

Bachelor of Business Administration- BBA

Programme Objectives

BBA is a professional program inculcating managerial and entrepreneurial attitude amongst the learners and helps them to become a successful business leader. It is basically a leadership development program for enhancing leadership abilities, cultivating rational business vision.

1. To provide adequate basic understanding about Management Education among the students.
2. To prepare students to exploit opportunities being newly created in the Management Profession.
3. To train the students in communication skills effectively.
4. To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
5. To inculcate Entrepreneurial skills.

Programme Outcome of BBA

1. Understand basic Management concepts and theories as they are applicable in various business scenarios.
2. Develop analytical skill to understand the problem correctly and develop solution.
3. Awareness of Law and legislations related to business and their implementation.
4. Understand the business environment through knowledge of Economics, Business demography, international business and financial services.
5. Develop entrepreneurship through knowledge of Idea generation, Business planning activity, product development, awareness of Intellectual property rights and marketing media.
6. Ability to effectively communicate in oral and written form.
7. Ability to use basic mathematics and statistical concepts in day to day business activity.
8. Identify, evaluate, analyze, interpret and apply information to address problems and make decisions in a business context.
9. Ability to use computing facility to support business activity.
10. Ability to use different accounting techniques and calculation of tax.

PROGRAM SPECIFIC OUTCOME:

1: Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.

2: Demonstrate ability to recognize and identify ethical conflicts, apply ethical reasoning and assess response options relative to the needs and interests of relevant stakeholders to address issues in a business context.

3: Identify, evaluate, analyze, interpret and apply information to address problems and make reasoned decisions in a business context.

4: Communicate in a business context in a clear, concise, coherent and professional manner.

5: Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations.

FYBBA Semester I (CBCS) Pattern 2019

Course: Principles of Management(101)

CC credit:3

Course Objectives:

1. To understand basic concept regarding organization business administration.
2. To examine how various management principles.
3. To develop managerial skills among the students.

	Course unit Description	Outcome
CO1	Nature of management	To learn basic aspects of management thinking Develop ability of managerial thinking & cultivate business acumen
CO2	Evolution of management thought	To understand different approaches of management scientist to management thought & philosophy To help to understand various approaches of management thinking
CO3	Major managerial functions	To understand different functions of management & their roles. Develop ability to organise various programs & events.
CO4	Recent trends in management	To understand the themes in modern management & changes in the business To learn about new systems of management.

COURSE NAME: BUSINESS COMMUNICATION SKILLS

COURSE CODE: 102

CCT: credit 4

Course Objectives:

- 1 To understand what is the role of communication in personal and business world
2. To understand system and communication and their utility
3. To develop proficiency in how to write business letters and other communications.

	COURSE UNIT DESCRIPTION	OUTCOME
CO1	Concept of Communication	Apply communication theories. Show an understanding of opportunities in the field of communication.
CO2	Methods and types of Communication	Demonstrate critical and innovative thinking. Display competence in oral, written, and visual communication
CO3	Business Correspondence	Use current technology related to the communication field.

		Demonstrate positive group communication exchanges
CO4	Analysis of different Media of Communication	Respond effectively to cultural communication differences. Communicate ethically.

COURSE Business Accounting

COURSE CODE: 103

CC credit:3

Objectives:

1. To develop right understanding regarding role and importance of monetary and financial transactions in business.
2. To cultivate right approach towards classifications of different transactions and their implications.
3. TO develop proficiency preparation of basic financial as to how to write basis accounting statement -Trading and P&L

	Course Unit Description	Outcome
CO1	Financial Accounting-Accounting concepts, principles and conventions. Classification of accounts	1. Understand role and importance of accounting in Business and how accounting concept can be implemented in business.
CO2	Accounting Transactions and Final Accounts-	1. Understand how to record different financial transactions and their financial implications.
CO3	Bank Reconciliation Statements-preparation of Bank Reconciliation Statement	1. Understand the kind of accounting relationship between customer and bank.
CO4	Computerized Accounting-Role of computers and Financial application, Accounting Software packages	1. Understand growing importance of software and to know how to use software and to write books of accounts

Course: Business economics (Micro)

Course code:104

CC credit:3

Course Objectives:

1. To understand role of economics as it influences society and business
2. To study how different decisions are taken in relation to price demand and supply
3. To develop right understanding regarding Monopoly, perfect competition, revenue Etc

	Course description	unit	outcome
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CO 1	Concept of Business economics	With this unit students should be able to understand importance of economics in their life. They should also able to know the role and purpose of economics in society and students should be able to think in prudent manner.
CO 2	demand and supply analysis	After completion of this unit students are able to understand how the concept of demand and supply works in particular economy. Students should be able to examine the implications of changes in demand and supply on economics and ability to select right alternatives in a given situation.
CO 3	revenue and cost analysis	With this unit students will understand the role and function of revenue in different economic decision.
CO 4	pricing under various market conditions	After completion of this unit students should be able to know and understand concept of market and different forces affecting compl market under different economic circumstances and they also able understand market forces governing economic situations.

Course: Business mathematics (105)

CC credit:3

Objective :

- To develop appropriate understanding as how to use mathematic like computation interest, profit, percentage etc.
- To develop appropriate model for estimation of profit. Applying ratio to interpreted and evaluate financial data collection of 5 years reports of varies companies for analysis. .
- To cultivate right understanding regaining numerical aptitude.

	Unit	Course Outcome
CO1	1.Numerical Methods for Business Managers	1. Ability to develop mathematical competence for various interests related transaction and other activities. 2. Work with simple and compound interest, annuities, invoice preparation, trade discounts, taxes, and depreciation problems in various situations and use correct mathematical terminology, notation, and symbolic processes in order to be prepared for future coursework in business and mathematics that requires the use of and an understanding of the concepts of business mathematics.
CO2	2..Numerical Methods for Business Managers	1. Ability to examine concept of discounts in different business solutions. 2. Gain experience in using various techniques

		of mathematical permutation and combination to prove simple mathematical properties of a variety of discrete structures.
CO3	3..Numerical Methods for Business Managers	<ol style="list-style-type: none"> 1. Ability to apply the various concepts in business situation. 2. Appreciate business mathematics concepts that are encountered in the real world, understand and be able to communicate the underlying business concepts and mathematics involved to help another person gain insight into the situation.

