.</p> <p>Structure of Indian Economy: Concept of Economic Growth and Economic development, Growth and Development. Basic Characteristics of Indian Economy, Trends in National Income in India.</p>		
UNIT-II		11 Hours
<p>Planning and Economic Development and Problems in Indian Economy: Objectives of Economic Planning in India, Glimpse of Five-Year Plans, Initiatives by NITI Aayog,. Economic Issues: Population and demographic dividend, Poverty, Inequality, Parallel Economy, Unemployment, Concentration of Economic Power, Balanced Regional Development, Low Capital Formation and Industrial Sickness. Contemporary issues in Indian Business Environment (Case studies and Discussions)</p>		
UNIT-III		10 Hours
<p>Sectors in Indian Economy – Public Sectors Enterprises, Private sector, Twin Balance Sheet Problem, Insolvency and Bankruptcy Code and Micro, Small and Medium Enterprises (MSMEs); Service Sector in India – Characteristics, Growth and Sustainability; Industrial Policy-1991, Disinvestments of Public Enterprises.</p>		
UNIT IV		11 Hours
<p>Indian Financial System: Indian Monetary System: Banking, RBI and Money Market, Monetary and Fiscal Policies, Indian Capital Market. Foreign Trade and Policy, FEMA, FDI, WTO, GATT; Globalization.</p>		
Text Books		
1	Madhur M. Mahajan “Indian Economy”, Pearson, 2020	
2	R. Datt, and K.P.M. Sundhram, “Indian Economy”, Sultan Chand & Sons.	
3	F. Cherunilam, “Business Environment - Text and Cases”, Himalya Publishing House.	
Reference Books		
1	I. C. Dhingra, “Indian Economy”, Sultan Chand & Sons.	
2	K. Aswathappa, “Essentials of Business Environment”, Himalaya Publishing House.	

MACRO ECONOMICS	
Course Code: BMS-106 Contact Hours: L-3 T-0 P-0 Course Category: BMS	Credits: 3 Semester: 2

Introduction: This course deals with the principles of Macroeconomics. The coverage includes determination of and linkages between major economic variables; level of output and prices, inflation, interest rates and exchange rates. The course is designed to study the impact of monetary and fiscal policy on the aggregate behaviour of individuals.

Course Objectives:

- Understanding of key macroeconomic variables- outputs, prices and rate of interest.
- To analyze the effect of fiscal and monetary policy.
- To familiarize mechanics of money supply and understand the working of an open economy.

Pre-requisite: Basic Concepts of Micro Economics.

Course Outcomes:

After completion of the course, the students should be able to:

- Understand the determination of key macroeconomic variables- outputs, prices and rate of interest.
- Analyze the effect of fiscal and monetary policy.
- Describe the mechanics of money supply.
- Understand the working of an open economy.

Pedagogy: Apart from interactive class teaching, various individual and group assignments are given. Group discussions, role plays and presentations are conducted in class to enable students to practically apply the theories learnt during the course.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

Contents:

UNIT-I	10 Hours
Measurement of macroeconomic variables: National Income Accounts, Gross Domestic Product, National Income, Personal and Personal disposable income; Classical theory of income and employment, Quantity Theory of Money – Cambridge version, Classical aggregate demand curve, Classical theory of interest rate, effect of fiscal and monetary policy.	
UNIT-II	11 Hours
Simple Keynesian model; components of aggregate demand; equilibrium income; changes in equilibrium, multiplier (investment, Government expenditure, lump sum tax, foreign trade); determination of equilibrium rate of interest; effect of fiscal and monetary policy; composition of output and policy mix; policy mix in action.	
UNIT-III	10 Hours
Properties of ISLM curves; factors affecting the position and slope of ISLM curves; determination of equilibrium income and interest rates; effect of monetary and fiscal policy; relative effectiveness of monetary and fiscal policy; Keynesian aggregate demand curve; flexible price – fixed money wage model; flexible price-variable money wage model.	
UNIT IV	11 Hours
Money stock determination, money multiplier; instruments of monetary control; money multiplier and bank loans; Inflation: meaning, demand and supply side factors; consequences of inflation, anti-inflationary policies; natural rate theory; monetary policy-output and inflation; Phillips curve (short run and long run). Brief introduction to Balance of Payment account; market for foreign exchange and exchange rate; monetary and fiscal policy in open economy; Mundell Fleming model (perfect capital mobility and imperfect capital mobility under fixed and flexible exchange rate).	
Text Books	
1	Froyen, R.P. (2011). Macroeconomics-theories and policies (8th Edition). Pearson.
2	Dornbusch and Fischer (2010). Macroeconomics (9th Edition). Tata McGraw Hill.
Reference Books	
1	N Gregory Mankiw (2010). Macroeconomics (7th Edition). Worth Publisher.

