



JK Lakshmipat University

Near Mahindra SEZ, P.O. Mahapura, Ajmer Road, Jaipur – 302026

Ph: 91-141-7107500/503

INSTITUTE OF MANAGEMENT

**Master of Business Administration
(Integrated - Dual Degree)**

**Batch 2015-20
1st to 6th Semesters**

**Detailed Syllabus
&
Scheme of Examination**

Proposed Curriculum for BBA+MBA (Integrated) Programme (2015-20 Batch)

S.No.		Course Code	Course Title	Credits		
Year 1 Semester I						
1		BBA101	Foundation of Management	4		
2		BBA102	Financial Accounting	4		
3		BBA103	Introduction to Statistics	4		
4		BBA104	Developing Language Skills	4		
5		BBA105	Introduction to Micro Economics	4		
6		BBA106	Introduction to Social Psychology	4		
7		BBA107	Soft Skills - I	1		
8		BBA108	Comprehensive Viva (CV)	1		
Year 1 Semester II						
9		BBA201	Introduction to Costing	4		
10		BBA202	Essentials of Business Communication	4		
11		BBA203	Business Mathematics	4		
12		BBA204	Computer Applications in Business	4		
13		BBA205	Introduction to Macro Economics	4		
14		BBA206	Introduction to Industrial Psychology	4		
15		BBA207	Soft Skills - II	1		
16		BBA208	Comprehensive Viva (CV)	1		
Year 2 Semester III						
17		BBA301	Human Resource Management	4		
18		BBA302	Management Accounting	4		
19		BBA303	Business Statistics	4		
20		BBA304	Introduction to Database System Concepts	4		
21		BBA305	Principles of Marketing-I	4		
22		BBA306	Creativity and Innovation	4		
23		BBA307	Soft Skills - III	1		
24		BBA308	Comprehensive Viva (CV)	1		
Year 2 Semester IV						
25		BBA401	Introduction to Information Systems	4		
26		BBA402	Business Finance	4		
27		BBA403	Research Methods	4		

28		BBA404	Principles of Marketing-II	4		
29		BBA405	Introduction to Indian Economy	4		
30		BBA406	Principles of Operations Management	4		
31		BBA407	Soft Skills - IV	1		
32		BBA408	Comprehensive Viva (CV)	1		
Year 3 Semester V						
33		BBA501	Culture, Ethics and Values	4		
34		BBA502	Introduction to Taxation	4		
35		BBA503	E-Business Fundamentals	4		
36		BBA504	Quality Management	4		
37		BBA505	Understanding Consumer Behaviour	4		
38		BBA506	Summer Internship Project	4		
39		BBA507	Comprehensive Viva (CV)	1		
Year 3 Semester VI						
40		BBA601	Entrepreneurship	4		
41		BBA602	Indian Financial System	4		
42		BBA603	Organizational Change	4		
43		BBA604	Managing Sales and Distribution	4		
44		BBA605	Foreign Language	4		
45		BBA606	Managing Social Projects	4		
46		BBA607	Comprehensive Viva (CV)	1		

Note: The curriculum for Semesters VII, VIII, IX and X of this programme will be the same as offered in MBA (Full Time Residential) programme of the University.

STRUCTURE OF QUESTION PAPER:

The question paper will comprise of two sections, A and B. Section A will be of 30 marks and section B will be of 20 marks. Section A will have 5 conceptual questions out of which a student will be required to attempt any 3 questions. Section B will have case study/practical problems and will be compulsory.

EXAMINATION SCHEME:

Sr. No.	Evaluation Component	Duration	Marks (100) (%)
1.	Mid Term Exam	2 hours	20%
2.	End Term Exam	3 hours	50%
3.	Continuous Evaluation (Quizzes, Assignments, Presentations, Class Participation)	-	30%

FOUNDATION OF MANAGEMENT

Course Code	:	BBA101
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

Organisation of Business: Business organisation and Service Organisation. Role of Business, Business Model, Nature of a business, Producing Goods and Services, Profit, Employment, Incomes, Innovation Entrepreneurship and risk.

Concepts of Management: Functions and responsibilities of managers, Fayol's principles of management, management thought; the classical school, the human relations school, systems theory, contingency approach, developing excellent managers.

Planning: Nature and purpose of planning, the planning process, principles of planning, types of planning, advantages and limitations of planning, concept of objectives and types of objectives.

Organizing: Nature and purpose of organizing, process of organizing, span of management, determinants of span of management, principles of organizing, departmentalization, delegation and decentralization.

Directing and Leading: Requirements of effective direction, giving orders, motivation, nature of leadership, leadership and management.

Controlling: Concept and process of control, need for control, types of control methods, and essentials of effective control, benefits and problems in the control system.

LEARNING OUTCOMES:

Upon completion of the course, students are expected to be able to:

1. Gain understanding of the functions and responsibilities of the managers.
2. Learn tools and techniques to be used in the performance of managerial jobs.
3. Understand different business structure prevailing in our country

TEXT BOOK:

- Tripathy, P.C. and Reddy, P. N. (2012). *Principles of Management, 4e*. New Delhi: McGraw Hill.

REFERENCE BOOKS:

1. Koontz, H. and Weihrich, H. (1988). *Management, 9e*. New York: McGraw Hill.

2. Stoner, James A. F. and Freeman, R. E. (1989). *Management, 6e*. New Delhi: Prentice Hall of India.
3. Bateman, T. S. and Snell, S. A. (2009). *Management: Leading and Collaborating in a Competitive World, 8e*. McGraw Hill Irwin.
4. Daft, R. L. (2009). *Principles of Management*. New Delhi: Cengage Learning.
5. Schermerhorn, J. R. (2009). *Introduction to Management, 10e*. New Delhi: Wiley India.
6. Pradip Khandwala (2003). *Lifelong Creativity: An Unending Quest*. Tata Mcgrawhill, New Delhi

FINANCIAL ACCOUNTING

Course Code	:	BBA102
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

Introduction: Meaning, Definition of accounting, Characteristics, Objectives, Functions, Advantages, Limitation, Bases, Branches, and users of Financial Accounting information.

Accounting Cycle : Accounting Process, Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance, Capital and Revenue Items, Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business, Adjustment Entries.

Conceptual Framework: Concepts & Conventions, Indian Accounting Standards, Scope of Accounting Standard in India, Procedure of issuing accounting standards, applicability of accounting standards, Introduction to International accounting standards and IFRS.

Depreciation, Reserves & Provisions: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM), Revaluation of Assets, Different kinds of Reserves, Provisions and its requirement.

Introduction to Company Final Accounts: Important provisions of Companies Act, 2013 in respect of preparation of Final Accounts, Understanding of final accounts of a Company. Specimen formats for preparing Income statement and Balance sheet as per schedule VI of the Indians companies Act, 2013.

LEARNING OUTCOMES

1. Students should be able to prepare profit and loss account, balance sheet, bank reconciliation and cash book.
2. They should have understanding of Concepts, Conventions, Accounting Standards, which form the accounting environment.
3. Understand the company final accounts and procedure of Annual Corporate reporting.

TEXT BOOK:

- Chowdhry, A,(2013) *Fundamentals of Accounting & Financial Analysis*. Pearson Education.

REFERENCE BOOKS:

1. Khatri K.Dhanesh,(2012), *Financial Accounting*. New Delhi: McGraw- Hill
2. Agarwal, R.& Srinivasan, R.(2010) *Accounting Made Easy*. New Delhi: Tata McGraw-Hill.

3. Rajasekaran V., Lalitha R.(2009) *Financial Accounting* . New Delhi: Pearson Education
4. Gupta, A.(2011) *Financial Accounting for Management*. New Delhi: Pearson Education.
5. Maheshwari, S. N.(2011) *Financial Accounting for Management*. New Delhi: Vikas Publishing.

INTRODUCTION TO STATISTICS

Course Code	:	BBA103
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

Introduction to Statistics: Importance, Scales of Data, Data Classification and Presentation, Frequency Distribution

Measures of Central Tendency: Central Tendency, Measures and Applications, Prerequisites for an ideal measure, Mathematical Averages (Arithmetic Mean, Geometric Mean, Harmonic Mean), Positional Averages (Median and Mode), Partition Values (quartiles, deciles, percentiles)

Measures of Dispersion: Dispersion and its measures, Properties of a good measure, Range, Interquartile range, standard deviation, variance, coefficient of variation, measures of skewness and kurtosis

Exploratory Data Analysis: Five-number summary, Box plots, Descriptive Statistics

Index Numbers: Concept, Types, Unweighted and Weighted Aggregates Index, Average of Relatives Method, Quantity and Value Indices

Linear Correlation and Regression Analysis: Scatter Plot, Covariance, Pearson's Correlation Coefficient, Spearman's rank correlation, Fitting line to sample data, Sum of squares, Regression assumptions, Test model reliability

Statistics using MS-Excel/SPSS: Using Data Analysis ToolPak add-in with MS-Excel, Using SPSS

LEARNING OUTCOMES:

After successful completion of the course, the student should be able to –

1. Understand the importance of statistics for managers,
2. Present data in various forms,
3. Compute various statistics and draw inferences from them,
4. Use MS-Excel for performing statistical data analysis.

TEXT BOOK:

- Aggarwal, B.M. (2013). *Business Statistics*. New Delhi: Ane Books.

REFERENCE BOOKS:

1. Levin, Richard, L., Rubin, and David, S. (2010). *Statistics for Management, 7e*. New Delhi: Pearson.
2. Sharma, J.K. (2009). *Business Statistics, 2e*. New Delhi: Pearson Education.
3. Gupta, S.C. (2009). *Fundamentals of Statistics*. Mumbai: Himalaya.

DEVELOPING LANGUAGE SKILLS

Course Code	:	BBA104
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

Communication: An Overview; Importance, Types, Barriers.

Vocabulary Extension: Roots, Prefixes and Suffixes, Synonyms, Antonyms, Homophones, One Word Substitution, Learning words through Situations.

Basics of English Grammar: Nouns, Pronouns, Verbs, Adverbs, Adjectives, Conjunctions, Prepositions, Articles.

Applied Grammar and Usage: Tense, Voice, Narration, Non-Finite Verbs, Moods of Verbs, Clauses, Tag Questions.

Common Errors: Maintaining Subject-Verb Concord, and Placing Dangling Modifiers Appropriately, Parallelism.

Indian English vs Standard English Usage

Listening Skills: Listening/ hearing, types of listening, effective listening

Phonetics and Spoken English: Sounds of English, Word Stress, Weak Forms, Sentence Stress, Intonation.

Reading Comprehension: Skimming, Scanning, Intensive, Extensive reading skills, Informative Passages, Analytical Passages, Point of View Passages, Narrative Passages, Abstract Passages, Literary Passages.

Paragraph Writing: Definition, Expansion, Emphasis, Comparison and Contrast.

Art of Condensation: Abstract, Summary, Précis.

Essay Writing: Types and Techniques

LEARNING OUTCOMES:

1. He/she should be able to improve the language proficiency in English.
2. He/she should be able to strengthen the skills required to speak with confidence, to read with comprehension, and to write with clarity and precision.

TEXT BOOK:

- Kumar, S. and Lata, P. (2011). Communication Skills. New Delhi: OUP.

REFERENCE BOOKS:

1. Raman, M. and Sharma, S. (2011). Technical Communication: Principles and Practice, 2e. New Delhi: OUP.
2. Mohan, K. and Raman, M. (2000). Effective English Communication. New Delhi: Tata-McGraw Hill.
3. Raman, M. and Singh, N.P. (1994). Speaking English Effectively. New Delhi: Macmillan.
4. Sasikumar, V. and Dhamija, P.V. (2007). Spoken English: A Self-Learning Guide to Conversation Practice. New Delhi: Tata-McGraw Hill.
5. Lewis, N. (1994). Word Power Made Easy. Delhi: GoyalSaab Publishers and Distributors.
6. Thomson, A.J. and Martinet, A.V. (1999). A Practical English Grammar, 4e. New Delhi: OUP.
7. Kaul, A. (2010). Business Communication, 2e. New Delhi: PHI.
8. Thorpe, E. and Thorpe, S. (2008). Objective English, 2e. New Delhi: Pearson Education.

INTRODUCTION TO MICRO ECONOMICS

Course Code	:	BBA105
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

Introduction to Business Economics and Economics: Definition, Nature and Difference between Economics and Business Economics

Some fundamentals Concepts used in Business Decision: Opportunity Cost, Time Value of Money, Marginal and Incremental Concepts, Optimization Rule

Analysis of Individual Demand: Cardinal Utility Approach, Diminishing Marginal Utility, Law of Equi Marginal Utility, Ordinal Utility Approach, Consumer Equilibrium, Concept of Consumer Surplus

Demand Side of the Market: Meaning of Demand, Determinants of Demand, Law of Demand, Change in Quantity Demanded Vs Change in Demand

Elasticity of Demand: Types of Elasticity of Demand, Measurements, Factors Affecting and Importance of the Elasticity of Demand

Supply Side of the Market: Law of Supply, Determinants of Supply, Market Equilibrium

Theory of Production: Factors of Production and Production Functions, Short Run Production Function and Long Run Production Function

Theory of Cost: Concepts, Cost Functions, Short Run Cost Function, Long Run Cost Function

Revenue Analysis: Concepts, Break even Analysis

Price and Output Decisions in Different Markets Structures: Price and Output Determination in Perfect Competition, Monopoly, Monopolistic and Oligopoly Market Structures

LEARNING OUTCOMES:

1. The student should be able to understand the different concepts, tools and techniques of economic analysis.
2. Develop understanding between various variable of economics and ascertaining the relevant variables for decision making process.
3. The student should be able to explain and apply the concepts of Marginal Benefits and Marginal Costs to determine optimal economic decisions for both consumers and firms.
4. The student should be able to recognize and interpret a Demand Curve and a Supply Curve, and should be able to identify the underlying determinants of each.

5. Will develop skills that are needed for strategic decision making and decision making under uncertainty.

TEXT BOOKS:

1. D. N. Dwivedi (2014). **Essentials of Business Economics**. New Delhi: Vikas Publishing House Pvt Ltd.

REFERENCE BOOKS:

1. Mankiw (2012). **Principles of Micro Economics**. New Delhi: CENGAGE Learning
2. Paul A Samuelson, William D Nordhaus (2009). **Economics**. 18th Edition. New Delhi: McGraw Hill Education.
3. Lipsey's Chrystal (2011). **Economics**. Eleventh Edition. New Delhi: Oxford University Press.
4. Dominick Savaltore (2011). **Micro Economics: Theory and Application**. Oxford (Schaum Series)

INTRODUCTION TO SOCIAL PSYCHOLOGY

Course Code	:	BBA106
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

The Field of Social Psychology: Nature, Focus on behavior of Individuals, Causes of Social Behavior and Thought.

Social Perception: Understanding Others; Non Verbal Communication, Attribution, Impression Formation and Impression Management.

Social Cognition: Schemas and Prototypes, Heuristics, Potential Sources of Error in Social Cognition.

Attitudes: Forming Attitudes, Persuasion, Resistance to Persuasion, Cognitive Dissonance.

Social Identity: The Self, Self- Functioning.

Aggression: Nature, Causes, and Control.

Groups: Their Nature and Function, Decision Making by Groups.

Leadership: Patterns of influence within Groups.

LEARNING OUTCOMES:

1. The student should be able to understand how feelings influence many aspects of cognition and how cognition shape moods and feelings.
2. He/she should be able to draw how basic mechanisms influence the formulation of social judgments.
3. He/she should be able to understand how to determine the causes of other's behaviours by inferring from other's traits, motives and intentions by observing their behavior.

TEXT BOOK:

- Robert, A. Baron and Byrne, D. (2012). *Social Psychology*. New Delhi: Pearson.