Course: Business Demography (106)

CCT Credit: 04

Course Objectives:

1. To give proper understanding regarding concept of demography in modern economic setup
2. To study how population and structure changes affecting quality of life and business
3. To develop clarity of concept regarding social economic process and urbanization and its impact on society

	Course unit Description	Outcome
CO1	Unit 1: Concept of Demography Study of demography as an essential discipline of social economic change	<ul style="list-style-type: none"> • Understand Growing importance of Demography in modern economics and society and the components of demography • understand Socio economic changes as a outcome of demographic changes
CO2	Unit2 Distribution of population and Population growth	<ul style="list-style-type: none"> • To understand how population growth influences economy and society
CO3	Unit 3 Population as Resource	<ul style="list-style-type: none"> • To understand importance of human resource in modern and socio- economic environment and to learn about role of literacy in economic development • Ability to examine implications of changes in population
CO4	Unit 4 Urbanization and its implications Concept of urbanization,	<ul style="list-style-type: none"> • To understand the various determinants of urbanization and migration • Ability to understand how urbanization affects the resource allocation and resource planning

FYBBA Semester II Pattern 2019

Course Name -: BUSINESS ORGANISATIONS AND SYSTEM

Course Code -: 201

Credit: 4

Course Objective:

- 1) To understand role and functions of modern business
- 2) To develop right understanding regarding business environment
- 3) To study how a business institution functions in a given economic set up.

	COURSE UNIT DESCRIPTION	OUTCOME
CO1	Nature and evolution of Business	Understand the purpose of business, learn how a business unit works and serves the society, historical progress of business as an economic entity, socio economic changes have led to economic development and assess the new trends in commerce
CO2	Forms of Business Organization	Understand the significance of different forms of business organizations their types, function, merits and limitations
CO3	Setting up of a business enterprise	Understanding of the main working aspects of organisations, not only from an economic point of view but also considering organisations as part of society. Knowledge of a comprehensive glossary of economic terms widely used in the analysis and discussion of behaviour organisation
CO4	Study of Domestic and Foreign Trade	learn about how a retail trade works in business system, different forms of retail trade and their contribution in the economy and able to give a brief introduction to stages of internationalization

Course : Principles of marketing(202)

Credit:3

Course Objectives:

1. To develop right understanding regarding marketing environment in the country
2. To develop appropriate conceptual understanding as to develop basic marketing concept
3. To develop new understanding regarding regarding services, rural marketing & new trends in marketing.

	Course unit Description	Outcome
CO1	Concept & functioning of marketing	To Understand marketing concepts To understand role functions & importance of marketing manager
CO2	Marketing Environment & marketing segmentation	To know about changing various factors which affect the marketing system & Indian marketing system To know the types of segmentation
CO3	Constituents of marketing mix	To understand the marketing mix To know each constituents of Marketing mix to get success in the market.

CO4	Classification & types of markets	To understand different types of markets, their role & functions Awareness of recent trends in marketing
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Subject: Principles of Finance

Subject Code: 203

Credit:3

Objectives

1. To cultivate right approach towards money , finance , and their role in business
2. To develop right understanding regarding various sources of finance and their role and utility in business
3. To develop basic skills as to concept of capital structure and concept of capital structure

	Course Unit Description	Outcome
CO1	Basic concepts in finance Financial Management Approaches of financial management	1) To develop Competence to apply various concept in finance for decision making
CO2	Sources of Finance External and Internal Sources	1) To develop rational understanding regarding role and utility of different sources of finance
CO3	Capital Structure Factors affecting capital structure, Capitalization	1) To understand importance of rational and sound financial structure 2) To understand role of capital as a determinant business success
CO4	Recent Trends in business Finance Venture Capital, Leasing, Microfinance, Mutual Fund	1) To have right understanding how modern business is changing and what are the new trends in business finance

Course: Basics of Cost Accounting

Course code 204

Credit: 3

Objectives:

1. To develop rational understanding regarding concept of cost expenditure in business
2. To develop understanding how overheads influence the cost structure of cost
3. To develop skills for computation of total cost for a particular product

	Course unit Description	Outcome
CO1	Basic concept in cost Accounting	<ul style="list-style-type: none"> • Understand importance of costing in decision making • Ability to understand importance of costing and role of costing
CO2	Elements of cost and Cost Sheet	<ul style="list-style-type: none"> • Ability to examine different aspects of cost as they influence total cost structure and sales price.

		<ul style="list-style-type: none"> • Ability to prepare comprehensive cost sheet.
CO3	Overheads	<ul style="list-style-type: none"> • Understand concept of overhead as it contributes to total cost of a product or service • Ability to ascertain and distinguish different types of overheads as it influences the total cost in a given situation
CO4	Contact and process cost and Methods of costing	<ul style="list-style-type: none"> • Ability to ascertain cost of a particular contract under different circumstances. • Ability to ascertain cost of a particular process and calculation of normal/abnormal loss or gain.

Business Statistics

Course code 205

Credit 3

Course Objectives:

1. To understand role and importance of statistics in various business situations
2. To develop skills related with basic statistical technique
3. Develop right understanding regarding regression, correlation and data interpretation

	Course unit Description	Outcome
CO1	Frequency Distribution	<ul style="list-style-type: none"> • Recognises the different methods of Classification and Tabulation • Interprets the diagrams and graphs. • apply various methods to collect and represent data.
CO2	Measure of Central Tendency	<ul style="list-style-type: none"> • Recognizes central tendency and various measures of central tendency • Evaluates and interpret partition values – Quartiles, Deciles and Percentiles.
CO3	Measures of Dispersion	<ul style="list-style-type: none"> • Recognize and evaluate the measures of dispersion-Range, Quartile deviation, Mean deviation, Standard deviation.
CO4	Correlation and Regression	<ul style="list-style-type: none"> • Calculate and interpret the correlation between two variables. • understand regression analysis
CO5	Index Numbers	<ul style="list-style-type: none"> • Interpret and use a range of index numbers commonly used.

Fundamentals of Computers

Course code 206

Credit 4

Course Objectives

1. The main focus lies on software programs the students will need during their studies, projects and further on in their professional life, e.g. creating presentation with Power Point, text writing with Word and analyzing data with Excel.
2. This course is a skills-oriented course which will help students to become familiar with software systems and the internet.
3. The purpose of business informatics as an academic discipline is the development and application of theories, concepts, models, methods and tools for analysing, designing, and using information systems.
4. It is expected, that students can handle browsers, word processors, spreadsheets, electronic mail software, etc.