MARKETING MANAGEMENT	
Course Code: BMS-108 Contact Hours: L-3 T-0 P-0 Course Category: BMS	Credits: 3 Semester: 2

Introduction - This course will build the basic concept of marketing and related concepts. It will provide an in-depth understanding to various elements of marketing mix for effective functioning of an organization. Students will learn some of the tools and techniques of marketing with focus on Indian experiences, approaches and cases.

Course Objectives:

- To familiarize students with the marketing function in organizations.
- To equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing.

Pre-requisite: None

Course Outcomes: – After completion of the course, the students should be able to

- Understand the concept of marketing and related concepts.
- An in-depth understanding to various elements marketing mix for effective functioning of an organization.
- Learn some of the tools and techniques of marketing with focus on Indian experiences, approaches and cases.

Pedagogy: Apart from interactive class teaching, various individual and group assignments are given. Group discussions, role plays and presentations are conducted in class to enable students to practically apply the theories learnt during the course.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

Contents:

UNIT-I		10 Hours
Introduction to Marketing: Nature, Scope and Importance of Marketing, Basic concepts, Marketing Environment, Consumer Behavior, Market Segmentation, Targeting and Positioning.		
UNIT-II		10 Hours
Product: Product Levels, Product Mix, Product Strategy, Product Development, Product Lifecycle and Product Mix Pricing Decisions: Designing Pricing Strategies and Programmes, Pricing Techniques.		
UNIT-III		10 Hours
Place: Meaning & importance, Types of Channels, Channels Strategies, Designing and Managing Marketing Channel, Retailing, Physical Distribution, Marketing Logistics and Supply Chain Management.		
UNIT IV		12 Hours
Promotion: Promotion Mix, Push vs. Pull Strategy; Promotional Objectives, Advertising-Meaning and Importance, Types, Media Decisions, Promotion Mix, Personal Selling-Nature, Importance and Process, Sales Promotion – Purpose and Types; Publicity and Public Relations- Definition, Importance and Methods. Emerging Issues in Marketing: Integrated Marketing, Online Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).		
Text Books		
1	P. Kotler, P.Y. Agnihotri and E.U. Haque, “Principles of Marketing- A South Asian Perspective”, Pearson Education, 2012.	
2	T. Ramaswamy and S. Namkumar, “Marketing Management Global Perspective: Indian Context”, McMillan, Delhi, 2013.	
Reference Books		
1	R. Saxena, “Marketing Management”, McGraw Hill Education, 2012.	
2	C.W. Lamb, J.F. Hair, C. McDaniel, D. Sharma, “MKTG: a South Asian Perspective with Coursemate”, Cengage Learning, 2016.	
3	R. Winer, “Marketing Management”, Pearson Education, 2012.	

MANAGEMENT ACCOUNTING	
Course Code: BMS-112 Contact Hours: L-3 T-1 P-0 Course Category: BMS	Credits: 4 Semester: 2

Introduction: This course will help the students to understand the basic concept of cost and management accounting and their relevance to planning, control and decision making in an organization.

Course Objectives:

- To acquaint students with role of Management Accounting in planning, control and decision making.

Pre-requisite: Knowledge of Financial Accounting.

Course Outcomes: – After completion of the course, the students should be able to

- To understand the basic concept of cost and management accounting.
- To understand their relevance to planning, control and decision making in an organization.