REFERENCE BOOK:

1. Aronson, E., Wilson, T. D., & Akert, R. M. (2010). *Social Psychology* (7th ed.). Upper Saddle River, NJ: Prentice Hall.

2. Baumeister, R. F., & Bushman, B. J. (2010). *Social Psychology and Human Nature* (2nd ed.). Belmont, CA: Thomson/Wadsworth.
3. Crisp, R. J., & Turner, R. N. (2010). *Essential Social Psychology* (2nd ed.). Thousand Oaks, CA: Sage Publications.

INTRODUCTION TO COSTING

Course Code	:	BBA201
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

Introduction: Definition, Meaning, Scope and Objective of Cost Accounting, Costing as an Aid to Management, Comparing Financial Accounting, Cost Accounting and Management Accounting.

Classification of Cost: Types of costs, Costs and Expenses, Elements of Cost, Classification of costs, Need for Classification, Cost Sheet and Identification of Cost.

Methods of Cost Accounting: Job Costing, Batch Costing, Unit Costing, Contract Costing, Process Costing

Material Accounting: Purchase Function, Centralized and Decentralized Purchase System, Purchase Procedure, Storing of materials; ABC Analysis, VED Analysis, EOQ, Perpetual Inventory System, JIT Inventory, Issue of Material, Inventory Valuation (FIFO, LIFO, Moving Average),

Labour Cost Management: Time Rate and Fixed Rate, Bonus and Incentive Plans, Labour Turnover and Overtime, Job Evaluation.

Overhead Cost Management: Fixed overhead and Variable Overhead, Allocation, Absorption and apportionment of cost.

LEARNING OUTCOMES:

Upon completion of the course, students are expected to be able to:

1. Understand the classification and analysis of cost.
2. Learn various methods of costing.
3. Learn Material, Labour and Overhead Management in an organisation

TEXT BOOK:

- Bhattacharya, Ashish K. (2013). *Principles and Practice of Cost Accounting*. Third Edition. New Delhi: PHI Learning Pvt. Ltd.

REFERENCE BOOKS:

1. Arora, M.N. (2009). *A Text Book of Cost and Management Accounting*. Eighth Edition. New Delhi: Vikas Publication.
2. Jain, S.P. and Narang, K.L. (2009). *Cost Accounting*. New Delhi: Kalyani Publishers.
3. Pillai, R.S.N. and Bagavathi, V. (2006). *Cost Accounting*. New Delhi : S. Chand and Company Ltd.
4. Banerjee, Bhabtosh (2009). *Cost Accounting -Theory and Practice*. Twelfth Edition. New Delhi: PHI Learning Pvt. Ltd.

ESSENTIALS OF BUSINESS COMMUNICATION

Course Code	:	BBA202
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

Professional Communication: Definition, Types, Process, Features

Importance of Non-Verbal Communication: Eye contact, Facial Expressions, Gestures, Posture, Proxemics, etc.

Importance of Paralinguistic Features: Voice, Volume, Pitch, Intonation, Pauses, Rate, Vocalized Pauses and Vocal Cues.

Group Discussion: Purpose, Difference between GD and Debate, Personality Traits to be Evaluated, dynamics of Group Behaviour, Opening and Ending a GD

Job Interviews: Process, Stages, Desirable Qualities, Steps to Preparation, Body Language, Confidence, Frequently Asked Questions

Presentation Skills: Combating Nervousness and Stage Fright, Beginning and Ending of a Presentation, Dynamics of Team Presentations, Using Slides and Audio-Visual Aids

Business Letters and Resume: Structure, Style, Types

Business Reports: Types, Features, Structure, Style

E-mail Writing

Other Business Writings: Editing and Proofreading

LEARNING OUTCOMES:

1. He/she should be able to develop communication skills required to be employed in business/professional world.
2. He/she should be able to employ effective communication skills to achieve success in the professional world.

TEXT BOOK:

- Kumar, S. and Lata, P. (2011). Communication Skills. New Delhi: OUP.

REFERENCE BOOKS:

1. Raman, M. and Sharma, S. (2011). Technical Communication: Principles and Practice, 2e. New Delhi: OUP.
2. Mohan, K. and Raman, M. (2000). Effective English Communication. New Delhi: Tata-McGraw Hill.
3. Raman, M. and Singh, N.P. (1994). Speaking English Effectively. New Delhi: Macmillan.
4. Sasikumar, V. and Dhamija, P.V. (2007). Spoken English: A Self-Learning Guide to Conversation Practice. New Delhi: Tata-McGraw Hill.
5. Lewis, N. (1994). Word Power Made Easy. Delhi: GoyalSaab Publishers and Distributors.
6. Thomson, A.J. and Martinet, A.V. (1999). A Practical English Grammar, 4e. New Delhi: OUP.
7. Kaul, A. (2010). Business Communication, 2e. New Delhi: PHI.
8. Thorpe, E. and Thorpe, S. (2008). Objective English, 2e. New Delhi: Pearson Education.

BUSINESS MATHEMATICS

Course Code	:	BBA203
Course Credits	:	4
Total Hours Per Week	:	3

COURSE CONTENTS

Progressions: A.P, G.P. and H.P. applications.

Sets : Sets, Subsets, Types of Sets, Operations on Sets, Cartesian Product of Sets, Applications.

Functions: Algebraic Functions (Polynomial - Linear and Quadratic, Rational), Transcendental Functions (Exponential, Log and Trigonometrically Functions with Identities).

Limits and Continuity of Functions: Introduction, Limit of a Variable and a Function, Implications of Limit of Functions, Continuity of a Function of one Variable.

Differentiation Concepts: Derivatives of a Function, Derivatives of Sum, Difference, Product and Quotient, Applications of Differentiation in Economic and Managerial Problems like Marginal Analysis, Elasticity, Maxima and Minima.

Integration Concepts: Elementary Integration, Economic Application, Consumer Surplus and Producer Surplus.

Determinants and Matrices with Business Application: Types of Matrices, Operations on Matrices, Adjoint Matrix, Inverse Matrix, Elementary Row Operations. Solution of Simultaneous Linear Equations using Matrices, Input/Output Analysis.

TEXT BOOK

- Sharma, J.K. (2011) *Mathematics for Management and Computer Applications, 3e*, New Delhi: Galgotia Publication.

REFERENCE BOOKS

1. Ghosh, R. K. and Saha, S. (2007) *Business Mathematics and Statistics, 9e*, Calcutta: Central Book Agency.
2. Saha, S. (2000). *Business Mathematics and Quantitative Techniques*, Calcutta: Central Book Agency.
3. Bradley, T. and Patton, P. (2010). *Essential Mathematics for Economics and Business, 2e*, Wiley Publication.
4. Mittal, P.K., Sathyaprasad, B.K. and Rao, M.K. (2009). *Mathematics & Statistics for Management*, Himalaya Publishing House.

COMPUTER APPLICATIONS IN BUSINESS

Course Code	:	BBA204
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

Introduction to Computers: Overview, Model of a computer system, Classification of computers, Evolution of computers, Functional Components, Hardware and Software, Operating Systems

Number System: Decimal, Binary, Octal, Hexadecimal and Base-n Number Systems, Interconversions, Binary Arithmetic, Binary Codes

Problem Solving with Computers: Algorithms, Flow Charts, Pseudo Codes, Decision Tables, Computer Programming, Programming Languages, Software, Compilers, Interpreters

Telecommunication and Computer Networks: Analog and Digital Signals, Modulation, Computer Networks and their types, Communication Processors and Media

Internet, Intranet and World Wide Web: Internet Basics, Protocols, Internet Addressing, World Wide Web, E-mail, Internet vs. Intranet

Business Applications: Word processing – Creating, editing, formatting and printing documents, Mail merging; Spreadsheet – Structure of spreadsheet and its applications in business; creating a dynamic worksheet, absolute and relative cell referencing, using built-in functions, goal-seek analysis, sorting, filtering and validating data; Using charts and formatting worksheets; Presentation Software – Creating presentation, Animation, Customizing Slide Show, Using hyperlinks, adding audio-video clips to presentations

LEARNING OUTCOMES:

1. Upon successful completion of the course, students are expected to be able to:
2. understand the basic taxonomy of computers;
3. work with basic computer software like MS-Windows and MS-Office;
4. browse, search for and download information from Internet;
5. be aware of state-of-the-art IT and networking applications.

TEXT BOOK:

- Leon, A. and Leon, M. (Latest Edition). *Fundamentals of Information Technolog.* Chennai: Leon Vikas.

REFERENCE BOOKS:

1. Rajaraman, V. (2010). *Fundamentals of Computers, 5e*. New Delhi: PHI Learning.
2. Balagurusamy, E. (2011). *Fundamentals of Computers*. New Delhi: Tata McGraw Hill.
3. Kumar, K. Mohan and S. Rajkumar (2010). *Computer Applications in Business, 2e*. New Delhi: Tata McGraw Hill.
4. Pierce, J. (2007). *2007Microsoft Office System: Inside Out*. New Delhi: PHI Learning.
5. James, K.L. (2010). *The Internet: A User's Guide, 2e*. New Delhi: PHI Learning.
6. Rajaraman, V. (2010). *Introduction to Information Technology*. New Delhi: PHI Learning.

INTRODUCTION TO MACRO ECONOMICS

Course Code	:	BBA205
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

Introduction to Macro-Economics: Meaning, Micro Economics Vs Macro Economics, Significance, limitations, Few Concepts used in Macro Economics

Circular flow Models of Economy: Circular Flow of Income and Expenditure in Two, Three and Four-Sector Model

National Income: National Income and Related Concepts, Nominal and Real GNP, Methods of Measurement

Classical model of Income Determination: The Classical Postulates, Say's Law, Classical theory of Employment

Keynesian theory of Income Determination: The Concepts and Functions, Income Determination in Two, Three and four -Sector Model

Concept of Multiplier: Shift in Aggregate Demand and Multiplier, The Paradox of Thrift and the Multiplier

Money: Definitions, kinds of Money and Functions of Money

Supply of Money: Sources of Money Supply in India, Measurements, the Theory of Money Supply

Demand for Money: The Classical Quantity theory of Money and Interest, Cambridge's version, Theory of Money and Interest (Keynesian)

IS- LM Model: Derivation of IS and LM curve, IS-LM Model in two sector model, General equilibrium.

Inflation and Employment: Meaning, types, Measures, Inflation and the Rate of Employment, Phillips Curve

Monetary and Fiscal policy: Meaning, Objectives and Instruments

Balance of Payment: Meaning, Accounts of BOP, Disequilibrium of BOP

Exchange Rate: Fixed and Flexible Exchange Rate, Determination of Exchange Rate, Purchasing Power Parity.

LEARNING OUTCOMES:

1. The student should be able to understand the different concepts, tools and techniques of macroeconomic analysis.
2. Develops understanding about the various macro economic variables and their interlinking, interdependence and interrelation with each other like income, saving, consumption, investment , rate of interest, MEC and multiplier etc.
3. Enables the students to understand the basic problems of an economy which have been faced by the countries and policy makers over time like achieving high rate of growth, controlling inflation, preventing business cycles and solving problems of unemployment and poverty.

TEXT BOOKS:

- D. N. Dwivedi (2014). **Macroeconomics: Theory and Policy**. New Delhi:Vikas Publishing House Pvt Ltd.

REFERENCE BOOKS:

1. Mankiw (2012). **Principles of Macro Economics**. New Delhi: CENGAGE Learning
2. Paul A Samuelson, William D Nordhaus (2009). **Economics**. 18th Edition. New Delhi: McGraw Hill Education.
3. Lipsey's Chrystal (2011).**Economics**. Eleventh Edition. New Delhi: Oxford University Press.
4. E. Shapiro. **Macroeconomic Analysis**. New Delhi: Galotia Publications.

INTRODUCTION TO INDUSTRIAL PSYCHOLOGY

Course Code	:	BBA206
Course Credit	:	4
Total Hours per Week	:	3

COURSE SYLLABI

Introducing Industrial psychology: Growth of industrial psychology, major fields of IP, Characteristics and methods of IP, science of IP difference between industrial psychology and other fields, contribution of other school of thoughts in industrial psychology

Individual in work place:

Methodology of Industrial Psychology: Essentials of Scientific Method, Naturalistic Observation, Experimental Method, Clinical Observations.

Individuals at workplace: Morale and motivation at work, job satisfaction, Types of stress, organizational consequences of stress, characteristics of organizational culture, importance of culture, ethics and values for managers

Work environment and engineering psychology: maintaining healthy environment, job analysis, recruitment and selection

Predicting performance and development: potential appraisal, balance scorecard, need and importance of training, development techniques.

LEARNING OUTCOMES

The students will be acquainting with:

1. Historical background and future prospects of Industrial Psychology
2. Methods of research applied in the psychology
3. Factor which has impact on individual at workplace
4. Process and methods of job analysis and personnel selection
5. Approaches towards evaluating the performance and developing individual

TEXT BOOK:

- Singh, N. (2011). *Industrial Psychology*. New Delhi. McGrawHill.

REFERENCE BOOKS:

1. Siegel, L. and Lane, I. M. (latest edition). *Psychology in Industrial Organizations*. Mumbai: Richard D Irvin.
2. Blum, M. L. and Naylor, J.C. (Latest Edition). *Industrial Psychology*. New York: Harper and Row.
3. Berry, L.M. (1998), reprint 2010. *Psychology at work: An introduction to Industrial and Organizational Psychology*. N.Y.: McGraw-Hill International Editions.

HUMAN RESOURCE MANAGEMENT

Course Code : BBA301
Course Credits : 4
Total Hours per Week : 3

COURSE SYLLABI:

Introduction to HRM: Meaning, Scope, Function and Importance HR Manager – role, qualification and qualities, career in HRM Evolution and development of HRM HRM: impact of internal & external business environment.

HR Planning: Concept, importance, and process.

Job Analysis and Design: Job Analysis Job Description and Job Specification, Job Design.

Human Resource Procurement: Recruitment, Selection, Placement and Induction

Career planning and development: meaning and steps Career objectives and career path, succession planning.

HRD: concept, scope, need and Objectives HRD framework: techniques and outcomes.

Job Evaluation: objectives principle and procedure.

Performance measurement & appraisal: meaning, need purpose and process, essentials of good PA systems.

Absenteeism and turnover: meaning, types, causes, computation, & measures of minimization

Quality and HRM: HRD &TQM, TQM and HR strategies Quality of work life: concept, QWL and productivity Issues.

E- HRM: E- business, neural network-aspect of e-HRM, e- HRM functions.

HR records, Accounting, Audit & Research: Importance, Need, objectives, approaches and process.

Ethics in HRM: Meaning, Ethics, Fair Treatment, and Justice, Areas of HRM ethics, Employees' rights and duties

International HRM: Global recruitment and selection, Expatriates & international adjustments, cross cultural Training, compensation, women in international business.

LEARNING OUTCOMES:

Upon completion of the course, students are expected to be able to:

1. Understand fundamental concepts of human resource management, including its nature, scope, functions and importance.
2. Learn the human resource planning and procurement process
3. Diagnose the necessity and importance of HRD and performance appraisal of workforce.
4. Understand the relevance of TQM in QWL in managing the human
5. Learn the importance of ethics and impact of globalization on HRM practices.

TEXT BOOK:

- Rao, V.S.P. (2013). *Human Resource Management, Text and Cases*. New Delhi: Excel Books.

REFERENCE BOOKS:

1. Rao, P.S (2009). *Personnel and Human Resource Management Text and Cases*. Mumbai: Himalaya Publishing House.
2. Aswathappa, K. (2008). *Human Resource Management Text and Cases*. New Delhi: Tata McGraw.
3. Ivansevich, J. M. (2010). *Human Resource Management*. New Delhi: Tata McGraw Hill.
4. Bernardi. *Human Resource Management, 4e*. New Delhi: Tata McGraw Hill.