	Course unit Description	Outcome
CO1	1:Introduction to computers	<ul style="list-style-type: none"> • Understand main characteristics of Computer, fundamental hardware components that make up a computer's hardware and the role of each of these components, the basic ideas used in translating high level languages to machine language. • Students will understand the difference between hard copy and soft copy and devices which are used to input and output soft copy.
CO2	Unit 2:Basics of Computer Networks and Internet	<ul style="list-style-type: none"> • .How OS evolved from simple control programs to batch OS, multiprogramming OS. • To understand structure and modelling of computer networking and data communication in business process.
CO3	Unit 3: Introduction to Spreadsheet Software and Presentation Software	<ul style="list-style-type: none"> • . Construct formulas, including the use of built-in functions, and relative and absolute references,create and modify charts as well they can use the Excel online Help feature. • Students will analyze, design, implement through MS-Powerpoint.
CO4	Unit 4: Introduction to Internet and Cyber Security	<ul style="list-style-type: none"> • To understand structure and modelling of computer networking and software in business process.

Course: Principles of Human Resource Management
Course Code– GC – 301
Credits - 3

Course Objectives:

1. To introduce the basic concepts of Human Resource Management.
2. To cultivate right approach towards Human Resource and their role in business.
3. To create awareness about the various trends in HRM among the students.

At the end of the course following outcome is expected:

	Course unit description	Outcome
CO 1	Introduction to HRM	1. After completion of this unit students understand the basic concept of HRM and develop knowledge about various functions, importance and role of HRM
CO 2	Job Analysis & Planning for Human Resources	1. After completion of this unit Students will learn and understand about the methods of Job Analysis & how Human Resource Planning play an important role in the Organisation.
CO 3	Career Planning , Employee Morale & Job Satisfaction	1. After completion of this unit will explore the students in enhancing the knowledge about Career Planning, Employee Morale & Job Satisfaction.
CO 4	HRM in Changing Environment & Trends in HRM	1. Students will get knowledge about Changing Environment of HRM and different trends in HRM after completion of this unit.

Course: Supply Chain Management(302)

Course Objectives :

1. To enable the students to have a comprehensive understanding of Supply Chain Management.
2. To understand key concepts and issues of Logistics and Inventory Management.
3. To understand Warehousing and its role in Space Management.
4. To understand supply chain network design & role of IT in SCM.

At the end of the course following outcome is expected :

	Course unit Description	Outcome
CO1	Introduction to Supply Chain Management	1. Students will understand concept & functions of supply chain 2. Students will learn Supply chain Strategies 3. Understand GSCM & GSCM concept & Bull-whip effect in SCM
CO2	Manufacturing & Warehousing	1. Students able to understand manufacturing scheduling & flow system 2. Students will understand warehousing & space management 3. Students will learn different Strategies of

		Warehousing.
CO3	Logistic Management & IT in Supply Chain management	<ol style="list-style-type: none"> 1. Students will learn the methods of Logistics Planning. 2. Students will know the role of Inventory Management in Customer Service. 3. Understand the role of Information Technology in SCM.
CO4	Key Operation Aspects in Supply Chain	<ol style="list-style-type: none"> 1. Understand the Supply Chain Network Design. 2. Students able to know the Role of Distributors in SCM. 3. Students will understand Relationship Management with Customers and Employees

Course :Global Competencies and Personality Development

Course Code :GC- 303

Course Objectives:

1. To build self-confidence, enhance self-esteem, and improve overall personality.
2. To enhance global and cultural competencies.
3. To groom for appropriate behaviour in social and professional circles.

At the end of the course following outcome is expected:

	Course unit Description	Outcome
CO1	Introduction to Personality and its Development	<ul style="list-style-type: none"> • study the nature and meaning of personality. • understand various factors affecting personality development of an individual. • learn various theories of personality development.
CO2	Global Competence and Self Development	<ul style="list-style-type: none"> • understand the concept of Global Competence. • decipher the characteristics of globally competent individual • develop self- esteem and self-confidence. • understand the concept of SWOC Analysis and learn goal setting by providing theoretical as well as practical knowledge.
CO3	Development of Social and Interpersonal Skills	<ul style="list-style-type: none"> • Learn various techniques for effective communication. • To train students for impressive self-introduction. • Understand how to introduce various methods for positive attitude development. • Learn various styles and qualities of leaders. • Understand the structure of team and to develop ability to work under pressure and flexibility at workplace. • To develop social empathy and explain social

		responsibilities of the individual. <ul style="list-style-type: none"> • To introduce various workplace ethics.
CO4	Projecting a Positive Social Image	<ul style="list-style-type: none"> • Learn the importance of positive social image of the individual. • Understands basics of grooming and effective use of body language. • Learn the importance of the time management. • Develop ability of effective public speaking. • Learn e-mails, telephone, international, social etiquettes and table manners

	Course Unit Description	Outcome
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Subject: Fundamentals of Rural Development (304)

Objectives

1. To understand the development issues related to rural society.
2. To find the employment opportunities for rural youth.
3. To create interest among the rural youth to participate in rural development programmes and schemes for sustainable development.
4. To discourage seasonal and permanent migration to urban areas.

CO1	<p>Unit1:Introduction to Rural Development</p> <ul style="list-style-type: none"> • Rural Development • Need of Rural Development • Approaches of Rural Development 	<ol style="list-style-type: none"> 1) Understand the role of Rural Development in the Economic development 2) Learn about different approaches of Rural development. 3) Understand the need of Rural development.
CO2	<p>Unit 2:Rural Development Planning & Management</p> <ul style="list-style-type: none"> • Rural Development Planning –District Rural Development Agency (DRDA)- Organisation Structure • Functions of DRDA • NGO’s and Rural Development • Self Help Groups (SHG’s) formation 	<ol style="list-style-type: none"> 1) Learn about the determinants of Rural Development planning. 2) Understanding the function of DRDA. 3) Develop the knowledge and ability of the students about the concepts of NGOs nad Rural Development
CO3	<p>Unit 3: Agriculture Enterprise &Agro-based industries.</p> <ul style="list-style-type: none"> • Agriculture Entrepreneur • Agri-business Enterprise Issues and prospectus • Micro Financing • Marketing and Management Agro based products • Agro based Industries 	<ol style="list-style-type: none"> 1) Understanding problems related to Rural Entrepreneurship 2) Learn about the determinants of agroprenuership 3) Understand the issues and prospectus of Agri business. 4) To learn that how to manage and market Agro based products
CO4	<p>Unit 4: Information Technology and Rural Development</p> <ul style="list-style-type: none"> • Rural Development and Internet. • Information & Communication Technology (ICT) for Rural Development • IT –Enable Services for an e-village • Challenges of Rural Development 	<ol style="list-style-type: none"> 1) Develop IT skills 2) Understand the role of Internet in Rural Development 3) Develop the knowledge & ability of the students about the concepts ICT and e-development in villages.