Pedagogy: Apart from interactive class teaching, various individual and group assignments are given. Group discussions, role plays and presentations are conducted in class to enable students to practically apply the theories learnt during the course and main focus is on to enhance problem solving ability

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	1	0	Yes	--	10	--	30	--	60	--	--

Contents:

UNIT-I		10 Hours
<p>Introduction: Meaning and Scope of Cost Accounting: Meaning, objectives, advantages and scope of cost accounting. Difference between financial, cost and management accounting. Different Types of Cost: Direct and Indirect. Emerging Terms viz. Life Cycle Costing, Activity Based Costing, Role of Cost Accounting in an organization.</p>		
UNIT-II		11 Hours
<p>Methods of Costing: Process Costing: Meaning and computation of normal profits, abnormal effective and abnormal loss, Contract Costing: Meaning and preparation of contract account. Inventory Valuation: Meaning, Techniques of Inventory Valuation-FIFO, LIFO and Weighted Average Method. Inventory system –periodic & perpetual inventory system.</p>		
UNIT-III		11 Hours
<p>Management Accounting: Nature and Scope, Financial Accounting, Cost Accounting and Management Accounting, Advantages and Limitations of Management Accounting, Role of Management Accountant. Budgets and Budgetary Control: Concept of Budgets and Budgetary Control, Advantages and Limitations of Budgetary Control, Preparation of Different Budgets, Cash Budget, Fixed and Flexible Budgeting, Performance Budgeting and Zero Base Budgeting, Concept of Responsibility Accounting – Types of Responsibility Centres.</p>		
UNIT IV		10 Hours
<p>Standard Costing and Variance Analysis: Meaning of Standard Cost, Relevance of Standard Cost for Variance Analysis, Significance of Variance Analysis, Computation of Material Variance only. Marginal Costing- Cost-volume profit analysis: Break even Analysis, contribution/sales ratio, key factor, margin of safety and angle of incidence.</p>		
Text Books		
1	S. N. Maheshwari and S. N. Mittal, “Cost Accounting: Theory and Problems”, Shri Mahavir Book Depot, 2015.	
2	S. N. Maheshwari, “Principles of Management Accounting”, Sultan Chand & Sons, 2014.	
Reference Books		
1	M. N. Arora, “Cost Accounting”, Vikas Publishing House, 2012.	
2	D. Bhattacharya, “Management Accounting”, Pearson Education, 2010.	
3	M. Pandey, “Management Accounting”, Vikas Publishing House, Delhi, 2014.	

BUSINESS STATISTICS	
Course Code: AMC-102 Contact Hours: L-3 T-1 P-0 Course Category: AMC	Credits: 4 Semester: 2

Introduction: Summarize data sets using Descriptive statistics, Analyze the relationship between two variables, Analyze trend and seasonality in a time series data, Draw conclusion about a population using testing of hypothesis

Course Objectives:

- To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making.
- To emphasize on the application of the concepts learnt to various managerial situations.

Pre-requisite: None

Course Outcomes: After completion of the course, the students should be able to

- Summarize data sets using Descriptive statistics.
- Analyze the relationship between two variables.
- Analyze trend and seasonality in a time series data.
- Draw conclusion about a population using testing of hypothesis.

Pedagogy: Apart from interactive class teaching, various individual and group assignments are given. Group discussions, JAMs, role plays and presentations are conducted in class to enable students to practically apply the theories learnt during the course.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	1	0	Yes	--	10	--	30	--	60	--	--

Contents:

UNIT-I		10 Hours
Data: quantitative and qualitative, attributes, variables, Scales of measurement: nominal, ordinal, interval and ratio, Measures of Central Value: Mean , Median and Mode, Measures of Dispersion: Absolute and Relative measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Moments, Shape of the distribution: Skewness and Kurtosis, z-score, Chebychev and empirical rule.		
UNIT-II		11 Hours
Correlation Analysis: Meaning and significance. Correlation and Causation, Types of correlation, Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient, Regression Analysis: Meaning and significance, Regression vs. Correlation, Simple Regression model: Linear Regression, Conditions for simple linear regression, Standard error of estimate, Tests for the significance of correlation coefficient.		
UNIT-III		11 Hours
Analysis of Time Series: Meaning and significance, Utility, Components of time series, Models (Additive and Multiplicative), Measurement of trend: Method of least squares, Linear and Parabolic trend, Measurement of seasonal variations by method of ratio to trend. Index Numbers: Meaning and significance, problems in construction of index numbers, Methods of constructing index numbers- weighted and unweighted, Construction of index numbers of prices and quantities, Consumer price index number.		
UNIT IV		10 Hours
Probability: Meaning and need, Theorems of addition and multiplication, Conditional probability, Bayes' theorem, Random Variable- discrete and continuous. Probability Distribution: Meaning, characteristics (Expectation and variance) of Binomial, Poisson, exponential and Normal distribution, Central limit theorem.		
Text Books		
1	N. D. Vohra, "Quantitative Techniques in Management", McGraw Hill Education, 2011.	
2	S. P. Gupta and P. K. Gupta, "Quantitative Techniques and Operation Research", Sultan Chand, 2013.	
Reference Books		
1	Keller, G. (2015). Statistics for Management and Economics (10th Edition). Cengage Learning.	
2	Levin, R. and Rubin, D. (2012). Statistics for Management (7 th Edition). Pearson.	

BUSINESS COMMUNICATION – II	
Course Code: AMC-104 Contact Hours: L-2 T-0 P-0 Course Category: AMC	Credits: 2 Semester: 2

Introduction: The course Business Communication II acts as a perfect sequel to BC-I, as after facilitating effective speaking and writing skills the students are taken to the next level of communication skills development by exposing them to advanced nuances of effective communication. The course also provides valid inputs on the Ethical dimension of communication so as to enable the students to be ethical communicators.

The highlight of the course is special emphasis on Employment Communication i.e. job application and resume writing along with preparing and appearing for Interviews. The students are also acquainted with various forms of business correspondence used in organizations on a regular basis like agenda and minutes of meetings, business letters, notices, memo and circulars.

Course Objectives:

- To enable students to understand the importance of ethics in communication and their application
- Improve upon their professional communication skills
- Help the students learn how to face interviews and deliver oral presentations
- Facilitate effective professional writing skills

Pre-requisite:

Course Outcomes: After completion of the course, the students should be able to:

- Apply ethical communication theories and communicate effectively in various settings and contexts.
- Demonstrate appropriate and professional communication skills
- Develop the ability to face interviews and effectively deliver oral presentations
- Improve their competence in professional writing

Pedagogy: Apart from interactive class teaching, various individual and group assignments are given. Group discussions, role plays and presentations are conducted in class to enable students to practically apply the theories learnt during the course.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
2	0	0	Yes	--	10	--	30	--	60	--	--

Contents:

UNIT-I		7 Hours
Communication Rules: Ethics of Communication (plagiarism, language sensitivity towards gender, caste, race, disability etc.) Role of Culture in communication, Challenges in online communication.		
UNIT-II		7 Hours
Everyday Communication: Business Etiquette (greetings, introducing, shaking hands, exchanging cards, making requests, asking and giving permission, offering help and giving instructions and directions etc.), Understanding Telephone Skills (handling calls, leaving a message, asking and giving information and instructions etc.), Netiquette.		
UNIT-III		7 Hours
Effective Communication: Classroom Presentations (purpose, types, preparing and presenting - use of visual aids/ PowerPoint presentations), Interview Skills (purpose, types of interviews, guidelines and preparing for facing the interviews) Job Application (Resume and Cover Letter), Presentation, Mock interview practice should be undertaken in class.		
UNIT IV		7 Hours
Writing during the Job: Letters at the workplace, Meeting documentations (notice, memo, circular, agenda and minutes of meeting etc.), Report Writing (characteristics, types, structure of formal report), Proposal writing.		
Text Books		
1	Lesikar, & Neerja Panda, MC Crow Hill	
2	Effective Business Communication by Neera Jain & Shoma Mukherji MC Crow Hill.	
Reference Books		
1	Lewis and Hedwig, Body Language: A Guide For Professionals, New Delhi, Response Books, 2000.	
2	Sides and H. Charles, How to Write & Present Technical Information, Cambridge, CUP, 1999.	