MANAGEMENT ACCOUNTING

Course Code	:	BBA302
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

Nature and Scope of Management Accounting: Emergence of Management Accounting, Nature, Objective, Function of Management Accounting , Relationship between financial accounting and Management Accounting, Cost Accounting and Management Accounting, Need & Importance of Management Accounting.

Financial Statements: Meaning, Nature, Objective, Anatomy of Financial Statements, Form & Contents of Balance sheet & Income Statement, Characteristics of Ideal Financial Statements

Financial Statement Analysis: Types of Financial Analysis, External Analysis, Internal Analysis, Horizontal & Vertical Analysis, Comparative Statement, Common-Size Statement, Trend Analysis, Ratio Analysis, Cash flow Statement.

Cost Analysis: Cost behaviour, fixed cost, Variable Cost, Semi-Variable cost, Advantages of Classifying into Fixed and Variable, Marginal Costing and Break Even Analysis

Standard Costing & Variance Analysis: Standard Cost & Costing, Objective, Advantages, Limitation, Diff. between Standard cost and Budgetary Control, Type of standard, Setting of Standard, Direct Material variance, Labour Variances and Overhead Variances.

LEARNING OUTCOMES:

Upon completion of the course, students will be able to:

1. Understand management accounting as an information system for decision making.
2. Learn the meaning, use, Importance, forms & Contents of financial statements.
3. Learn to determine financial strengths and weakness of a firm.
4. Learn Cash flow statement analysis.
5. Understand Managerial application of Marginal Costing.
6. Learn the computation, analysis and accounting treatment of variances.

TEXT BOOK:

- Paresh Shah (2012) **Management Accounting**. New Delhi: Oxford Publication

REFERENCE BOOKS:

1. Ambrish Gupta (2009). *Financial Accounting for Management – An Analytical Perspective*. Pearson.
2. Anthony N. Robert, David F. Hawkins, Kenneth A. Merchant, (2010). *Accounting Text and Cases, 12e*. Tata McGraw Hill.
3. S.K. Bhattacharyya and John Dearden (2009). *Accounting for Management – Text & Cases*. New Delhi: Vikas Publishing.
4. Shashi K.Gupta, R.K.Sharma (2013). *Management Accounting- Principles and Practices*. Kalyani Publishers.

BUSINESS STATISTICS

Course Code	:	BBA303
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

Probability & Probability Distributions: Concept of Probability, Laws of Probability, Baye's Theorem, Probability Distributions, Random Variable and Expected Value, Discrete and Continuous Probability Distributions (Binomial, Poisson, Normal), Checking for Normality

Sampling Distributions and Estimating: Sample and Sampling terminology, Sampling Distributions, Standard Error, Point and Interval Estimates, Confidence Intervals

Introduction to Parametric and Non-Parametric Hypothesis Testing: Hypothesis Statements, One and Two Sample Tests, Significance level, One and Two Tail tests, Choosing an appropriate test, T-test, Z-test, F test, Chi-square, ANOVA

Time Series: Variations in Time Series, Trend Analysis, Cyclical Variation, Seasonal Variation, Irregular Variation, Forecasting

Decision Theory: Solving decision analysis problems, Decision under uncertainty, Decision Tree Analysis

Statistics using MS-Excel/SPSS: Using Data Analysis ToolPak add-in with MS-Excel, Using SPSS

LEARNING OUTCOMES:

After successful completion of the course, the student should be able to

1. Understand the use of probability theory in decision making,
2. Understand the use of sampling for describing population,
3. Formulate hypotheses, compute various statistics and draw inferences from them,
4. Use MS-Excel/SPSS for performing statistical data analysis.

TEXT BOOK:

- Levin, Richard, L., Rubin, and David, S. (2010). *Statistics for Management, 7e*. New Delhi: Pearson.

REFERENCE BOOKS:

1. Sharma, J.K. (2009). *Business Statistics, 2e*. New Delhi: Pearson Education.
2. Gupta, S.P. (Latest Edition). *Statistical Methods*. New Delhi: Sultan Chand and Sons.
3. Bajpai, Naval (2010). *Business Statistics*. New Delhi: Pearson.
4. Davis, G. & Pecar, Branko (2010). *Business Statistics using Excel*. Noida: Oxford.

INTRODUCTION TO DATABASE SYSTEM CONCEPTS

Course Code	:	BBA304
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

Overview of Database Management: Data, Database, Database System, Data Independence, Data Models, E-R Model.

Database System Structure: Three Levels of Architecture, Mappings, Database Administrator

Introduction to Relational Databases: Base Tables, Views, Catalog, Codd's Rules, Key Concepts and Integrity Constraints

Database Design and Normalization: Functional Dependencies, Normalization (1NF, 2NF, 3NF, BCNF), Multi-valued dependencies and Fourth Normal Form, Join dependencies and Fifth Normal Form

Introduction to SQL: Overview of Non-procedural languages, DDL, DML, DCL, Relational Algebra and Relational Calculus

Overview of Data Warehousing and Data Mining: Data Warehouses, Data Marts, Data Mining

LEARNING OUTCOMES:

After successful completion of the course, the student should be able to

1. Understand the significance of database systems
2. Compare and contrast between different data models
3. Design and normalize databases
4. Use SQL to create and access databases
5. Develop a basic understanding of data warehousing and data mining.

TEXT BOOK:

- Leon, A and Leon, M. (Latest Edition). *Essentials of Database Management Systems*. Chennai: vijay Nicole Imprints.

REFERENCE BOOKS:

1. Date, C.J.; Kannan, A. and Swamynathan, S. (2009). *An Introduction to Database Systems*. New Delhi: Pearson.
2. Korth, Henry F.; Silberschatz, A. and Sudarshan S. (2010). *Database System Concepts, 6e*. New Delhi: TMH.
3. Elmasri, R. and Navathe, S.B. (2008). *Fundamentals of Database Systems, 5e*. New Delhi: Pearson.

PRINCIPLES OF MARKETING-I

Course Code	:	BBA305
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

Defining Marketing and Marketing Process: Creating and Capturing Value, Company and Marketing strategy, Partnering to build Customer Relationship.

Understanding the market place and consumers: Analyzing the Marketing Environment, Managing marketing information to gain customer insights, Consumer and business markets and buyer behavior.

Designing a customer driven strategy and mix: customer driven marketing strategy, products, services and brands, New product development and product life cycle strategies, understanding and capturing customer value.

Pricing objectives and strategies: Designing customer driven pricing strategies & pricing methods.

LEARNING OUTCOMES

Upon completion of the course, students will be able to:

1. Understand fundamental concepts of marketing, including the basic roles, skills, and functions of marketing manager;
2. Develop analytical and conceptual abilities pertaining to marketing decisions;
3. Understand strategic and tactical issues related to marketing.

TEXT BOOK

- Kotler, Armstrong, Agnihotri and Haque (2013). *Principles of Marketing: A south Asian Perspective*. New Delhi: Pearson Education.

REFERENCE BOOKS

1. Rajan Saxena (2006). *Marketing Management*. New Delhi: Tata McGraw-Hill.
2. S. Shahjahan (2011) *Applied case studies in Marketing*. Primus books: New Delhi
3. Tapan Panda (2009). *Marketing Management*. New Delhi: Excel Books.
4. Lal Rajiv (2005). *Marketing Management: Text and Cases*. Singapore: McGraw-Hill

Book Company

5. Ramaswami & Namakumari(2009). *Marketing Management: Indian context*. New Delhi: Macmillan (India) Limited.

CREATIVITY AND INNOVATION

Course Code	:	BBA306
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

Landscape of Creativity: Convergent vs. Divergent Thinking, Variety and Level of Creativity, Creativity vs. Intelligence, Creativity Abilities.

Determinants of Creativity: Model of Creative Achievement, Techniques of Creative Thinking.

The Creative Process: Creative Problem Solving, Structuring of Problems, Useful Mechanisms of Convergent Thinking and Divergent Thinking.

Types of Problems : Types of Problem Solving

The Creative Personality: Traits Congenial to Creativity, Motivation and Creativity.

The Creative Intelligence Model: Techniques of Creative Problem Solving.

LEARNING OUTCOMES:

1. The students should be able to transcend their limitations and actualize their creative potential.
2. They should be able to increase various mental abilities needed for being creative.
3. They should be able to build competencies that could be readily utilized in real life situations.

TEXT BOOK:

- Khandwalla, P. N. **Fourth Eye: Excellence Through Creativity, 4e.** Mumbai: A. H. Wheeler

REFERENCE BOOK:

- Pradip Khandwala (2003). *Lifelong Creativity: An Unending Quest.* Tata Mcgrawhill, New Delhi

INTRODUCTION TO INFORMATION SYSTEMS

Course Code	:	BBA401
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

Framework of Information Systems: Concept of IS, Nature and Scope

Structure and Types of Information Systems: Structure of Information Systems, Types of Information Systems (TPS, MIS, DSS, ESS, Enterprise Applications)

System Concept: Information Concept, Types of Information, Dimensions of Information, System Concept, Elements and Characteristics of System, Types of Systems

Information Systems for Competitive Advantage: Competitive Advantage, Porter's Competitive Forces Model, IS strategies for dealing with competitive forces, Strategic Information Systems

Information Technology for Information Systems: Hardware, Software, Programming Languages, Database Management, Telecommunications and Computer Networks

Analysis and Design of Systems: IS Planning, System Development Stages and Approaches, Structured System Analysis and Design

LEARNING OUTCOMES:

After successful completion of the course, the student should be able to:

1. Understand the framework of information systems,
2. Develop systems orientation towards business organizations,
3. Understand the strategic role of information systems, and
4. Develop a basic understanding of the generic system development approach.

TEXT BOOK:

- Goyal, D.P. (2010). *Management Information Systems: Managerial Perspectives, 3e*. New Delhi: Macmillan.

REFERENCE BOOKS:

1. Kanter, Jerome (2008). *Managing with Information, 4e*. New Delhi: PHI Learning.
2. Stair, R. and Reynolds, G. (2008). *Principles of Information Systems: A Managerial Approach*, New Delhi: Cengage Learning.

BUSINESS FINANCE

Course Code	:	BBA402
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

Scope and Objective of Financial Management : Introduction – Nature & Scope of Financial management, Source of Finance, Finance Functions – Goals of Financial Management, Financial Manager's Role, Time value of Money, Risk and Return, Valuation of shares and bonds, Profit Maximization and Wealth Maximization.

Capital Budgeting: Nature and Principles, Compounding and Discounting, Cash Flows, Non-Discounting cash flow techniques, Discounting cash flow techniques, Accept Reject Rules.

Cost of Capital: Concept of cost of capital, Determining Component of Cost of Capital, Factors affecting Cost of Capital, Uses of Cost of Capital, Weighted Cost of Capital.

Capital Structure and Leverage : Theories of Capital Structure, Net Income Approach, Traditional Approach, MM Hypothesis and Arbitrage, Designing Capital structure, Financial and Operating leverages.

Working Capital Management: Principles and Concepts of Working Capital, Operating Cycle, Determinants Of Working Capital, Assessment of Working Capital Requirement, Receivables Management, Inventory Management, Cash Management, Financing of Working Capital.

Dividend Policy: Objectives of Dividend Policy, Determinants of Dividend policy, Practical Consideration In Dividend Policy, Types of dividend, Dividend theories.

LEARNING OUTCOMES:

Upon completion of the course, students are expected to be able to:

1. Understand the importance of financial management.
2. Learn project viability analysis.
3. Understand the cost involved in financing alternatives.
4. Understand the importance and dynamics of working capital.
5. Understand the dividend policies of organisations.

TEXT BOOK:

- Prasanna Chandra (2013). *Fundamentals of Financial Management*. New Delhi: Tata McGraw- Hill Education Private Limited.

REFERENCE BOOKS:

1. I M Pandey (2010). *Financial Management, 10e*. New Delhi : Vikas Publishing Private Limited.
2. James C. Van Horne(2002). *Financial Management & Policy, 12e*. New Delhi : Pearson.
3. M.Y.Khan & P.K.Jain (2010). *Financial Management Text, Problems and Cases*. New Delhi : Tata McGraw- Hill Education Private Limited.

RESEARCH METHODS

Course Code	:	BBA403
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

Introduction to Research: Steps in conducting business Research.

Research Design: Sample and Sampling Design.

Testing of Hypothesis:

Methods of Data Collection: Designing of Questionnaire, Data Processing and Tabulation, Data Analysis.

Parametric and Non Parametric Test: Univariate Analysis, Bivariate Analysis.

Application of Research: Interpretation and Report Writing, Evaluation of Research Report.

LEARNING OUTCOMES:

Upon completion of the course, students are expected to be able to:

1. Understand the importance of Research in Business and Industry,
2. Know different terminologies in Research,
3. Understand how to make a Research Design,
4. When, Where, Why and How to perform Research, and
5. To be able to analyze data and writing a report.

TEXT BOOK:

- Sekaran, U. and Bougie, R. (2010). *Research Methods for Business: A Skill-Building Approach*. New Delhi: John Wiley & Sons, Ltd.

REFERENCE BOOKS:

1. Cooper, D.R., Schindler, P.S. and Sharma, J.K. (2012). *Business Research Methods, 11e*. New Delhi: Tata McGraw-Hill.
2. Zikmund, W.G., Babin, B.J., Carr, J.C. and Griffin, M. (2012), *Business Research Methods, 8e*. New Delhi: Cengage Learning South Western.

PRINCIPLES OF MARKETING-II

Course Code	:	BBA404
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

Integrated Marketing Communications Strategy: The Promotion mix, Integrated Marketing Communications, steps in developing effective marketing communication, Promotion budget and mix, socially responsible marketing communication, Advertising and Public Relations, Sales Promotion, Direct and Online Marketing.

Sales Management: The role of the sales force, Personal selling, designing sales force strategy and structure, recruiting and selecting sales people, Training Salespeople, sales force compensation, supervising and motivating sales people, Evaluating salespeople and sales-Force performance.

Marketing Channels: Supply chains and the value delivery network, the nature and importance of marketing channels, Channel behavior and organization, channel design decisions, channel management decisions, public policy and distribution decisions, marketing logistics, Retailing and wholesaling

Extending Marketing: Creating Competitive Advantage, The Global Marketplace., Sustainable Marketing, Social Responsibility and Ethics and Rural Marketing.

LEARNING OUTCOMES

Upon completion of the course, students will be able to:

1. Understand fundamental and advanced concepts of marketing, including Knowledge of various functions like Channel Management, Marketing Communication etc. that a Marketing Manager performs.
2. Develop analytical and conceptual abilities pertaining to marketing decisions;
3. Understand strategic and tactical issues related to marketing and solve complex managerial problems.

TEXT BOOK

- Kotler, Armstrong, Agnihotri and Haque (2013). *Principles of Marketing: A south Asian Perspective*. New Delhi: Pearson Education.

REFERENCE BOOKS

1. Rajan Saxena (2006). *Marketing Management*. New Delhi: Tata Mcgraw-Hill.
2. S. Shahjahan (2011) *Applied case studies in Marketing*. Primus books: New Delhi
3. Tapan Panda (2009). *Marketing Management*. New Delhi: Excel Books.
4. Lal Rajiv (2005). *Marketing Management: Text and Cases*. Singapore: McGraw-Hill Book Company
5. Ramaswami & Namakumari(2009). *Marketing Management: Indian context*. New Delhi: Macmillan (India) Limited.