Finance Specialization –

Course Name: Management Accounting
Discipline Specific Electives (DSE- B- FM)
Course Code: B 305 FM
Credit: 3+1=4

Objectives:

1. To impart basic knowledge of Management Accounting.
2. To understand the implications of various financial ratios in decision making.
3. To understand Application and use of various tools of management accounting in the business.

At the end of the course following outcome is expected:

	Course unit Description	Outcome
CO1	UNIT 1 Introduction of Management Accounting	<ul style="list-style-type: none">• Understand basic concepts of Management Accounting• Understand difference between Financial Accounting, cost Accounting and Management Accounting
CO2	UNIT 2 Analysis and Interpretation of Financial Statement	<ul style="list-style-type: none">• Understand limitations of financial statement and importance Financial analysis• Understand different methods of analysis• Ability to calculate and apply various financial ratios in decision making.
CO3	UNIT 3 Marginal Costing	<ul style="list-style-type: none">• Understand concept of Marginal Costing• Ability to calculate contribution and breakeven point to reach profitability level of any business.
CO4	UNIT 4 Budget and budgetary Control	<ul style="list-style-type: none">• Understand the concept of budget, budgetary control and its application in business• Ability to prepare cash budget

Subject: Banking and Finance (306)

Objectives

1. Study of banking function and its operations.
2. To study the functioning of Regulatory Authorities in India.
3. To study recent technology in banking industry.

	Course Unit Description	Outcome
CO1	Unit 1:Introduction	1.Understand the structure of

	<ul style="list-style-type: none"> Origin, meaning and definition of bank, evolution of banking in India, structure of banking system in India 	Banking System in India. 2. Learn about the origin of Banking in India.
CO2	Unit 2: Functions of Banks <ul style="list-style-type: none"> Functions of Banks- 1. Primary functions- Accepting deposits and granting loans 2. Secondary functions- Public utility services and agency services 	1. Understand various functions and activities of banks. 2. Know about various operations performed by Banks.
CO3	Unit 3: Regulatory Authorities in India <ul style="list-style-type: none"> Reserve Bank of India (RBI) – Role and functions of RBI Insurance Development Authority (IRDA) SEBI- Objectives, power and functions of SEBI 	1. Understand the functioning and powers of various Regulatory Authorities in India.
CO4	Unit 4: Technology in banking <ul style="list-style-type: none"> Need and importance of technology in banking. ATM, Debit card, Credit card, Tele banking, Net banking, mobile banking, RTGS, NEFT, Swift cyber security in E- banking 	1. Learn about the use of technology in banking and study of security measures while using E-banking. 2. Understand how to use new technology in banking operations along with its cyber security.

HR Specilization

Discipline Specific Electives (DES- C- HRM)

Organisational Behaviour (OB)

Course Code: DSE- C -305 HRM

Credits: 3+1=4

Course Objectives:

- To describe the major theories, concepts, models and frameworks in the field of Organisational Behaviour.
- To explain determinants of Organisational Behaviour at Individual, Group and Organisational Level.
- To give knowledge about approaches to line-up individual, groups & managerial behaviour in order to achieve organisational goals

	Course unit description	Outcome
CO 1	Introduction to Organisational Behaviour (OB)	1. After completion of this unit Students able to understand how Organisational Behaviour is important in corporate live.
CO 2	Individual Determinants of Organisational Behaviour	1. After completion of this unit Students will learn and understand about the determinants of OB at industrial levels and able to know the importance of various OB theories which

		make the overall personality development in students.
CO 3	Group Interaction & Organisational Behaviour	1. After completion of this unit it will explore the students in enhancing the knowledge about leadership skills, group formation etc.
CO 4	Dynamics of Organisation	1. After completion of this unit Students will get knowledge about OB at each organizational level, and they could know how to manage the forces that act as stimulants to change.

Discipline Specific Electives (DES- C- HRM)
Legal Aspects in Human Resources DSE - C 306 (HRM)
Course Code: DSE - C 306 (HRM)
Credits: 2+2=4

Course Objectives:

1. To study and explain rights of employees at work place.
2. To understand the Applications of different Legal Aspects in HR.

	Course unit description	Outcome
CO 1	Introduction of Legal issues related to HR in the Organisation.	1. After completion of this unit Students able to understand the rights of employees at work place and the legal issues related to HR in an organisation.
CO 2	Wage & Salary Administration and The Workmen's Compensation Act, 1923.	1. After completion of this unit Students will learn and understand about the basic concepts of Wage & Salary Administration and they will understand the Applications of The Workmen's Compensation Act, 1923.
CO 3	The Payment of Gratuity Act,1972 and Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act 2013.	1. After completion of this unit it will explore the students in enhancing the knowledge about the applications of The Payment of Gratuity Act,1972 and understand the Applications of Sexual Harassment of Women at Workplace (Prevention , Prohibition And Redressal) Act 2013.

Marketing Specialization

Course: Retail Management

Course Code- DSE A 306 MM

Credits 2+2=4

Course Objectives

1. To provide basic understanding of forces that shape retail industry
2. To provide understanding of retail operations and strategy

3. To provide understanding of opportunities and challenges in retail industry.

	Course unit Description	Outcome
CO1	Introduction to Retailing	To understand retail concepts, strategy. To know and understand retail new innovations along with opportunity & challenges
CO2	Retailing Strategy	To understand strategic planning for retail business. To understand the factors which affect store designing and layout.
CO3	Managing the Retail Business	To know and understand the challenges while implementing the plan for retail business.
CO4	Future of Retailing	To understand recent trends in retail and develop the critical thinking ability to analysis challenges in retail sector.

Consumer Behaviour & Sales Management

SY BBA Course Code- A 305 MM

Credits 3+1=4

Course Objectives:

1. To develop significant understanding of Consumer behaviour in Marketing.
2. To understand the relationship between consumer behaviour & Sales Management.
3. To develop conceptual based approach towards decision making aspects & its implementation considering consumer behaviour in Sales Management.

	Course unit Description	Outcome
CO1	Introduction and Determinants of Consumer Behaviour	To understand the concept of consumer behaviour. To know opportunities and its challenges
CO2	Consumer Decision Making Process	To understand Strategy building & its effectiveness.
CO3	Basics to Sales Management & its Organization	To understand sales organizations & its impact upon the performance of the organizations.
CO4	Training, Managing & Motivating the Sales Force	To understand the tools and techniques to Manage & Control the sales function - organization - sales individual.

Class: SYBBA

Semester : IV

Subject: Entrepreneurship and Small Business Management- GC-401

Course Code – 401

Credits – 3

Course Objectives:

1. To understand the concept and process of Entrepreneurship.
2. To Acquire Entrepreneurial spirit and resourcefulness.
3. To get acquainted with the concept of Small Business Management.
4. To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.