INTRODUCTION TO INDIAN ECONOMY

Course Code	:	BBA405
Course Credits	:	4
Total Hours per Week	:	3

COURSE SYLLABI:

Economic Growth, Development and Underdevelopment: Concept of Economic Growth, Economic Development, Growth and Development, Concept of Underdevelopment

Human Development Index: Concept and Measurement of HDI

Nature of Indian Economy: India as an Underdeveloped Economy, a Developed Economy and a Mixed Economy

Population and Economic Development: Population size, Growth Trends, Causes, Population and Economic Development, Demographic Dividend

Workforce Participation and Changes in Occupational Structure in India: Labour Force in India, Occupational Structure and Economic Development, Occupational Distribution of Labour Force in India

Employment and Unemployment: Trends, Structure, Nature and Causes

Problems in Indian Economy: Poverty, Inequality, Parallel Economy, Unemployment, Concentration of Economic Power, Balanced Regional Development, Low Capital Formation and Industrial Sickness

Public and Private sector in Indian Economy: Meaning, Role, Benefits, Problems, Privatisation and Disinvestment

Impact of New Economic Policy on Indian Industry

Indian Economy & Foreign Trade: Value, Composition and Direction

Foreign Capital and Aid: Components, Need, Policy and Foreign Aid in India

Foreign Exchange Reserve: Exchange Rate, Policy, Reserves, Issue of Capital Account Convertibility, FERA and FEMA

Globalization and its impact on Indian Economy: Meaning, Policy and Effects

Economic Planning and Economic Development: Rationale, Features and Objective of Economic Planning in India, Strategy of Planning, 12th Five Year Plan.

LEARNING OUTCOMES:

1. This course will help in understanding the basic structure of Indian Economy and its development over a period of time and development in future.
2. Students have a better understanding of issues and problems faced by Indian Economy and the impact of policy changes to address them.
3. Students have better conceptual understanding off factors determining policy changes over a period of time in context of national and international environment, and economical issues faced by nation.

TEXT BOOKS:

- K.P.M Sundharam, Gaurav Datt, Ashwani Mahajan (2014). **Indian Economy**. New Delhi: Sultan Chand.

REFERENCE BOOKS:

1. S.K. Mishra & V.K. Puri. **Indian Economy**. Himalaya Publishing House I.C.
2. Dhingra (2012) .**Indian Economy : Environment and Policy PB**. LUCKNOW: SULABH PRAKASHAN.
3. Uma Kapila (2013). **Indian Economy: Performance and Policies**. Academic Foundation

PRINCIPLES OF OPERATIONS MANAGEMENT

Course Code	:	BBA406
Course Credits	:	4
Total Hours Per Week	:	3

COURSE SYLLABI:

Introduction: Responsibilities of Production Manager, Nature and Scope of Production Management, Strategic Decisions in Operations, Manufacturing Vs. Service Operation.

Facility Location & Layout: Manufacturing Systems, Layout Planning and Analysis, Concept of FMS(Flexible Manufacturing System), Vertical integration.

Productivity: Factors affecting productivity, Role of Production, Planning & Control (PPC), New Product Development & Process Design, Learning Curve.

Introduction of Work Study: Method study Procedure, Principles of Motion Economy, Stop Watch Time Study Procedure, Importance of Rating & Allowances in Time Study, Pre-determined Time Standard (MTM).

Material Management: An Overview, production control, storage and retrieval System. Types of capacity, Economics and Diseconomies of scale, Developing capacity alternatives.

Operations Scheduling: Basic concept, Sequencing, Johnson's Rule, Job shop Scheduling: Priority dispatching Rules.

Quality Management: A Conceptual Framework, Dimensions of Quality, Quality System Standards.

Maintenance: Breakdown, Preventive, Predictive and TPM (Total Productive Maintenance), Basic concept of Reliability.

LEARNING OUTCOMES

1. The student should be able to understand the concepts of Production and Operations Management.
2. The student should be able to understand the applications of Operations Management Techniques in organizations.

TEXT BOOK

- Bedi. K.(2013). **Production and Operations Management**, 3e, Oxford University Press

REFERENCE BOOKS

1. S. N. Chary (2011). **Production and Operations Management**,4e, Tata McGraw Hill.
2. Panneerselvam (2004). **Production and Operations Management**, PHI
3. Starr M.K.(2007). **Production and Operations Management**, Cengage Learning
4. Adam, Ebert (1992). **Production and Operations Management** , Pearson Education/PHI
5. Gaither (2002). **Operations Management**,9th ed, Thomson Learning
6. A. Muhlemann, J. Oakland & K. Lockyer (1992). **Production and Operations Management**, 6e, McMillan.



JK Lakshmipat University

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INSTITUTE OF MANAGEMENT

BBA+MBA (5 Years)
(Dual Degree Programme)

Batch 2015-20
5th - 6th Semesters

Detailed Syllabus
&
Scheme of Examination

prakash

Proposed Curriculum (Year 3) for BBA+MBA (Dual Degree) Programme (2015-20 Batch)

S. No.	Semester	Course Code	Course Title	Credits	Page Number
Year 3 Semester V					
1	Fifth	BBA508	Ethics And Human Values	4	6
2	Fifth	BBA509	Direct Tax Laws & Practice	4	10
3	Fifth	BBA510	Company and Other Laws	4	14
4	Fifth	BBA504	Quality Management	4	19
5	Fifth	BBA505	Understanding Consumer Behaviour	4	23
6	Fifth	BBA506	Summer Internship Project	4	29
7	Fifth	BBA507	Comprehensive Viva (CV)	1	29
Year 3 Semester VI					
8	Sixth	BBA601	Entrepreneurship	4	31
9	Sixth	BBA602	Indian Financial System	4	38
10	Sixth	BBA603	Organizational Change	4	41
11	Sixth	BBA608	Brand Management	4	46
12	Sixth	BBA605	Foreign Language	4	50
13	Sixth	BBA606	Managing Social Projects	4	52
14	Sixth	BBA607	Comprehensive Viva (CV)	1	52

Note: The curriculum for Semesters VII, VIII, IX and X of this programme will be the same as offered in MBA (Full Time) programme of the University.

Note: GN26 Managing Social Project would be offered during the final year of the BBA program.

AREA CODES

CODE	AREA	CODE	AREA	CODE	AREA
FN	FINANCE	AC	ACCOUNTING	MK	MARKETING
HR	HUMAN RESOURCES	IT	INFORMATION TECHNOLOGY	GN	GENERAL MANAGEMENT
QT	QUANTITATIVE TECHNIQUES	OM	OPERATIONS MANAGEMENT	LS	LANGUAGE SKILLS

STRUCTURE OF QUESTION PAPER / EXAM

Depending on the Practical Content of the Paper, Faculty may go in for Theory/Numerical/Case based Pen-Paper Exam, Lab based Practical Exam, Open Book Exam, etc.

In case of the Pen-Paper Exam, the question paper will comprise of two sections, A and B. Section A will be of 30 marks and section B will be of 20 marks. Section A will have 5 conceptual questions out of which a student will be required to attempt any 3 questions. Section B will have Application oriented Questions / Case Study / Practical problems and will be compulsory.

EXAMINATION SCHEME

The following scheme is applicable to the classroom taught subjects of 3 credit each:

Sr. No.	Evaluation Component	Duration	Marks (100) (%)
1.	Mid Term Exam	2 hours	20%
2.	End Term Exam	3 hours	50%
3.	Continuous Evaluation (Quizzes, Assignments, Presentations, Class Participation, etc)	-	30%

NOTE: For the 1 or 2 credit courses, viz., , GN24, GN26, GN33, GN34, the evaluation would be conducted by the Institute of Management and reported to the University for incorporation in the result.

UNIVERSITY GRADING SCHEME FOR IM

- (i) The minimum pass marks will be 40. The award of grades based on absolute marks out of 100 shall be based on the marks distribution as given in Table 1 below:

Table 1: Grades according to absolute marks

S. No.	Marks	Grade	Marks	Interval
1	$90 \leq$	O	≤ 100	
2	$81.5 \leq$	A+	< 90	8.5
3	$73 \leq$	A	< 81.5	8.5
4	$64.5 \leq$	B+	< 73	8.5
5	$56 \leq$	B	< 64.5	8.5
6	$47.5 \leq$	C	< 56	8.5
7	$40 \leq$	P	< 47.5	7.5
8		F	< 40	

- (ii) The cut-off marks for grade B shall not be less than 50% and for grade B+, it should not be less than 55% under the relative grading system.

- (iii) The Grading Scheme to be followed in all programmes/branches of the University having an appearing strength of 25 or more students in the end term examination of the course shall be Relative

Grading Scheme. The relative grading is based on the statistical method with marginal adjustment for natural cut off. The mean and the standard deviation (σ) of marks obtained for all the students in a course shall be calculated and the grades shall be awarded to a student depending upon the marks and the mean and the standard deviation as per Table 2 given below:

Table 2: Relative Grades according to Normal Distribution

Lower Range	Grade	Upper Range
Mean + 1.50 $\Phi \leq$	O	
Mean + 1.00 $\Phi \leq$	A+	< Mean + 1.50 Φ
Mean + 0.50 $\Phi \leq$	A	< Mean + 1.00 Φ
Mean \leq	B+	< Mean + 0.50 Φ
Mean - 0.50 $\Phi \leq$	B	< Mean
Mean - 1.00 $\Phi \leq$	C	< Mean - 0.50 Φ
Mean - 1.50 $\Phi \leq$	P	< Mean - 1.00 Φ
	F	< Mean - 1.50 Φ

BBA BATCH 2015-18

3RD YEAR

5TH SEMESTER

JULY, 2017 – DECEMBER, 2017

**BACHELOR OF BUSINESS ADMINISTRATION
BBA508
ETHICS AND HUMAN VALUES
COURSE OUTLINE
SEMESTER V, 2017-18**

INSTRUCTOR DETAILS

Name: Dr. Richa Mishra

E-Mail: richamishra@jklu.edu.in

Office: Room# 228

L-T-P: 3-0-0

Course Credit: 4

Session Duration : 60 Minutes

COURSE DESCRIPTION:

This course aims at making students understand the culture, beliefs, values and ethics at the individual and societal levels, which is critical when working across disciplines and contexts to achieve goals.

COURSE OBJECTIVES:

- To understand, analyze, appreciate and respect social, religious and historical diversity between individuals, within societies, and across cultures.
- To acquaint the students with Indian Ethos and its relevance to managerial decision making.
- To define personal values, code of conduct and response to ethical situations.
- To examining the impact of cultural beliefs and the impact of those beliefs on the managerial decisions.

COURSE LEARNING OUTCOMES:

Upon completion of the course, students are expected to be able to:

1. The student should be able to understand the importance of culture, ethics and values. in determining the personal effectiveness.
2. He/She should be able to draw ethical indicators.
3. He/She should be able to classify the ethical and unethical practices in business at the individual, group and organizational level.

4. He/She should be able to comprehend how ethics can help in solving moral dilemmas

TENTATIVE SESSION PLAN

Session No.	Topics to be covered in the course	READINGS
Week 1 (S1-3)	<ul style="list-style-type: none"> • Concept of Ethics, Evolution of Ethics, Nature of Ethics- Personal, Professional, Managerial • 3 Types of Judgments • 3 Areas in Study of Ethics <ul style="list-style-type: none"> i) Meta-Ethics/ Critical Ethics ii) Applied Ethics iii) Normative vs. Descriptive Ethics • Ethics vs. Morality? • Legality vs. Morality 	Website: mrunal.org/ethics
Week 2 (S4-6)	<ul style="list-style-type: none"> • Preconditions for Ethical Scrutiny <ul style="list-style-type: none"> i) Free Will ii) Knowledge iii) Voluntary Action 	Website: mrunal.org/ethics
Week-3 (S7-9)	<ul style="list-style-type: none"> • Theories of Ethics- Teleological, Deontological, Virtue Ethics, Conduct Ethics, Rights based, Utilitarianism, Hedonism, Egoism 	Website: mrunal.org/ethics
Week-4 (S10-12)	<ul style="list-style-type: none"> • Values, Role of family-society-educational institutions in inculcating values, ethics and private and public relationships. 	Handout
Week-5 (S13-14)	<ul style="list-style-type: none"> • Summary of Conduct Ethics • Rights Based Ethics • 3 Generation of rights • John Rawls 	Website: mrunal.org/ethics
Week-5 (S15)	QUIZ I	
Week-6 (S16-18)	<ul style="list-style-type: none"> • Development of Moral Reasoning: Lawrence Kohlberg • Kohlberg's Levels and Stages of Morality • Social Perspective of Three Levels of Morality 	Website: mrunal.org/ethics
Week- 7 (S19-21)	<ul style="list-style-type: none"> • Concept of decision-making, moral decision-making, importance of a model specific to ethics 	Handout

Week-8 (S22-24)	<ul style="list-style-type: none"> Gandhiji's doctrine of Satya & Ahinsa, Concept, importance & relevance of Trusteeship principle in modern business. 	Venkatrao,V.(2014). Ethics and Values -A Text-book for Under Graduate Students. E -Book
Week -9 (S25-27)	<ul style="list-style-type: none"> Features of Indian Ethics Concept of Dharma with reference to Rta, Rna & Purusharth The idea of nishkama karma in the Bhagwad gita 	Textbook Chapter1
Week-10 (S28-30)	<ul style="list-style-type: none"> Buddhist Ethics- Four Noble Truths Jaina Ethics - Vrata - The principles of morality. 	Textbook Chapter1
Week-11 (S31-33)	<ul style="list-style-type: none"> Western Ethics <ul style="list-style-type: none"> i) Happiness and Prosperity ii) Four Cardinal Virtues iii) Aristotle and Immanuel Kant theories of ethics 	Venkatrao,V.(2014). Ethics and Values -A Text-book for Under Graduate Students. E -Book
Week-12 (S34-36)	<ul style="list-style-type: none"> Significance of Professional code of conduct <ul style="list-style-type: none"> i) Business Ethics ii) Corporate Social Responsibility iii) What is a Corporation? iv) Who is a Corporation? v) What is Corporate Social Responsibility? vi) Arguments for Corporate Social Responsibility vii) Arguments against Corporate Social Responsibility 	Venkatrao,V.(2014). Ethics and Values -A Text-book for Under Graduate Students. E -Book
Week-13 (S37)	QUIZ-II	
Week 13-14 (38-40)	Presentation	

READING MATERIAL:

1. Venkatrao, V.(2014). *Ethics and Values -A Text-book for Under Graduate Students*. E -Book
2. Biswanth, G. (2010). *Ethics in Management and Indian Ethos*. Noida: Vikas Publishing House.
3. Nandagopal, R., & Sankar, A. (2011). *Indian Ethos and Values in Management*. New Delhi: Tata McGraw Hill
4. Fernando, A. C. (2009). *Business Ethics: An Indian Perspective*. New Delhi: Pearson
5. Nandagopal, R., & Sankar, A. (2011). *Indian Ethos and Values in Management*. New Delhi: Tata McGraw Hill

6. Gaur, R. R. , Sangal, R., Bagaria, G. P. (2009). *A Foundation Course in Human Values and Professional Ethics*. Excel Books

COURSE PEDAGOGY:

- Lectures
- In-class experiential exercises
- Assignments
- Live Projects

CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS

- Attendance will be taken at the beginning of each class
- Students must show up at their presentation(s)
- Note: Regardless of attendance, projects and homework assignments must be submitted in no later than the due date

Cheating on assignments, participation exercises, papers, examinations and other academic works including sharing information on participation exercises between sections is a clear violation of the code. All written requirements should reflect your own effort. Revealing the contents of a participation exercise to students that are enrolled in a subsequent course/section that is held on the same day or a latter is prohibited.

Details of Assignment:

Students need to submit a Research Proposal of 5-7 page document where they need spell out topic, provide a brief description of the literature review and theoretical framework, and explain your methodology. This will be completed in three parts. During the last week students will provide a PowerPoint presentation.

EVALUATION COMPONENTS & WEIGHTAGE:

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage
Continuous Assessment	30%
<i>Class Participation and Attendance</i>	<i>10%</i>
<i>Assignment Report and Presentation</i>	<i>10%</i>
<i>Quiz and Subject Awareness</i>	<i>10%</i>
Mid-term Examination	20%
End-term Examination	50%
Grand Total:	100%

Grading: Grading system will be followed as per the University norms.