	Course unit Description	Outcome
CO1	Entrepreneurial Perspective	To understand the concept of Entrepreneurship in growth and development. To understand and develop a vision how Entrepreneurship can take as a career.
CO2	Business Opportunity Identification	To understand Environment scanning with various tools. To understand and develop Various thinking mode.
CO3	Management of MSMEs and Sick Enterprises	To understand the concept of MSME and its challenges.
CO4	Study of Women-founded Start-ups in India and Entrepreneurs' biography	To Understand the key aspects of success and failure of businesses.

Course : Production & Operations Management (402)

Course Code – 402

Credits – 3

Course Objectives :

1. To understand the key concepts of Production and Operation Management.
2. To understand the various manufacturing methods and role in managing business.
3. To create awareness about the various safety measures and ergonomics in industries.

At the end of the course following outcome is expected:

	Course unit Description	Outcome
CO1	Introduction to Production & Operations Management	1. The basic concept of production and operation management.

		2. Understanding the manufacturing methods and various plant layouts used in industries.
CO2	Production Design, Planning, Control	1. Understand importance of PPC & how product developed, planned and controlled in manufacturing. 2. Develop the Problem- solving and decisionmaking skills
CO3	Productivity and Ergonomics	1. understand the peoples efficiency in their working condition& quality management. 2.knowledge to the students regarding Ergonomics and safety measures..
CO4	Maintenance Management	1.Understand the Changing Environment, maintenance methods of production and operation

Course: Decision Making And Risk Management

Course code 403 –GC

Credits: 3

Objectives:

1. To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their management activities and organizations.
2. Find the best alternative in a decision with multiple objectives and uncertainty.
3. Describe the process of making a decision.
4. Analyze an organization's decision making system.
5. Develop a risk management process.

	Course unit	Outcome
CO1	Introduction to Decision making and Risk Management	To understand the role and scope of Decision making and Risk management in organizations
CO2	Decision making Tools and Models	To understand the importance of Decision making tools and models in business.
CO3	Role of Decision Making and leadership	To understand the role of leadership and its allied aspects while making decisions.
CO4	Organizational Values in Decision Making and Risk Management	To understand the role and importance of organizational values in Decision making and Risk Management

Course Name: International Business Management

Course Code: 404 GC

Credit: 3

Objectives:

1. To acquaint the students with emerging trends and issues in International Business.
2. To study the impact of International Business Environment on foreign market operations.
3. To analyze International trade models.
4. To analyze the International Investment and its risks associated.
5. To understand financial aspects in world economies, their need and functionality

At the end of the course following outcome is expected:

	Course unit Description	Outcome
CO1	UNIT 1 Introduction to International Business	<ul style="list-style-type: none">• Understand the Role and Scope of International Business.• Understand the concepts and role of International trade theories.
CO2	UNIT 2 International Business Environment	<ul style="list-style-type: none">• Understand role of International Business and its importance at National and International Level.• Understand International Business study in Business Environment.
CO3	UNIT 3 International Finance	<ul style="list-style-type: none">• Understand terms of trade in the International Market.• Understand various Finance and Trade techniques at International level.• Understand the Global Finance Institutions functioning
CO4	UNIT 4 International Economic Zones and Foreign Trade	<ul style="list-style-type: none">• Understand the functions of International Organizations.• Understand the opportunities and risks for India with respect to financial globalization.• Understand the world economy and factors affecting it through Case Studies.

Marketing Specialization

Course: Advertising and Promotion Management- DSE- 405 A-MM

Course Code - 405 A-MM

Credits – (3+1)=4

Course Objectives:

1. To develop knowledge and understanding of importance of advertising.
2. To understand different sales promotion techniques.

3. To know about promotion management.

	Course unit Description	Outcome
CO1	Introduction and Advertising Effectiveness.	To understand the basic concept of advertising and social issues, ethics. To know effectiveness of advertising on performance and profit.
CO2	Copy and medias decisions	To Understand concept of copy creations and media selection.
CO3	Promotion Management	To understand the effectiveness of promotion.
CO4	Online advertising	To understand the advantages of online advertising.

Course: Digital Marketing- DSE 406 A- MM

Course Code – 406 A-MM

Credit –(2+ 2) = 4

Course Objectives:

1. To provide students with the Knowledge about business advantages of the digital marketing and its importance for marketing success.
2. To help students become In demand professional by being acquainted through various Digital channels & their ways of Integration.
3. To get Basic Knowledge of Google Analytics for measuring effects of Digital Marketing & getting Insights of Future trends that will affect the future development of the digital marketing.

	Course unit Description	Outcome
CO1	Introduction to Digital Marketing	To understand the role & Importance of Digital Marketing.
CO2	Digital Marketing Planning and Structure	To understand Digital Strategy building & its effectiveness.
CO3	Social Media Marketing	To understand the importance of Digital Platforms & its impact upon the performance of the organizations in complex & varied environment.
CO4	Computer Laboratory Work	To Understand the of digital tools effectively for marketing

Finance Specialization

Course: Business Taxation- 405- B-FM

Course code 405 –B-FM

Credits: (3+1) = 4

Objectives:

1. To understand different concepts & definitions under Income Tax Act 1961.
2. To understand the importance of Taxation to the students.
3. To update the students with the latest development in the subject of Taxation.
4. To acquire knowledge about the submission of Income tax returns.
5. To prepare students competent enough to take up to employment in tax planner.
6. To develop ability to calculate taxable income of the person as per Income Tax Act 1961.

	Course unit	Outcome
CO1	Introduction to Income Tax act 1961.	<ul style="list-style-type: none"> • Understand the basic concepts of Income tax act. • Know & study the tax structure of India. • Understand the historical background of Indian Income tax structure.
CO2	Heads of Income and computation of total income as per Income Tax 1961.	<ul style="list-style-type: none"> • Understand & study different heads of income under income tax act 1961. • know various exemptions & deductions under Income tax act 1961. • know the tax compliances of business & Individual person.
CO3	Computation of Total Taxable Income & Filing of Online ITR.	<ul style="list-style-type: none"> • Ability of computation of total taxable income. • Understand the procedure of online ITR filing.
CO4	Other important aspects of Income tax act 1961	<ul style="list-style-type: none"> • Understand important concepts of Income tax act 1961, such as TDS, TCS, Advance tax etc.

Course: Financial Services. 406 B- FM

Course code: 406 B-FM

Credits: 4 = (2+2)

Course Objectives:

1. To Study in detail financial services in India.
2. To study & Understand working of Indian financial system.
3. To make the students well acquainted regarding financial markets.