BACHLOR OF BUSINESS ADMINISTRATION
BBA509
DIRECT TAX LAWS AND PRACTICE
COURSE OUTLINE
SEMESTER V, 2017-18

INSTRUCTOR DETAILS

NAME: DR. KAPIL ARORA

EMAIL: kapilarora@jklu.edu.in

OFFICE: Room No. 212 (IM BLOCK, 2nd FLOOR)

OFFICE TEL: 0141- 7107541

L-T-P: 3-0-0

COURSE CREDITS: 4

SESSION DURATION: 60 MINUTES

COURSE DESCRIPTION:

Direct Tax Laws and Practice is a basic core course offered to the students of Management and Commerce stream, to equip the students with the basic understanding of the Tax Laws concepts and identify its role in the economy. Broadly, there are two types of taxes that the Indian government levies on its citizens – direct tax and indirect tax. Direct taxes are those which are paid directly to the government by the taxpayer. These taxes are not paid, deducted and paid on behalf of the taxpayer. It's imposed on the people and organizations directly by the government. This tax liability has to be paid by the taxpayer in question and cannot be transferred to any other entity for payment. Key examples of direct taxes are: Income tax, Wealth tax, and Corporation tax. Indirect taxes include GST, VAT, Service Tax, etc. This Course is specifically focused on making the students aware of various provisions of Income Tax and its computations.

COURSE OBJECTIVES:

This Course would help student to

1. Understand the basic concepts and terms in Taxation.
2. Understand the difference between Direct and Indirect Taxes.
3. Learn about the types of Direct Taxes.
4. Understand the structure and charging of Income Tax and its various aspects.

LEARNING OUTCOMES:

Upon completion of the course, students are expected to be able to:

1. Understand the basic concepts and definitions under the Income Tax Act, 1961 and acquire knowledge about Computation of Income under different heads of Income of Income Tax Act, 1961.

2. To be able to acquire Knowledge about the submission of Income Tax Return, Advance Tax, Tax deducted at Source, Tax Collection Authorities, etc.
3. To be able to prepare Tax filing statements and do planning for tax management.

COURSE OUTLINE (TENTATIVE SESSION PLAN):

Session No.	Topic	Chapter in Text Book
1-3	Indian Tax System: Direct Taxes and Indirect Taxes, Types and distinction	Ch.1
4-6	Income Tax Act-1961: Meaning, Concepts and Definitions, Income, Person, Assessee, Assessment Year, Previous Year, Agricultural Income, Exempted Income	Ch.1
7-8	Fringe benefit Tax, Tax deducted at Source, Capital and Revenue Income and Expenditure	Ch.1
9-10	Residential Status of an Assessee	Ch.2
11-12	Computation of Taxable Income: Different heads of Income, Income from Salary	Ch.4
13-14	Income from House Property	Ch.5
15-17	Profits and Gains of Business and professions, Capital Gains, Income from other Sources	Ch.6,7,8
18-20	Chargeability of Tax: Deductions, Amounts not Deductible	Ch.11
21-23	Computation of Total Taxable Income of an Individual, Gross Total Income	Ch.13
24-26	Deductions u/s 80, viz., 80CCC to 80U.	Ch.18
27-29	Income Tax Calculations: Rates applicable for respective Assessment year, Education Cesses, Surcharge	Handouts
30-31	Tax Deducted at Source, Return of Income	Ch.18
32	Advance payment of Tax	Ch.17
33	Methods of Payment of Tax: Forms of Returns	Income Tax Website

34	Refund of Tax	Ch.19
35-37	Concepts of Indirect Tax, Difference between Direct and Indirect Tax, Indirect tax structure in India. Introduction to Central excise Act, 1944, Service Tax Act, Sales Tax and VAT. Concept of PAN and TAN.	Income Tax Website
38-39	GST- Introduction, Benefits of GST for Individuals and Companies, Rate of GST, Implementation of GST, Items excluded from application of GST.	Income Tax Website
40	Review of Concepts	

TEXT BOOK:

- Singhania, V.K. (2016). *Students Guide to Income Tax*. New Delhi: Taxman.

REFERENCE BOOKS:

- Singhania, V.K. (2012). *Direct Taxes: Ready Recknor*. New Delhi: Taxman.
- Ahuja, G., & Gupta, R. (2013). *Systematic Approach to Income Tax*. New Delhi: Bharat Law House Pvt. Ltd.
- Prasad, B. (2012). *Income Tax Law and Practice*. New Delhi: Wiley Publication.
- Mehrotra, H.C. (2006). *Income Tax Law and Accounts*. Agra: Sahitya Bhavan.
- Pagare, D. (2007). *Income Tax Law and Practice*. New Delhi: Sultan Chand & Sons.
- Chandra, M., & Shukla, D.C. (2006). *Income Tax Law & Practice*. New Delhi: Pragati Publications.

TEACHING METHODOLOGY/ PEDAGOGY:

The course will be covered within 40 sessions includes Class room lecture, Practical exercises & Case analysis & discussion. The students will be given practical assignments (individually) for hands on practice and submission, and case studies in (Groups) for presentation.

CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS:

In addition to completing the scheduled activities on time for the on-campus sessions, students are expected to follow below mentioned guidelines:

- Students must attend 75% of the total classes conducted for the course in the semester.

2. Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.
3. Student presentations would be allotted on a selected Topic / Problem / Theme related with the subject, before presenting in the class gather relevant data, analyze and interpret the same in a systematic and scientific manner.
4. Although individual assignments and presentations will be allotted to students but few assignments and presentation could be allotted in group, wherein individual participation is essential for learning and assessment purpose.
5. Assignments are to be submitted on the due dates only and it must be based on student's own ideas and works. Plagiarism will not be tolerated.
6. Case studies would be provided well in advance therefore advance reading is required for the same, read the case carefully before class discussion.
7. Students are required to put their mobile phones on switch off or on airplane mode. Usage of mobile in the class is strictly prohibited.

The above mentioned guidelines are required to be follow strictly, failing to which adversely impact your learning as well your grade.

Academic Honesty

'Plagiarism' in any form is not acceptable. Cheating during examinations or plagiarism in group work will result removal from the course with a failing grade. Punctuality is must in the classes.

OUTCOME ASSESSMENT AND GRADING:

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage
Continuous Assessment	30%
Class Participation and Class Attendance	10%
Assignment Report and Presentation	10%
Quiz and Class Test	10%
Mid-term Examination	20%
End-term Examination	50%
Grand Total:	100%

Grading: Grading system will be followed as per the University norms.

BACHELOR OF BUSINESS ADMINISTRATION
BBA510
COMPANY & OTHER LAWS
COURSE OUTLINE
SEMESTER V, 2017-18

INSTRUCTOR DETAILS

NAME: PROF. LOKANATH MISHRA

EMAIL: lokanathmishra@jklu.edu.in

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OFFICE TEL: 0141- 7107535

L-T-P: 3-0-0

COURSE CREDITS: 4

SESSION DURATION: 60 MINUTES

COURSE DESCRIPTION:

This is a core course mandatory for all the B.Com students. With increasing complications in business, the managers must have basic knowledge of law being applied on the industry as well as awareness of different laws to deal any type of stakeholders and situation. Business Law is a very relevant and useful course in the B. Com curriculum. This course is broadly covers Company Act 2013: Types of Companies and Its Characteristics: Definition of a Company, Characteristics, Lifting of Corporate Veil, Illegal Association, Different types of Companies, Public Companies, Private Companies, Foreign Company, Government Company, Limited, Unlimited, Holding and Subsidiary Companies, Memorandum of Association, Articles of Association and Prospectus its clauses, contents and procedure of Issues, Alterations etc, Share Capital, Company Meetings, management of the Companies, Composition of Board of Directors their appointment, duties, responsibilities and remunerations. Consumer Protection Act, 1986: Object, Extent and Coverage of the Act, Rights of Consumer, and Redressal machinery under the Act, Relief available to consumers, Procedure for filing the Appeal, and Power of Dispute Redressal Agencies and also Right to Information ACT 2005 and Information Technology Act 2000.

COURSE OBJECTIVES:

The main objective of the course is to prepare business students as architecture of business law strategy rather than simply middle level managers. The other objectives are:

1. To familiarize the students with company and other related laws to business environment.
2. To equip them with drafting company documents, statutory records and compliance with various Government agencies.

3. To strengthen the analytical and critical thinking skills of students and provide skills to predict the disputes, which may arise in business in context of law and thereafter shaping real world business decisions.

COURSE LEARNING OUTCOMES:

Upon completion of the course, students will be able to:

- Understand company registration process, forms and procedures.
- Understand the laws related to Company management, RTI and Information Technology.
- Consumer protection related practical cases.

COURSE OUTLINE (TENTATIVE SESSION PLAN):

Session No.	Topic/Sub Topic	Session Details
1	Companies Act 2013: Definition of a Company, Characteristics	Text Book : Chapter
2	Types of Companies: Public Companies, Private Companies	Text Book : Chapter
3	Foreign Company, Government Company, Limited, Unlimited, Holding and Subsidiary Companies.	Text Book : Chapter
4	Lifting of Corporate Veil, Illegal Association	Text Book : Chapter
5	Memorandum of Association, Articles of Association and Alterations etc.	Text Book : Chapter
6	Prospectus its clauses, contents and procedure of Issues	Text Book : Chapter
7	Share Capital	Text Book : Chapter
8	Company Meetings	Text Book : Chapter
9	Management of the Companies	Text Book : Chapter
10	Class Test/Quiz/presentation-1	
11	Composition of Board of Directors their appointment	Text Book: Chapter
12	Duties, responsibilities and remuneration	Text Book : Chapter
13	Majority Rule and Prevention of Oppression and Mismanagement	Text Book : Chapter
14	Compromises, Arrangements, Reconstruction and Amalgamation	Text Book : Chapter
15	Comparison of Companies Act, 2013 with the Old Act of 1956.	Text Book : Chapter
16	Case let discussions	Text Book : Chapter
17	Case let discussions	Text Book : Chapter
18	Class Test/Quiz/presentation-2	
19	REVIEW and RECAP Before MID TERM EXAM	

19-20	MID TERM EXAMINATION	
21	Consumer Protection Act, 1986: Object, Extent and Coverage of the Act,	Text Book : Chapter
22	Rights of Consumer and Redressal machinery under the Act,	Text Book : Chapter
23	Relief available to consumers, Procedure for filing the Appeal, and	Text Book : Chapter
24	Power of Dispute Redressal Agencies	Text Book : Chapter
25	Case let discussions	Text Book : Chapter
26	Case let discussions	Text Book : Chapter
27	Class Test/Quiz/presentation-3	
28	The Right to Information Act, 2005	Text Book : Chapter
29	Public Authorities and their obligation under the Act	Text Book : Chapter
30	Role of Public Information Officers: PIOs and APIOs- Accepting an information Request, Processing and Disposing	Text Book : Chapter
31	Exemption from Disclosure of Information, Partial Disclosure and “ Third Party” Information	Text Book : Chapter
32	Role and Responsibilities of Appellate Officers within Public Authorities	Text Book : Chapter
33	The Information Technology Act, 2000	Text Book : Chapter
34	Digital Signature, Recognition of Electronics Documents,	
35	Formation of Contract, Data protection	Text Book: Chapter
36	Liability of Intermediaries, Offences and Penalty	Text Book : Chapter
37	Case Let discussions	Text Book : Chapter
38	Case Let discussions	Text Book : Chapter
39	FINAL REVIEW AND RECAP	
40	FINAL REVIEW AND RECAP	

TEXT BOOK:

- Sheth, T. (2015). *Business Law*. New Delhi: Pearson Education

ADDITIONAL READING MATERIAL/ REFERENCE BOOKS:

1. Albuquerque, D. (2016). *Legal Aspects of Business*. New Delhi, Oxford Publications.
2. Miller, R. L. (2012). *Business Law Today*. Boton: Stanford Edition.
3. Mallor, J. P., Barnes, A. J., Bowers, L. T., Langvardt, A. W.(2011). *Business Law: The Ethical, Global, and E-Commerce Environment*. NJ: McGraw-Hill/Irwin
4. Cross, F. B. (2012). *Legal Environment of Business*. New York: South Western
5. Gulshan S. S. & Kapoor, G.K. (2012). *Business Law Including Company law*. New Age International Publishers: New Delhi
6. Agarwal, R. (2011) *Mercantile & Commercial Law*, New Delhi:Tax Man
7. Kalpoor, N.D. (2011) *Elements of Mercantile Law*, New Delhi: Sultan Chand & Sons
8. Chandha, P.R. (2010) *Business Law*, New Delhi: Galgotia Publication
9. Miller, R. L. (2010). *Business Law Today*. Boton: Stanford Edition.

TEACHING METHODOLOGY/PEDAGOGY:

The course will involve more of interactive sessions and open discussions within the class. The students are expected to come prepared to the class and actively participate in classroom discussions. The knowledge is incomplete without its practical application. Therefore at the end of each chapter students would be required to do certain numerical, problems and solve the real life cases considering the theories taught in the class as the guidelines. The students are expected to come prepared on prior concepts before starting the fresh ones and regular reading of the newspaper. The relevance will be further strengthened through assignments. These assignments will be discussed in class rooms through presentations and discussions. Assignments and reading material will be put across through respective official email IDs. Surprise test and quizzes can be the part of the course work to check the attentiveness of the students and their regularity.

MAJOR ACTIVITIES DURING THE CLASS:

1. Concepts are supported by practical examples, numerical and case lets.
2. Regular News Updates and integration with the concepts.
3. Law Dictionary and Management Colloquium (concept is supported by real life examples)
4. Assignments and presentations on current legal issues and events.

CLASS CONDUCTING POLICIES, ACADEMIC INTEGRITY AND REGULATIONS:

Discipline and preliminary preparations always result in better delivery of the faculty as well as better understanding of the concepts to the students. This course requires regular study and logical mindset. Conceptual clarity is utmost important in this area for the proper application of those in business decision. Please ensure the following things during the course delivery:

- Students must attend 75% of the total classes conducted for the course in the semester.
- Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.
- Class starts with a quick revision of the previous session along with a quiz.
- Students should come up with the basic preparation of the chapter from text book scheduled for the day.
- Students are ready with their queries for discussion in the class room.
- Assignment and cases are to be submitted on the due dates only.
- Students are responsible for all lecture notes and material given out in class. If he/she misses class, then make sure that he/she will get the notes and assignments from another student.
- Students will not be allowed to enter the class beyond 5 minutes pass the class scheduled time.
- Usage of cellular or Mobile phone are not allowed in the class room.

Academic Honesty

‘Plagiarism’ in any form is not acceptable. Cheating during examinations or plagiarism in group work will result removal from the course with a failing grade. Punctuality is must in the classes.

OUTCOME ASSESSMENT & GRADING:

Assessment Components	% Weightage
Mid Term Exams	20%
End Term Exams	50%
Class Quiz and extempore presentation	10%
Assignments/presentations	10%
Class participation and case Study Discussion	10%
Grand Total	100%

Grading

Grading system will be followed as per the University norms.

**BACHELOR OF BUSINESS ADMINISTRATION
BBA504
QUALITY MANAGEMENT
COURSE OUTLINE
SEMESTER V, 2017-18**

INSTRUCTOR DETAILS

NAME: DR. ANUPAM SAXENA
OFFICE: ROOM NO. 220(IM BLOCK, 2nd FLOOR)
OFFICE TEL: 0141- 7107548

L-T-P: 3-0-0
COURSE CREDITS: 4
SESSION DURATION: 60 MINUTES

COURSE DESCRIPTION:

Quality Management (QM) is an excellent tool for generating the customer satisfaction. Organizations with strong QM programmes always lead the market. A good QM strategy should have a strong component of willingness, long-term commitments to key stakeholders in business for achieving competitive advantage through excellent quality. This course intends to orient the students with the philosophy of QM in manufacturing & service sectors.