	Course unit Description	Outcome
CO1	Indian Financial system: an overview	<ul style="list-style-type: none"> • Understand the basic concepts of Indian Financial system.
CO2	Fundamental of Financial Markets	<ul style="list-style-type: none"> • Understanding of the functioning of financial markets of India.
CO3	Financial Services in India and Derivatives &Commodity Market	<ul style="list-style-type: none"> • Understand functioning of financial institution of India.

HR Specialization

Course- Human Resource Management Functions& Practices- DSE 405 C- HRM

Course Code: DSE- 405 –C-HRM

Credits – 3+1=4

Course Objectives:

1. To acquire comprehensive Knowledge of Human Resource Management Functions &Practices.
2. To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation.
3. To acquire knowledge about various HR practices adopted by the organization

	Course unit description	Outcome
CO 1	Introduction to HRM Functions, Performance Appraisal, Training and Executive Development	<ul style="list-style-type: none">• After completion of this unit students understand the basic concept of HRM functions and different methods of performance appraisal.
CO 2	Employee Compensation and Other Functions of HRM	<ul style="list-style-type: none">• After completion of this unit Students will learn and understand about the concepts of Employee Compensation and other functions of HRM.
CO 3	Introduction to HRM Practices, Workers Participation in Management	<ul style="list-style-type: none">• After completion of this unit students will explore about how Workers Participation is an important aspect in an organization and various forms of WPM
CO 4	Organisational Development	<ul style="list-style-type: none">• Students will get knowledge about an understanding regarding OD Programme and its interventions.

Course: Employee Recruitment & Record Management DSE- 406 C- HRM

Course Code: DSE-406 C- HRM

Credits: 2+2=4

Course Objectives:

1. To study and explain employee acquisition and its importance in industry.
2. To cultivate right approach towards employee recruitment and record management

	Course unit description	Outcome
CO 1	Manpower Planning and Forecasting	<ul style="list-style-type: none">• After completion of this unit Students able to understand the process and Importance of Manpower Planning and will understand the Techniques of Manpower Forecasting.
CO 2	Recruitment and Selection	<ul style="list-style-type: none">• After completion of this unit Students able to understand the Sources and Methods of Recruitment and they will understand detailed Process of Selection in the Organization.

CO 3	Employee Record Management	<ul style="list-style-type: none">• After completion of this unit students gain knowledge & Applications of Employee Record Management in Organization and they will understand the types of Employee Records.
CO 4	Computer Course (Prescribed Course or Online Course)	<ul style="list-style-type: none">• After completion of this course students will be familiarise with Computer applications used in• Particular department and understanding jargons of the field and they will understand various concepts and steps relating to designing of computer technologies and its applications in various field.

CBSCA

Course- TY BBA Research Methodology
Course Code: GC-501
Credits – 3

Course Objectives:

1. To develop an understanding of the right approach of Research Methodology and its role in Business.
2. To develop an understanding of the basic framework of the identification of various sources of information for data collection.
3. To develop an understanding of various Designs, Tools and Techniques of Research Study.
4. To enable the students in conducting Research work and write Research Paper and Research Project Report.

	Course unit description	Outcome
CO 1	Introduction to Research Methodology and Research Problem	<ul style="list-style-type: none"> • After completion of this unit Students gains in content knowledge, skill acquisition, and overall confidence and comfort for major concepts in the understanding concept of research.
CO 2	Research Design and Research Sampling	<ul style="list-style-type: none"> • After completion of this unit Students will gain knowledge acquisition about Research Design and Sampling Design
CO 3	Methods of Data Collection and Processing and Analysis of Data	<ul style="list-style-type: none"> • After completion of this unit students will gain experience with instrument development and data collection methods. • Practical understanding of data processing and Data Analysis.
CO 4	Interpretation and Report Writing	<ul style="list-style-type: none"> • Students will understand about Changing Environment of HRM and its effects. • A better understanding of Report and Research Paper writing

Course- TY BBA Database Administration and Data Mining

Course Code: GC-502

Credits – 3

Course Objectives:

1. To understand the Database Management System
2. To understand the Data Mining Concepts
3. To understand the current trends in Data Management

	Course unit description	Outcome
CO 1	Introduction to Database Management System	<ul style="list-style-type: none">• After completion of this unit Students will understand the database concepts thoroughly.
CO 2	Database Administration	<ul style="list-style-type: none">• After completion of this unit Students will gain the knowledge of data administrator duties.
CO 3	Data Warehousing	<ul style="list-style-type: none">• After completion of this unit students will understand the data warehouse concepts thoroughly
CO 4	Data Analytics and Data Mining	<ul style="list-style-type: none">• Students will understand that how the data is analyzed throughout the mining process

Course- TY BBA Business Ethics

Course Code: GC-503

Credits – 3

Course Objectives:

1. To provide a comprehensive understanding of the concepts of Business Ethics
2. To develop theoretical tools to understand current ethical issues and their impacts on business.
3. To analyze the role of Ethics in business, Government and Society.
4. To analyze the Ethical scenario concerning to Environment and consumer protection

	Course unit description	Outcome
CO 1	Introduction to Business Ethics.	<ul style="list-style-type: none">• After completion of this unit students understand the role of Ethics and its importance at National and International Level in business as well as individual level.
CO 2	Corporation and Stakeholder Ethics	<ul style="list-style-type: none">• After completion of this unit Students will understand the modern Organization role and responsibility towards stakeholders and they understand the concept of business, government, and societal ethics.
CO 3	Corporate Social Responsibility and Marketing Ethics	<ul style="list-style-type: none">• After completion of this unit students will explore understand the role of CSR in traditional and Modern Business, they Identify the efficiency relevancy of CSR in today's world.
CO 4	Environmental and Consumer Ethical Issues	<ul style="list-style-type: none">• Students will get knowledge about an understanding regarding OD Programme and its interventions.

Course- TY BBA Management of Corporate Social Responsibility
Course Code: GC-504
Credits – 3

Course Objectives:

1. To understand the concept and process of CSR
2. To Understand the industrial contribution for CSR Policy
3. To Understand the context of CSR of present-day Management
4. To Understand the contribution of CSR for the development of Society

	Course unit description	Outcome
CO 1	Introduction to CSR	<ul style="list-style-type: none"> • After completion of this unit Students will be able to understand evolution, concept, importance of CSR, Charity and Corporate governance.
CO 2	Modules of Corporate Social Responsibility	<ul style="list-style-type: none"> • After completion of this unit Students will gain knowledge of various models, international framework of CSR and sustainable development goals.
CO 3	CSR – Legislation in India and the World	<ul style="list-style-type: none"> • After completion of this unit students will be clear with the provision of section 135, appointment of independent directors, schedule VII Of Companies Act, 2013 and net profits thereof.
C04	Identifying Key stakeholders and their Roles and Recent Trends & Opportunities in CSR	<ul style="list-style-type: none"> • Students will understand Role of Public Sector, Non-profit organizations, Local self-Governance in implementation of CSR and tools for sustainability and challenges.

Course- TY BBA Marketing Environment Analysis and Strategies

Course Code: DSE -505 A

Credits – 4

Course Objectives:

- 1.To develop students' understanding of the factors shaping Marketing Environment
- 2.To develop students' ability to analyze the Business Environment
- 3.To develop students' understanding of the strategies for sustaining the forces in Marketing Environment

	Course unit description	Outcome
CO 1	Marketing Environment	<ul style="list-style-type: none">• After Completion of this unit students will understand the meaning, factors influencing Marketing environment, and impact on marketing decisions.
CO 2	Business Analysis	<ul style="list-style-type: none">• After completion of this unit Students will understand the meaning, process and critical success factors of business analysis will the help of KPI and BCG Matrix.
CO 3	Marketing Research	<ul style="list-style-type: none">• After completion of this unit students will interpret meaning, need, steps in Marketing research, big data analytics and environment affecting consumer behavior.
CO 4	Marketing Strategies	<ul style="list-style-type: none">• Students will get knowledge about new product development strategies, pricing strategies, process, aspects of distribution and communication strategies.

Course- TY BBA Legal Aspects In Marketing Management

Course Code: DSE -506 A

Credits – 2 + 4 = 6

Course Objectives:

1. To understand the application of different legal aspects in Marketing Management

	Course unit description	Outcome
CO 1	Introduction and Doorstep Selling/ Home Delivery	<ul style="list-style-type: none">• After Completion of this unit students will be familiar with legal aspects of marketing management, concepts of doorstep selling, telesales and direct mail.
CO 2	Advertising and Pricing	<ul style="list-style-type: none">• After completion of this unit Students will understand the meaning, importance, types, of advertisement with respect to laws of broadcasting, price related, surcharge payment regulations.
CO 3	Online Marketing and CRM	<ul style="list-style-type: none">• After completion of this unit students will understand the concept of online marketing, legal considerations for data protection, types of cookies and CRM.

Course- TY BBA Analysis of Financial Statements

Course Code: DSE -505 B

Credits – 3 + 1 = 4

Course Objectives:

1. To develop the conceptual framework of financial analysis and provide practical exposure to apply various tools of Financial Statement Analysis.
2. To enable to use of various types of ratios for financial and investment decisions.
3. To impart knowledge about Cash Flow and Fund Flow Statements and their importance in financial analysis.

	Course unit description	Outcome
CO 1	Introduction to legal aspects of Finance	<ul style="list-style-type: none">• After Completion of this unit students will understand the fundamentals of Legal aspects of Finance.• Also students know and Understand the basics of various financial instruments.
CO 2	The issue, Listing of Securities & Investor Protection	<ul style="list-style-type: none">• After completion of this unit Students will understand the process of fundraising through IPO and will also understand legal procedure of IPO listing & Delisting
CO 3	Companies Act 2013 & Investor Protection	<ul style="list-style-type: none">• After completion of this unit students will explore understand Companies Act 2013. Also various legal documents a Company prepares and how do they select appropriate sources of Finance to raise capital.
CO 4	Goods & Service Act 2017	<ul style="list-style-type: none">• Students will get knowledge about e basics of Goods & Service Tax. And various basic aspects related to GST.

Course- TY BBA Legal Aspects of Finance and Security Laws

Course Code: DSE -506 B

Credits – 2 + 4 = 6

Course Objectives:

1. To understand the Legal Aspects of Finance & Security Laws.
2. To know the legal provisions to obtain finance from various source of finance.
3. To explore various finance & securities-related laws in India.

	Course unit description	Outcome
CO 1	Introduction to legal aspects of Finance	<ul style="list-style-type: none">• After Completion of this unit students will understand the fundamentals of Legal aspects of Finance.• Also students know and Understand the basics of various financial instruments.
CO 2	The issue, Listing of Securities & Investor Protection	<ul style="list-style-type: none">• After completion of this unit Students will understand the process of fundraising through IPO and will also understand legal procedure of IPO listing & Delisting
CO 3	Companies Act 2013 & Investor Protection	<ul style="list-style-type: none">• After completion of this unit students will explore understand Companies Act 2013. Also various legal documents a Company prepares and how do they select appropriate sources of Finance to raise capital.
CO 4	Goods & Service Act 2017	<ul style="list-style-type: none">• Students will get knowledge about e basics of Goods & Service Tax. And various basic aspects related to GST.

Course: Cross Culture HR & Industrial Relations

Course Code: GC 505 C

Credits: 3+1=4

Course Objectives:

1. To study and explain employee acquisition and its importance in industry.
2. To cultivate right approach towards employee recruitment and record management

	Course unit description	Outcome
CO 1	Introduction to cross-Cultural Management Understanding Culture and Cross-Culture	<ul style="list-style-type: none"> • After completion of this unit Students able to understand the Cultural Variables in Multinational Enterprises and learn some basic business etiquette and dining etiquette that will help to work in different countries across the globe.
CO 2	Cross-Culture and Human Resource Management	<ul style="list-style-type: none"> • After completion of this unit Students will understand the relationship between Cross-Culture and Human Resource Management.
CO 3	Fundamentals of Industrial Relations	<ul style="list-style-type: none"> • After completion of this unit students gain knowledge on the relation between Ethical Codes & Industrial Relations.
CO 4	The Industrial Disputes Act,1947, The Factories Act, 1948 and The Maternity Benefit Act 2017	<ul style="list-style-type: none"> • After completion of this course students will get the knowledge about authorities under The Industrial Disputes Act,1947 and will able to understand the conditions of work in manufacturing establishments coming within a factory.

TY BBA –Semester V (CBCS) Pattern 2019
Cases in Human Resource Management + Project Viva
Course code DSE 506 C
Credit - 2+4 = 6

Course Objectives:

1. To understand the application of theory into practice.
2. Design critical thinking by making judgments related to problems in Case Studies of Human Resource.
3. Develop critical thinking for solving Case Studies of Human Resource.
4. To analyze the broad fundamental components of HRM

	Course unit Description	Outcome
CO1	Case Study – Introduction	To understand the challenges faced/confronted in recent times. To develop necessary skill set for application of various HR issues.
CO2	Case Study – Introduction	Develop critical thinking for solving Case Studies of Human Resource. To understand the challenges faced/confronted in recent times. To understand the challenges faced/confronted in recent times. To develop necessary skill set for application of various HR issues.