COURSE OBJECTIVES:

The course has following objectives:

1. To facilitate students in understanding the fundamental concepts of QM
2. To appreciate the relevance of QM in organizational success
3. Relate to the importance of QM across firms

LEARNING OUTCOMES:

This course will help students to:

1. Develop analytical capabilities for QM issues
2. Apply principles of QM for domestic and international business situations
3. Develop in-depth knowledge of theory involved in QM
4. Develop required skills and enhance their ability to qualitatively and quantitatively analyse QM through various approaches (i.e. various concepts, models, and analytical tools in managing operations of service organizations)

COURSE OUTLINE (TENTATIVE SESSION PLAN):

Session Number	Topics	Session Details
1-3	Introduction to QM: History, Basic concepts, Traditional approach and Quality Hierarchy	Readings: Text Book, Chapter 1
4—6	Principles and philosophies of Quality Gurus: W. Edward Deming, Crosby, Taguchi, Ishikawa etc.	Readings: Text Book, Chapter 2 Caselet analysis
7-9	Statistical Process Control: General theory, Control Chart, Control Limits, Various charts related to quality control	Readings: Text Book, Chapter 3 Caselet analysis
10-13	Quality in Lean Manufacturing: Lean logic; The Toyota production system - Elimination of waste, Respect for people; Lean implementation requirement; Lean services	Readings: Handouts to be given Caselet analysis
14-17	TQM: Fundamentals, Benefits, Frameworks, Principles, Implementation, Strategy, TPM, TSS	Readings: Text Book, Chapter 1 & 3 Caselet analysis
18	Revision and Doubt Clarification session of Pre Mid Tern Course	
19 & 20	Mid Term	
21-22	Tools & Techniques for QM: FMEA, Fault tree analysis, QFD, Poka Yoke	Readings: Text Book, Chapter 4 Caselet analysis
23-24	Benchmarking: Definition, Development, Types, Process and benefits	Readings: Text Book, Chapter 4 Caselet analysis
25-26	Quality Systems: ISO 9001, 14000 Series, Implementing quality councils, systems and certifications, Quality audits	Readings: Text Book, Chapter 5 Caselet analysis
27-30	Role of IT in QM: Computers and Quality function, Internet, Quality Information systems, Information issues in Quality	Readings: Text Book, Chapter 5 Caselet analysis

31-33	Strategic Quality Management: History, Definition, Distinction between TQM and SQM, Phases of SQM a	Readings: Handouts to be given
34-36	Contemporary Issues: History, BPO, BPR, Performance Management, Balance Score Card, Value Chain analysis	Readings: Handouts to be given
36-40	Course review and Project presentation	

Selective List of Caselets used

- Narayan Hrudayalaya
- Made in China
- MLE Consulting
- Converting Paper to Electronic Document
- Introduction and Implementation of TQM in Hospital

TEXT BOOK:

Rajaram, S. & Sivakumar, M. (2008). *Total Quality Management*. New Delhi: Wiley.

TEACHING METHODOLOGY/ PEDAGOGY:

It will be through a mixture of lectures, case studies, discussions, assignments and in-class exercises which will cultivate a richer understanding of the subject. Groups of students each working as a team will analyse and present case studies and also prepare a Project.

CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS:

In addition to completing the scheduled activities on time for the on-campus sessions, students are expected to follow below mentioned guidelines:

1. Students must attend 75% of the total classes conducted for the course in the semester.
2. Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.

3. Student presentations would be allotted on a selected Topic / Problem / Theme related with the subject, before presenting in the class gather relevant data, analyze and interpret the same in a systematic and scientific manner.
4. Although individual assignments and presentations will be allotted to students but few assignments and presentation could be allotted in group, wherein individual participation is essential for learning and assessment purpose.
5. Assignments are to be submitted on the due dates only and it must be based on student's own ideas and works. Plagiarism will not be tolerated.
6. Case studies would be provided well in advance therefore advance reading is required for the same, read the case carefully before class discussion.

OUTCOME ASSESSMENT AND GRADING:

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage
Continuous Assessment	30%
Class Participation	10%
Assignment Report and Presentation	10%
Final Project Report & Viva	10%
Mid-term Examination	20%
End-term Examination	50%
Grand Total:	100%

Grading: Grading system will be followed as per the University norms.

**BACHELOR OF BUSINESS ADMINISTRATION
BBA505
UNDERSTANDING CONSUMER BEHAVIOUR
COURSE OUTLINE
SEMESTER V, 2017-18**

INSTRUCTOR DETAILS

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OFFICE: ROOM NO. 218 (2nd FLOOR IM BLOCK, JKLU)

OFFICE TEL: 0141- 7107545

L-T-P : 3-0-0

COURSE CREDITS : 4

SESSION DURATION: 60 MINUTES

COURSE DESCRIPTION

To develop an effective marketing plan clear understating of the principles and concepts of consumer behaviour is essential in today's competitive business world. The purpose of this subject is to acquaint the students with the knowledge of internal and external factors that influence consumer behaviour. The course is aimed to discuss the principal factors that influence consumer as individual and decision makers with an application to the buying decision process. This course will enable students to develop an understanding of consumer behaviour from a variety of perspective and help them to develop and evaluate marketing strategies intended to influence people's consumption related behaviour.

This course examines the strategic implications of the internal, external and decision-making factors that impact consumer purchasing patterns with emphasis on managerial applications. This course introduces the theory of consumer behavior and relates it to the practice of marketing. It will present relevant material drawn from psychology, sociology and behavioral sciences within the framework of the consumer decision process and its main influencing factors. Students will be able to identify the dynamics of human behavior and the basic factors that influence the consumer decision process and will be able to demonstrate how concepts may be applied to marketing strategy.

COURSE OBJECTIVES

Main goals of the course are to make students able to:

- Review recent conceptual, empirical, and methodological developments in research on consumer behaviour.
- Encourage appreciation for the value of consumer behaviour in determining successful marketing strategies.
- Provide a coherent framework for interpreting consumer reactions to marketing stimuli.

LEARNING OUTCOMES

By the end of the course the student would be able to:

1. Learn about the consumer decision –making process and its implications for marketers.
2. Understand the major psychological influences on consumer behavior and their practical significance.
3. Discern how individuals and groups influence consumer behavior, and how marketers utilize this knowledge to help achieve organizational objectives.
4. Comprehend the role of cultural norms and values in consumer behavior..
5. Integrate and apply the concepts learned in the course through experiential activities and assignments.

COURSE OUTLINE (TENTATIVE SESSION PLAN)

Session	Topic	Readings
1-2	Consumer Behavior- An Overview: Introduction, Need for Understanding Consumer Behavior, Consumer Insights	Text Book: Chapter 1
3-4	Diversity of Indian Market, Changing Pattern of Indian Consumer Behavior, Factors Influencing Consumer Behavior	Text Book : Chapter 1 Case Study: The Case of Tractor Owners
5-7	Consumer Motivation- Concept of Motivation, Role of Motives in guiding	Text Book :

	behavior, involvement of consumer	Chapter 2 Case Study: A Storm in Teacup
8-10	Consumer Perception- Elements and Dynamics of Perception, complexities in Consumer Perception, Brand Positioning, Perceived Quality and Risk	Text Book : Chapter 3 Case Study: Case of Motorcycle Perception
11	Revision Session and Quiz	Session no. 1-10
12- 14	Consumer Belief and Attitudes- Popular Consumer Beliefs, Consumer Feelings, Characteristics and Functions of Attitudes, Attitude formation models, Formation and Change of Consumer Attitude	Text Book : Chapter 4 Case Study: Building a Successful Online Business: Overcoming Attitudinal Barriers
15-17	Consumer Learning - Learning Theories, The Elaboration Likelihood Model (EML)	Text Book : Chapter 5
18-21	Consumer Personality and Self- image, Brand Personality and Brand Image	Text Book : Chapter 6 Case Study: Sports Shoes: Fitting personality
22	Class Test	Session no. 1-21
23-24	Effect of Personal Factors (age, Life Cycle, Occupation, Social Class and Lifestyle) on Consumer Behavior	Text Book : Chapter 7
25-27	Influence of Reference Groups, Celebrity Endorsement	Text Book : Chapter 8 Case Study: Cadbury Dairy Milk Chocolates

28-30	Culture and Western Influence on Consumer Behavior, Culture Diversity and their Possible Impact on Consumer Behavior	Text Book : Chapter 9
31	Revision Session and Quiz	Session no. 23-30
32-34	Consumer's Decision-Making Process, Decision-making Criteria, Impulse Buying Behavior, Factors Influencing Decision-Making	Text Book : Chapter 10
35-37	Role of family in Decision- Making, Purchase Decisions: Issue and Resolution	Text Book : Chapter 4
38	Class Test	Session no. 23-37
39-40	Student Presentations	Student presentations (to be announced during session no. 6-9)

TEXT BOOK

- Majumdar, R. (2015). *Consumer Behaviour: Insights from Indian Markets*. New Delhi: PHI Learning Pvt. Ltd.

ADDITIONAL READING MATERIALS:

1. Evans, M., Foxall, G., & Jamal, A. (2009). *Consumer Behavior*. New Delhi: Wiley Indian Edition.
2. Hawkins, D. I., Motherbaugh, D. L., & Mookerjee, A. (2014). *Consumer Behavior: Building Marketing Strategy*. New Delhi: McGraw Hill Education.
3. Loudon, D., & Bitta, A. D. (2002). *Consumer Behavior*. New Delhi: McGraw Hill Education.
4. Schiffman, L. G., Wisenblit, J., & Kumar, R. S. (2015). *Consumer Behavior*. New Delhi: Pearson Education.

TEACHING METHODOLOGY/ PEDAGOGY

The scope of the course involves behavioral aspects of marketing management by applying working knowledge and analytical skills in assessing the consumer decision-making process. The course sessions will include:

- (i) lectures ,
- (ii) A/V-augmented presentations (text-based and other topically related slides and relevant audio/video/web resources),
- (iii) written and oral classroom exercises applying course concepts,
- (iv) small group and classroom discussions,
- (v) case studies,
- (vi) student presentations of individual and group assignments based on course units, with emphasis on engaging students in learning by doing.

CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS

In addition to completing the scheduled activities on time for the on-campus sessions, students are expected to follow below mentioned guidelines:

1. Students must attend 75% of the total classes conducted for the course in the semester.
2. Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.
3. Student presentations would be allotted on a selected Topic / Problem / Theme related with the subject, before presenting in the class gather relevant data, analyze and interpret the same in a systematic and scientific manner.
4. Although individual assignments and presentations will be allotted to students but few assignments and presentation could be allotted in group, wherein individual participation is essential for learning and assessment purpose.
5. Assignments are to be submitted on the due dates only and it must be based on student's own ideas and works. Plagiarism will not be tolerated.
6. Case studies would be provided well in advance therefore advance reading is required for the same, read the case carefully before class discussion.
7. Students are required to put their mobile phones on switch off or on airplane mode. Usage of mobile in the class is strictly prohibited.

The above mentioned guidelines are required to be follow strictly, failing to which adversely impact your learning as well your grade.

OUTCOME ASSESSMENT AND GRADING

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage	Efforts Category
Continuous Assessment	30%	Individual
Class Participation	10%	
Presentation	10%	
Quiz and Assignments	10%	
Mid-term Examination	20%	Individual
End-term Examination	50%	Individual
Grand Total:	100%	

Grading: Grading system will be followed as per the University norms.

**BACHLER OF BUSINESS ADMINISTRATION
BBA506
SUMMER INTERNSHIP PROJECT
SEMESTER V, 2017-18**

As part of the BBA Programme, the Fianl Year students undergo an eight weeks training at an industry of their choice or one allocated by the University placement cell after the Fourth Semester. This is mostly scheduled during the months of May and June.

Upon their return from STP, they undergo the process of evaluation where they need to submit the STP Report and make presentations.

COURSE CREDITS : 4
TIME DURATION : 8 Weeks

**BACHELOR OF BUSINESS ADMINISTRATION
BBA507
COMPREHENSIVE VIVA - V
SEMESTER V, 2017-18**

The Fifth Comprehensive Viva exam would be conducted at the end of Semester 5 and will cover the full syllabus taught during the semester. The evaluation is to be done situation based and problem solving oriented. A student appearing for CV can be presented with a situation requiring managerial intervention (from the areas he/she has studied in the semester) and his/her response evaluated.

COURSE CREDITS : 1

BBA BATCH 2015-18

3RD YEAR

6TH SEMESTER

DECEMBER, 2017 – APRIL, 2018

BACHLER OF BUSINESS ADMINISTRATION
BBA601
ENTREPRENEURSHIP
COURSE OUTLINE
SEMESTER VI, 2017-18

INSTRUCTOR DETAILS

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L-T-P: 3-0-0

COURSE CREDITS: 4

SESSION DURATION: 60 MINUTES

COURSE DESCRIPTION

Entrepreneurship plays a vital role in industrial development. It is relatively new subject and one of the fastest growing subjects in colleges and universities across the world. It has been identified as one of the major trends shaping business, economy and even society. It has now emerged as profession. That like other profession, it can be developed and fostered through specific educational and training programme is well evidenced by behavioural studies and experiments conducted across the regions. The programme imparts essential knowledge of how to start one's own business venture and the various facets that influence successful set up and operations. The teaching/ learning of entrepreneurship require greater focus on experiential learning. Engagements such as interactive sessions, cases, games, exercise, role plays, films, projects, assignments and group activities play a vital role in teaching this course.

COURSE OBJECTIVES

1. To promote entrepreneurship among the student community and to break myths about entrepreneurs (Are the age, wealth, education and work experience important factors for success of entrepreneurs?)
2. To make them recognize the importance of entrepreneurship and identify the traits of entrepreneurs and their role in economic growth.
3. To encourage students to think creatively and develop innovative ideas/products for commercial exploitation by means of brain storming sessions.
4. To develop the skills of students in developing the basic frame of project formulation and understand the steps to roll out own business.
5. To equip students with knowledge of the government and institutional support to new enterprise.

6. To aware students about the different sources of funding for a venture and EDP programs.

COURSE LEARNING OUTCOMES

Upon completion of the course, the student is expected to:

1. Enhance their entrepreneurial skills and understand entrepreneurship environment.
2. Able to generate new ideas and evaluate opportunities.
3. Determine the prerequisites and process for starting the new venture.
4. Formulate project report for a new venture.
5. Understand the supportive system for entrepreneurship development.
6. Aware and understand the different entrepreneurship programs.

COURSE OUTLINE (TENTATIVE SESSION PLAN)

Session No.	Topics	Session Details	
1-1	Introduction and relevance of the entrepreneurs and entrepreneurship for the nation and the students	Text Book- Chapter 1	Quiz on Entrepreneurs, Videos, Puzzle and discussion
2-2	Concept of an Entrepreneur, role and need for an entrepreneur	Text Book- Chapter 1	Videos and discussion
3-3	Student Activity		
4-4	knowledge and skills requirement, characteristics of successful entrepreneurs	Text Book- Chapter 1	Videos, Poem on entrepreneur characteristics, Discussion
5-5	Case Study		
6-6	Assignment: Collect the stories of entrepreneurs in their surrounding and also find out the traits which make them successful. If possible also		

	prepare videos on them.		
7-8	Types of Entrepreneurs, Social Entrepreneurship	Text Book- Chapter 1	Small stories, activity, Videos.
9-9	Case Study		
10-10	Entrepreneurs Vs Professional Managers	Text Book- Chapter 1	Movie & Activity
11-12	Concept of Entrepreneurship, features, Growth and Entrepreneurship eco-system	Text Book- Chapter 2	Discussion and Examples
13-13	Significance of Entrepreneur and Entrepreneurship in Economic Development	Text Book- Chapter 2	Videos, discussion, and Activity
14-14	Presentation: On the entrepreneurship growth in India with facts and figures		
15-16	Women Entrepreneurship, functions, Problems and Limitations	Text Book- Chapter 3	Videos, discussion, and Activity
17-17	Case- Study and Assignment		
18-18	Micro, Small Medium Enterprises, essentials, objectives, scope	Text Book- Chapter 13	Discussion and Examples
19-19	Assignment: Visit to MSME, Presentation on 'MSME and Entrepreneurship (Start-ups) Growth in India'		
20-21	Different Forms of Industrial Organisation	Text Book- Chapter 18	Discussion

22-22	Theories of Industrial Location	Reference Book	Discussion
23-23	Project Identification	Text Book- Chapter 14	Videos, Activities on Idea Generation
24-24	Case –Study		
25-25	Assignment: presentations and discussion on the emerging Entrepreneurial opportunities in India and come up with 2-3 ideas with reasons.		
26-28	Project Appraisal, Project Formulation	Text Book- Chapter 16 and Reference Book	Discussion, Activity, Examples
29-29	Presentation on Outdoor Activity: Backup Envelop exercise		
30-30	Procedural Steps in Setting up of an Industry	Reference Book	Lecture and Discussion
31-31	Reasons of Failure and the Visible Problems for Business	Reading Material	Stories, Activity and Discussion
32-33	Sources of Finance, Government Support to New Enterprise, Role of other non-financial and Promotional Agencies in Entrepreneurship Development	Text Book- Chapter 17 & 19	Discussion
	100 Rs. venture exercise (an outdoor activity)		
33-33	Case Study		
34-35	Entrepreneurial Development Programmes (EDP)- role, relevance, achievements and	Text Book- Chapter 12	Discussion

	Operational Problem of EDPs		
36-36	Show a movie on “October sky”		Discuss the review of the movie
37-38	Sustainability, Climate Change and Entrepreneurship	Reference Book	Discussion
39-39	Entrepreneurship Education and Research	Reference Book	Discussion
40-40	Recap		

Note: Story sessions on entrepreneurs and student presentation will be the regular features of the class.

Minor modifications & alteration might be required, depending on the composition & progress of the class

TEXT BOOK AND ADDITIONAL READING MATERIALS

- Khanka, S. S. (2013). *Entrepreneurship Development*. New Delhi: Sultan Chand and Sons.

Additional Reading Material

1. Kumar, A. (2012). *Entrepreneurship: Creating and Leading an Entrepreneurial Organisation*. New Delhi: Pearson.
2. Charantimath, P. M. (2014). *Entrepreneurship Development Small Business Enterprises*. New Delhi: Pearson.
3. Roy, R. (2011). *Entrepreneurship*. New Delhi: Oxford University Pr.
4. Vasant Desai (2014). *Dynamics of Entrepreneurial Development and Management*. Himalaya Publishing House.
5. <http://entryindia.com/>
6. <https://www.entrepreneur.com/in>
7. <https://www.entrepreneur.com/magazine>

Note: Latest edition of the readings will be used

TEACHING METHODOLOGY/PEDAGOGY

Teaching methodology is based on experiential learning, activities, exercises, case studies, role plays, films, projects, assignments and group activities. This course will introduce and develop an awareness of the state of entrepreneurship across the globe and develop entrepreneurial skills among the students.

Major activities or methods of the class conducting:

1. Each lecture is delivered first by doing practical exercise and then followed by theory for better understanding.
2. Quiz, Videos, Outdoor activities, Games, Case Studies, Entrepreneurs stories, presentations and exercise are the regular features of the class.
3. Students' assignments are based on meeting and discussions with the entrepreneurs, visiting the different ventures and launching campus company.
4. Regularly news updates and discussion on the story of the success and the failure of an entrepreneur in the class.
5. Students will start from idea generation and also prepare their project report on selected idea.

CLASS CONDUCTING POLICIES, ACADEMIC INTEGRITY AND REGULATIONS

Discipline and preliminary preparations always result in better delivery of the faculty as well as better understanding of the concepts to the students. This course requires greater focus on experiential learning, so it is mandatory for the students to come up with the given assignment or any other task. Please ensure the following things during the course delivery:

- Students must attend 75% of the total classes conducted for the course in the semester.
- Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.
- Class starts with a quick revision of the previous session along with a quiz.
- Students should come up with the preparation of given assignment/ activity/ or any other task for facilitating the next topic.
- Students should be ready with their queries for discussion in the class room.
- Assignment and cases are to be submitted on the due dates only.
- Students are responsible for all lecture notes and material given out in class. If He/ She miss class, then make sure that He/she will get the notes and assignments from another student.
- Usage of cellular or Mobile phone are not allowed in the class room.

Intellectual Integrity and Honesty

'Plagiarism' in any form is not acceptable. Cheating during examinations or plagiarism in group work will result removal from the course with a failing grade. Punctuality is must in the classes.

OUTCOME ASSESSMENT & GRADING

Assessment Components	% Weightage
Mid Term Exams	20%
End Term Exams	50%
Assignments/ self-study component	10 %
Presentations	10%
Class participation	10%
Grand Total	100%

Grading

Grading system will be followed as per the University norms.

BACHELOR OF BUSINESS ADMINISTRATION
BBA602
INDIAN FINANCIAL SYSTEM
COURSE OUTLINE
SEMESTER VI, 2017-18

INSTRUCTOR DETAILS

NAME: Dr. VINAY ASTHANA

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OFFICE TEL: 0141-7107539

L-T-P: 3-0-0

COURSE CREDITS: 4

SESSION DURATION: 60 MINUTES

COURSE DESCRIPTION:

The objective of this course is to familiarize the students with the financial system and provide insights into the management of financial institutions and services. Many topics covered during the course have both theoretical and practical significance. This course is expected to give the students an opportunity to apply their knowledge of financial economics to the practical world of financial institutions and services.

COURSE OBJECTIVES:

The course aims to achieve the following objectives:

- To familiarize the students with the role, functions and significance of the financial system
- To help students understand the operating environment of financial institutions and services
- To highlight the key issues in the management of financial institutions and services
- To keep abreast of the latest developments in the management of financial institutions and services

LEARNING OUTCOMES:

After completion of the course, the student will be able to

- Evaluate the role and significance of financial system
- Describe the functioning of financial institutions
- Outline the operating environment of financial services
- Apply the knowledge of financial economics to the practical world of financial institutions and services

COURSE OUTLINE (TENTATIVE SESSION PLAN):

Session No.	Topic	Readings	
1-3	Overview of financial system	Text book	Ch. 1
4-5	Role of financial institutions in economic development	Text book Articles	Ch. 2
6	Debate 1	News item	
7-10	Reforms in the financial system	Text book Articles	Ch. 2
11	Revision		
12	Quiz 1		
13-15	Financial markets: overview	Text book Articles	Ch. 3
16	Debate 2	News item	
17-19	Secondary market	Text book	Ch. 8
20	Revision		
	MID TERM EXAM		
21-23	Banking institutions	Text book Cases	Ch. 13
24-25	Non-banking institutions	Text book Cases	Ch. 14
26	Debate 3	News item	
27-28	Financial instruments	Text book Articles	Ch. 6
29	Revision		
30	Quiz 2		
31-32	Financial services	Articles	
33-34	Mutual Funds	Text book	Ch. 15
35-36	Financial regulation	Text book Cases	Ch. 4
37	Debate 4	News item	
38-39	Project presentations		
40	Revision		
	END TERM EXAM		

TEXT BOOK:

Khan, M. Y. *Indian Financial System*, (2014), New Delhi: Mc Graw Hill Publication

ADDITIONAL READING MATERIAL:

- Bhole, L.M. & Mahakud, J. (2009). *Financial Institutions and Markets, 5e*. TMH
- Machiraju, H.R. (2011). *Indian Financial Systems, 4 e*. Vikas Publishing House Pvt. Ltd.
- Bharati & Pathak, V. (2011). *Indian Financial System: Markets, Institutions and Services, 3e*. Pearson Education

TEACHING METHODOLOGY/ PEDAGOGY:

To ensure that the students are able to understand and apply the concepts, the teaching methodology of the course is based on a mix of lectures, cases, debates, and project work.

CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS:

In addition to fulfilling the University requirement of attendance, students are expected to actively participate in the classroom discussions, debates, assignments and projects. This is essential to facilitate peer learning process and help students develop their skills and capabilities. Towards this end, students must go through the required readings before coming to the class. To minimize distractions, use of mobiles and laptops is prohibited in the classroom. Students are required to be punctual in attending classes and they must strive to meet the deadlines set for various assignments. Late submissions of assignments will not be permitted.

Academic Honesty

Plagiarism is strictly unacceptable. Cheating during examinations or plagiarism in assignments will lead to strict disciplinary action.

OUTCOME ASSESSMENT AND GRADING:

The criteria for assess the learning outcomes of this course are as follows:

Assessment Criteria	Percentage
Class Participation	10%
Quizzes and debates	10%
Project	10%
Mid-term Examination	20%
End term Examination	50%
Grand Total:	100%

Grading: Grading system will be followed as per the University norms.

BACHELOR OF BUSINESS ADMINISTRATION
BBA603
ORGANIZATIONAL CHANGE
COURSE OUTLINE
SEMESTER VI, 2017-18

INSTRUCTOR DETAILS

NAME: Dr. UPASANA SINGH

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COURSE CREDITS: 4

SESSION DURATION: 60 MINUTES

COURSE DESCRIPTION:

Organizations are continuously changing – those that do not plan for change and do not manage it strategically fall behind. It is almost certain that every business will be affected by a change initiative and almost certain that every. Change is everybody's responsibility and knowing how to plan for and implement change is a critical skill for every modern manager. This course is about identifying the need for change, assessing change options, planning for change and then implementing and managing change process through to successful outcomes. Important sub-topics we cover include: overcoming resistance to change; diagnosing organizational problems; being a change leader and equipping employees to work in changed environments. The course includes some important theoretical frameworks about change and will include case studies on organizations to help students identify 'real-life' applications of the theory.

COURSE OBJECTIVES

To enable Students to

1. Gain knowledge in the field of organizational change.
2. Understand the internal and external triggers in organizational change.
3. Gain overall understanding about change process and its implementation.

LEARNING OUTCOMES

After the successful completion of this course, the students will able to

1. Describe in general terms a number of change management theories and how they might apply in practice.
2. Articulate what change management is and why it is important in the contemporary business environment.

3. Discriminate between different types of change process for different purposes and outcomes.
4. Highlight particular external issues impacting on a businesses' need to change.
5. Identify the steps in putting together an effective change management plan.
6. Apply critical thinking and problem solving skills to the analysis and resolution of change problems as presented in case studies.

SESSION PLAN:

Session No.	Topic	Readings	
1-2	Introduction to organizational change: Content and process theories of organizational change, Concept, Need for change.	Text Book	Ch-2
3-5	Change triggers and types of organizational change, Systems thinking and Change, Resistance to change	Text book	Ch-2
6	Case Analysis		
7-8	Organizational change process: Features of Change, Stages in change process	Text Book	Ch-3
9-11	Change process related to Business environment, strategic plan, customer & market, Org. culture, Org. structure, Leadership, SWOT Analysis	Text Book	Ch-3
12	Case Analysis		
13-14	Organizational effectiveness and Excellence: Effectiveness inventory,	Text Book	Ch-4
15-16	MBO for organizational effectiveness and excellence	Text Book	Ch-4
17-18	Managerial Competencies and Skills for change	Text Book	Ch-4
19	Case Analysis		

20	Quiz & Assignment		
	MID-TERM		
21-23	Managing Change: Nature of Change, Principle of change, Effective Change management, Approaches to change	Text Book	CH-5
24-26	Power leadership and organizational change	Text Book	Ch-6
27	Case Analysis		
28-29	Technology and culture in organization, Proactive and reactive technology culture	Text Book	Ch-8
30-31	Attitude and its measurement for organizational change: Approaches and strategies	Text Book	Ch-9
31-32	Organization culture and organizational culture change process.	Text Book	Ch-10
33	Case Analysis		
34	Change interventions: Models and intervention tools of organization development,	Text Book	Ch-15
35	Globalisation and Organizational change & development: Concept, factors and process.	Text Book	Ch-16
36-37	Knowledge Management and Learning Organization Issues change Management strategies	Text Book	CH-17 & 18
38	Case Analysis		

39	Presentations		
40	Presentation		
END TERM			

TEXT BOOK:

- Bhattacharyya, D.K. (2011). *Organizational Change and Development, 2e*. Oxford University Press, New Delhi.

ADDITIONAL READING MATERIAL:

1. Singh, K. (2009). *Organizational Change and Development, 2nd* ed. Excel Books, New Delhi.
2. Grieses, Jim. (2010). *Organizational Change-Themes & Issues*, Oxford, New York.
3. Ghanekar, A. *Essentials of Organizational Development*, Everest Publishing House.
4. Joan V. Gallos, Jossey Bass. *Organizational Development*, Wiley Imprint.
5. Huse, F E. and Cummings, T G (1985) *Organizations, Development and Change*. 3rd ed. New York, West, 1985.

TEACHING METHODOLOGY:

To enhance the understanding and application of organizational change the course will be a mix of lecture, case study discussion and role play. Practical assignment on companies will be the essential parts of this course. It will require students to identify organizational change related issues with an organization and give a first-hand understanding about how the organizations managed the transition and succeeded or failed in implementing change.

CLASS CONDUCT POLICY AND ACADEMIC INTEGRITY:

Classroom attendance and participation are course necessities. The learning in the class greatly depends upon the discussion which revolve round the course. The students will be required to indulge more in discussion and debate to get into the depth of the topic. The role of the teacher in the classroom will be to facilitate and encourage students and hone their capabilities to be the future manager. Students' ability to think critically, and analyze the business problem with 360 degree approach is what the course intends to develop therefore students are required to attempt the class assignments with utmost honesty. Plagiarized or copied assignment and default in submissions on due dates will lead to loss of internal assessment grade. Students must come prepared with the cases, reading materials given. Use of mobiles and laptops during class hours are strictly not allowed. Students found using any such gadgets will be expelled from the class.

OUTCOME ASSESSMENT AND GRADING:

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage
Continuous Assessment	30%
Class Participation and Attendance	10%
Assignment Report and Presentation	10%
Quiz and Subject Awareness	10%
Mid-term Examination	20%
End-term Examination	50%
Grand Total:	100%

Grading: Grading system will be followed as per the University norms.

BACHELOR OF BUSINESS ADMINISTRATION
BBA608
BRAND MANAGEMENT
COURSE OUTLINE
SEMESTER VI, 2017-18

INSTRUCTOR DETAILS

NAME: Dr. Ganesh Dash

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L-T-P: 3-0-0

COURSE CREDITS: 4

SESSION DURATION: 60 MINUTES

COURSE DESCRIPTION:

The course builds on existing communications and consumer behaviour models in order to explore many of the issues facing a modern day brand manager. Various topics covered are evaluation of brands, brands and their relationships with consumers, how to create brand equity and the tools required to manage equity over time. This course is divided into four parts: Identifying and Establishing Brand Positioning, Planning and Implementing Brand Marketing Programs, Measuring and Interpreting Brand Performance and Growing and Sustaining Brand Equity.

COURSE OBJECTIVES:

To enable students

- To understand the basics of branding
- To understand the measurement of brand equity and brand performance
- To have clarity on brand positioning.

COURSE LEARNING OUTCOMES:

Upon completion of the course, students are expected to be able to:

1. Understand the important issues in planning and evaluating branding strategies.
2. Understand appropriate theories, models, and other tools to make better branding decisions.
3. Explain branding concepts and ideas in their own words
4. Practically develop a brand, including positioning and communication

COURSE OUTLINE (TENTATIVE SESSION PLAN):

Session No.	Topic	Readings	
1	Identifying and Establishing Brand Positioning:	TB	Part-II
2-5	Brands and Brand Management, Branding Challenges and Opportunities, Brand Equity Brand Management Process,	TB	Ch-2
6-9	Brand Positioning.	TB	Ch-3
10	Recapitulation of concepts covered so far :	Case-1	
11	Planning and Implementing Brand Marketing Programs:	TB	Part-III
12-13	Choosing Brand Elements to Build Brand Equity,	TB	Ch-4
14-16	Designing Marketing Program to Build Brand Equity,	TB	Ch-5
17-18	Integrated Marketing Communication to Build Brand Equity.	TB	Ch-6
19-20	Recapitulation of concepts covered so far	Case-2 Quiz 1	
MID TERM			
21	Measuring and Interpreting Brand Performance	TB	Part-IV
22-23	Developing a Brand Equity Measurement and Management System,	TB	Ch-8
24-26	Measuring Sources of Brand Equity- Capturing Customer Mind-Set	TB	Ch-9
27-29	Measuring outcomes of Brand Equity- Capturing Market Performance.	TB	Ch-10
30	Recapitulation of concepts covered so far	Case-3	
31	Growing and Sustaining Brand Equity:	TB	Part-V
32	Designing and Implementing Branding Strategies,	TB	Ch-11
33-34	Introducing and Naming New Products and Brand Extensions,	TB	Ch-12
35-36	Managing Brands over Geographic Boundaries and Market Segments.	TB	Ch-14
37-38	Recapitulation of concepts covered so far	Case-4 Quiz 2	
39	Group Presentation/ Live Project	To be notified	
40	Group Presentation/ Live Project	To be notified	
END TERM			

List of Cases/ Examples: The case studies will be selected according to the global trends at the time of the scheduled sessions. For case studies, please go through the books mentioned in this session plan.

TEXT BOOK:

- Keller, K. L., Parameswaran, M. G., & Jacob, I. (2011). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 3/e*. New Delhi: Pearson Education India. (TB)

ADDITIONAL READING MATERIALS:

1. Mathur, U. C. (2010). *Product and Brand Management*. New Delhi: Excel Books.
2. Moorthi, Y. L. R. (2009). *Brand Management: The Indian Context*. New Delhi: Vikas Publishing House Pvt. Ltd.
3. Rao, K. V. (2010). *Product and Brand Management*. New Delhi: Himalaya Publishing House.
4. Verma, H. V. (2009). *Brand Management*. New Delhi: Excel Books.

TEACHING METHODOLOGY/ PEDAGOGY:

Class sessions comprise a mixture of lectures (includes use of audio-visuals), interactive discussions, group presentations and special problem solving sessions. Being a very important subject with lot of emphasis on real life problems and solutions as well as implications, it has many prerequisites expected from students. Every teaching week will contain of three lessons, the first two outline the application of various concepts and theories of brand and brand management through lectures and interactive discussions, whereas the third one is devoted to presenting cases, use of computers in addition to solving latest real life problems. The relevance will be further strengthened through assignments. These assignments will be discussed in class rooms through presentations and discussions. Assignments and reading material will be put across through respective official email IDs. Surprise tests and quizzes can be the part of the course work to check the attentiveness of the students and their regularity.

CLASS CONDUCTING POLICY, ACADEMIC INTEGRITY AND REGULATIONS:

In addition to completing the scheduled activities on time for the on-campus sessions, students are expected to follow below mentioned guidelines:

1. Students must attend 75% of the total classes conducted for the course in the semester.
2. Students must be present on time in the class as per the scheduled time table. No student would be allowed after 5 minutes from the commencement of the class.

3. Student presentations would be allotted on a selected Topic / Problem / Theme related with the subject, before presenting in the class gather relevant data, analyze and interpret the same in a systematic and scientific manner.
4. Although individual assignments and presentations will be allotted to students but few assignments and presentation could be allotted in group, wherein individual participation is essential for learning and assessment purpose.
5. Assignments are to be submitted on the due dates only and it must be based on student's own ideas and works. Plagiarism will not be tolerated.
6. Case studies would be provided well in advance therefore advance reading is required for the same, read the case carefully before class discussion.
7. Students are required to put their mobile phones on switched off or on airplane mode. Usage of mobile in the class is strictly prohibited.

Academic Honesty

'Plagiarism' in any form is not acceptable. Cheating during examinations or plagiarism in group work will result removal from the course with a failing grade. Punctuality and due attention is must in the classes.

OUTCOME ASSESSMENT AND GRADING:

The criteria that will be applied to assess the learning outcomes of this course:

Assessment Criteria	Percentage
Continuous Assessment	30%
Class Participation and Attendance	10%
Assignment Report and Presentation	10%
Quiz and Subject Awareness	10%
Mid-term Examination	20%
End-term Examination	50%
Grand Total:	100%

Grading: Grading system will be followed as per the University norms.

BACHELOR OF BUSINESS ADMINISTRATION
BBA605
FOREIGN LANGUAGE (FRENCH)
SEMESTER VI, 2017-18

Course Credits : 4
L - T - P : 3 -0- 0

COURSE SYLLABI:

Verbs: Simple tenses :formation, first conjugation, second conjugation, third conjugation First conjugation spelling irregularities, The imperative, Compound tenses: formation, Reflexive verbs, The passive, Impersonal verbs, The infinitive, The present participle, Past participle, agreement, Modal auxiliary verbs, Use of tenses, The subjunctive: when to use it, Verbs governing a and de, Irregular verbs

Nouns: The gender of nouns, Formation of feminines, Regular feminine endings, Formation of plurals .

Articles: The definite article, The partitive article, The indefinite article.

Adjectives: Formation of feminines and plurals, Regular feminine endings, Irregular feminine forms, Comparatives and superlatives, Demonstrative adjectives, Interrogative and exclamatory adjectives, Possessive adjectives, Position of adjectives.

Pronouns : Personal pronouns, The pronoun en, The pronoun y, Indefinite pronouns, Relative pronouns, Interrogative pronouns, Possessive pronouns, Demonstrative pronouns

Adverbs: Formation Irregular adverbs, Position, Comparatives and superlatives, Common adverbs and their usage.

Prepositions, Conjunctions, Sentence Structure: Word order, Negatives Question forms.

Use Of Numbers: Cardinal and ordinal numbers, Calendar, The time.

Translation Problems, Pronunciation : From spelling to sounds, Pronunciation of feminines and plurals

LEARNING OUTCOMES:

This course will give a good understanding and communication skill of French language among the student. It will also help student when they will go for job interviews as having a third language always gives an edge. They can also take certification exams (Alliance Francaise DELF) which can help them in getting good scholarships. It is beneficial for students for students who are opting for higher studies in any university in Europe.

TEXT BOOK:

- Cours de langue et de civilization francaises I & II G-mauger. Saraswati Publication

REFERENCE BOOKS:

1. Webster Vocabulary and French Grammar Part I and Part ii.
2. Plaisir d'Ecrire.
3. 501 French verbs.
4. Guide Pascal.
5. Grammaire Niveau avance- Evelyne Sirejols.

BACHELOR OF BUSINESS ADMINISTRATION
BBA606
MANAGING SOCIAL PROJECTS
SEMESTER VI, 2017-18

As part of the BBA Programme, the final year students take up a Research Project under the faculty mentor / guide. They would need to submit the MSP Report and make presentation on the same in the final semester.

Course Credits	:	4
L-T-P	:	2-0-0

BACHELOR OF BUSINESS ADMINISTRATION
BBA607
COMPREHENSIVE VIVA - VI
SEMESTER VI, 2017-18

The Sixth Comprehensive Viva exam would be conducted at the end of Semester 6 and will cover the full syllabus taught during the semester. The evaluation is to be done situation based and problem solving oriented. A student appearing for CV can be presented with a situation requiring managerial intervention (from the areas he/she has studied in the semester) and his/her response evaluated.

COURSE CREDITS : 1

Institute of Management, JKLU, Jaipur

Corrigendum of Course Booklet

Programme Name: BBA+MBA (Duel Degree)

Batch: 2015-18

Syllabi of following courses are missing :

S. No	Semester	Code	Course Name	Credit
1	1	BBA107	Soft Skills-I	1
2	1	BBA108	Comprehensive Viva	1
3	2	BBA207	Soft Skills-II	1
4	2	BBA208	Comprehensive Viva	1
5	3	BBA307	Soft Skills-III	1
6	3	BBA308	Comprehensive Viva	1
7	4	BBA407	Soft Skills-IV	1
8	4	BBA408	Comprehensive Viva	1

which should be considered as follows:

SOFT SKILLS -I

Course Code : **BBA107**
Course Credit : **1**
L - T - P : **1 -0- 0**

COURSE SYLLABI:

Basic Communication Skills: Understanding of Communication Process Model, Channels and Barriers in Communication. Adopting a simple, concise and direct language, Identifying basic communication principles.

Application of Communication Model: Setting clear goals for clear communication, initiating communication, avoiding communication breakdown, taking personal responsibility and translating across Communication Styles (after identifying four communication styles). Importance of listening for improved understanding.

LEARNING OUTCOMES:

Upon completion of the course, the student is expected to:

1. Identify and react accordingly on one-way and two-way communication scenarios.
2. Define the communication style followed by him / her.
3. Demonstrate active-listening skills
4. Deal with challenging emotions
5. Overcome cross-cultural barriers
6. Recognize filters in himself / herself and others.
7. Express the Anger constructively.
8. Use grammatically correct language.

9. Speak impromptu on any business topic / current affairs.
10. Work effectively in diverse teams (As a part of Course activities and role plays).

TEXT BOOK:

- Mitra, B.K. (2014). *Personality development and soft skills*. New Delhi: Oxford University Press.

REFERENCE BOOKS:

1. Sweeney, S. (2003). *English for business communication*, 2/e. New Delhi: Cambridge University Press.
2. Taylor, G. (2001). *English conversation practice*. New Delhi: McGraw Hill Education.

COMPREHENSIVE VIVA

Course Code : **BBA108**
Course Credits : **1**

COURSE DESCRIPTION:

The first Comprehensive Viva exam would be conducted at the end of Semester 1 and will cover the full syllabus taught during the semester. The evaluation is to be done situation based and problem solving oriented. A student appearing for CV can be presented with a situation requiring managerial intervention (from the areas he/she has studied in the semester) and his/her response evaluated.

SOFT SKILLS-II

Course Code : **BBA207**
Course Credit : **1**
L - T - P : **1 -0- 0**

COURSE SYLLABI:

Verbal Communication Enhancement: Pronunciation and Accent Neutralization, Inter and Intra personal Communication, Behavioral aspect of Communication and its implementation, Removing Stage fear, Ability to speak and analyze instantaneously (Business Extempore).

Listening for Improved Understanding: Tools for active listening and interpreting Non-Verbal Cues such as Intonation, rate of speech, volume, gestures, facial expressions, posture, dress and eye contact.

LEARNING OUTCOMES:

Upon completion of the course, the student is expected to:

1. Identify and react accordingly on one-way and two-way communication scenarios.

2. Define the communication style followed by him / her.
3. Demonstrate active-listening skills
4. Deal with challenging emotions
5. Overcome cross-cultural barriers
6. Recognize filters in himself / herself and others.
7. Express the Anger constructively.
8. Use grammatically correct language.
9. Speak impromptu on any business topic / current affairs.
10. Work effectively in diverse teams (As a part of Course activities and role plays).
- 11.

TEXT BOOK:

- Mitra, B.K. (2014). *Personality development and soft skills*. New Delhi: Oxford University Press.

REFERENCE BOOKS:

1. Sweeney, S. (2003). *English for business communication, 2/e*. New Delhi: Cambridge University Press.
2. Taylor, G. (2001). *English conversation practice*. New Delhi: McGraw Hill Education.

COMPREHENSIVE VIVA

Course Code	:	BBA208
Course Credits	:	1

COURSE DESCRIPTION:

The second Comprehensive Viva exam would be conducted at the end of Semester 2 and will cover the full syllabus taught during the semester. The evaluation is to be done situation based and problem solving oriented. A student appearing for CV can be presented with a situation requiring managerial intervention (from the areas he/she has studied in the semester) and his/her response evaluated.

SOFT SKILLS-III

Course Code	:	BBA307
Course Credit	:	1
L - T - P	:	1 -0- 0

COURSE SYLLABI:

Written Communication: Writing effective emails, preparing powerful presentations and writing Business Reports.

English Grammar Capsule: Noun, Preposition, Conjunction, Pronoun, Verb, Tenses, Modifiers and Prepositional Phrases and their implementation.

Enhancing Conversational Skills: Improving Verbal English through practice exercises comprising of day to day conversational situations. Practice exercises to strengthen lexical / structural knowledge of English.

LEARNING OUTCOMES:

Upon completion of the course, the student is expected to:

1. Identify and react accordingly on one-way and two-way communication scenarios.
2. Define the communication style followed by him / her.
3. Demonstrate active-listening skills
4. Deal with challenging emotions
5. Overcome cross-cultural barriers
6. Recognize filters in himself / herself and others.
7. Express the Anger constructively.
8. Use grammatically correct language.
9. Speak impromptu on any business topic / current affairs.
10. Work effectively in diverse teams (As a part of Course activities and role plays).

TEXT BOOK:

- Mitra, B.K. (2014). *Personality development and soft skills*. New Delhi: Oxford University Press.

REFERENCE BOOKS:

1. Sweeney, S (2003). *English for business communication, 2/e*. New Delhi: Cambridge University Press.
2. Taylor, G. (2001). *English conversation practice*. New Delhi: McGraw Hill Education.

COMPREHENSIVE VIVA

Course Code : **BBA308**
Course Credits : **1**

COURSE DESCRIPTION:

The third Comprehensive Viva exam would be conducted at the end of Semester 3 and will cover the full syllabus taught during the semester. The evaluation is to be done situation based and problem solving oriented. A student appearing for CV can be presented with a situation requiring managerial intervention (from the areas he/she has studied in the semester) and his/her response evaluated.

SOFT SKILLS- IV

Course Code : **BBA407**
Course Credit : **1**
L - T - P : **1 -0- 0**

COURSE SYLLABI:

Business Etiquette: Art of effective networking and Introductions, Power of handshake, Business Card Protocol, Telephone, cell phone and email etiquette, Pre-meeting strategies. corporate Dressing, effective usage of gestures during communication in a formal environment and balancing between Speaking and Listening to arrive at an equilibrium, negotiations and conflict management.

Achieving Genuine Communication: Creating openness, matching body language to message, working constructively with emotions, dealing with anger and managing emotionally charged situations, Managing Cross Cultural Communication.

LEARNING OUTCOMES:

Upon completion of the course, the student is expected to:

1. Identify and react accordingly on one-way and two-way communication scenarios.
2. Define the communication style followed by him / her.
3. Demonstrate active-listening skills
4. Deal with challenging emotions
5. Overcome cross-cultural barriers
6. Recognize filters in himself / herself and others.
7. Express the Anger constructively.
8. Use grammatically correct language.
9. Speak impromptu on any business topic / current affairs.
10. Work effectively in diverse teams (As a part of Course activities and role plays).

TEXT BOOK:

- Mitra, B.K. (2014). *Personality development and soft skills*. New Delhi: Oxford University Press.

REFERENCE BOOKS:

1. Sweeney, S (2003). *English for business communication, 2/e*. New Delhi: Cambridge University Press.
2. Taylor, G. (2001). *English conversation practice*. New Delhi: McGraw Hill Education.

COMPREHENSIVE VIVA

Course Code : **BBA408**
Course Credits : **1**

COURSE DESCRIPTION:

The fourth Comprehensive Viva exam would be conducted at the end of Semester 4 and will cover the full syllabus taught during the semester. The evaluation is to be done situation based and problem solving oriented. A student appearing for CV can be presented with a

situation requiring managerial intervention (from the areas he/she has studied in the semester) and his/her response evaluated.