Course- TY BBA Essentials of E commerce
Course Code: GC 601
Credits – 3

Course Objectives:

1. To understand the importance, role, and activities of E-Commerce.
2. To understand various E-Money and E-Payment systems used in E-Commerce.
3. To understand the concept of E-Marketing and its tools in E-Commerce.
4. To Understand the concept of Cyber Space and Cyber Security in E-Commerce

	Course unit description	Outcome
CO 1	E-Commerce and Business Model Concepts	<ul style="list-style-type: none"> • Student will understand the concept and role of E-Commerce business with context to India. • Student will understand the concept of various business models used in E-Commerce. • Student will understand the role of IT infrastructure in the development of E-Commerce in India.
CO 2	E-Money and E-Payment Systems	<ul style="list-style-type: none"> • Student will understand the concept of digital currencies. • Student will understand various modern digital payment systems used in Ecommerce.
CO 3	Role of E-Marketing	<ul style="list-style-type: none"> • Student will understand various tools and techniques used in E-Commerce. • Student will understand the role of modern tools used in E-marketing
CO 4	Cyber Security and Technology.	<ul style="list-style-type: none"> • Student will understand the concept of cyber warfare and crimes that took place in cyberspace. • Student will understand the role of IT Act -2000 with the Indian context

Course- TY BBA- Management Information System
Course Code: GC 602
Credits – 3

Course Objectives:

1. To understand the importance, role, and activities of E-Commerce.
2. To understand various E-Money and E-Payment systems used in E-Commerce.
3. To understand the concept of E-Marketing and its tools in E-Commerce.
4. To Understand the concept of Cyber Space and Cyber Security in E-Commerce

	Course unit description	Outcome
CO 1	Basic Concepts of Information Technology and Management Information System	<ul style="list-style-type: none"> • Student will gains in content knowledge, skill acquisition, and overall confidence and comfort for understanding the basic concept of MIS.
CO 2	Decision Making and Information	<ul style="list-style-type: none"> • Students understand the models of Decision Making and their application Decision-Making Process
CO 3	System Analysis and Design	<ul style="list-style-type: none"> • Student will understand and get the knowledge of the different System Development Model.
CO 4	Information system applications	<ul style="list-style-type: none"> • Student will understand the application of MIS in an enterprise.

Course- TY BBA Business Project Management
Course Code: GC 603
Credits – 3

Course Objectives:

1. To develop a significant understanding of Project Management.
2. To develop a concept based approach towards Management of Business Projects.
3. To develop the relationship between the significance of Businesses Projects & their Management

	Course unit description	Outcome
CO 1	Introduction to Project Management	<p>Students will understand the role & importance of Management in Business Projects.</p> <p>Students develop the skills of managing Business Projects.</p>

CO 2	Planning & Implementing your Project	Students develop conceptual clarity in Planning & Implementation of Business Projects.
CO 3	Business Project Management Techniques	Students will understand the tools & techniques necessary to effectively manage & control the projects in businesses.
CO 4	Managing Project issues & their commencement	Students will Understand the Business Project Issues & strategies for its addressal.

Course- TY BBA Management of Innovations and Sustainability

Course Code: GC 604

Credits – 3

Course Objectives:

1. To understand the concepts of Innovation and Sustainability in a practical sense.
2. To better know the significance of organizational sustainable development and the economic implications of sustainable development.
3. To learn about the most common errors made when handling sustainable growth.
4. To understand the concept of Sustainability Innovation. Understand socio-political aspects of sustainable development – social responsibility aspect.

	Course unit description	Outcome
CO 1	Management of Innovation Sustainability: An Introduction.	It enables students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide the vision for their Start-up.
CO 2	Managing Innovation with Firms & Strategies and Concepts for Innovation.	It enables students to develop interest and positive approach towards entrepreneurship and new start-ups.
CO 3	Service Innovation and Sustainability Innovation in Business	After completion of this unit students will be able to collect relevant data and its analysis and interpretation.
CO 4	Management of sustainable development	After completion of this unit students will Understand the key aspects of success and failure of Businesses.

Course- TY BBA International Brand Management

Course Code: -DSE A 605 MM

Credits – 3+1=4

Course Objectives:

1. To develop students' understanding of the concept of developing brands
2. To develop students' understanding of the concept of brand equity
3. To develop students' understanding of the strategies in managing brand portfolios

	Course unit description	Outcome
CO 1	Understanding Brand	Students will understand the key conceptual foundations of developing and managing a strong brand.
CO 2	Developing Brand	It enables students to develop the process of creating a brand.
CO 3	Evaluating Brand	The module reviews the methods of measuring and interpreting brand performance
CO 4	Managing Brand	Students will learn to focus on the stewardship and management of brands over time, geographic areas, and market segments. It covers the strategies for more established brands as they attempt to grow and stay relevant over time.

Course- TY BBA Marketing Specialization
Cases in Marketing Management +Project
Course Code: 606 A
Credits – 2+ 4 = 6

Course Objectives: To understand the application of theory into practice.

	Course unit description	Outcome
CO 1	Case Study – Introduction.	Student know the gist of the case study and way of attempt or solution
CO 2	Areas of Case Study.	Students will develop the ability about getting acquainted with the theory and its application in a real-life scenario.

Course- TY BBA Finance Specialization
Financial Management
Course Code: DSE B 605 FM
Credits – 3+1=4

Course Objectives:

1. To know various sources of finance of business.
2. To study and understand the capital structure of the company and its cost of capital
3. To study optimum capital mix & concept of over capitalization & undercapitalization.

	Course unit description	Outcome
CO 1	Sources of Finance	Students will understand various sources of finance for raising capital /funds required for the business. By studying various sources of finance analytical & reasoning skills will be developed.
CO 2	Capital Structure	Students will develop the ability about getting acquainted with the theory and its application in a real-life scenario.
CO 3	Capitalisation	Students will understand the process of undercapitalization & overcapitalization. It helps to develop professional & problem-solving skills.
CO 4	Capital Budgeting	Students will understand the process of evaluation of mutually exclusive proposals. It helps to evaluate different investment proposals through experiential learning.

Course- TY BBA Finance Specialization
Cases in Finance +Project
Course Code: DSE 606 B FM
Credits – 2+4=6

Course Objectives:

1. To Study & understand the core areas of finance.
2. To study the practical applications of finance.
3. To prepare project reports based on the internship & understanding of core areas of finance.

	Course unit description	Outcome
CO 1	Fund Raising & Capital Budgeting.	Students will understand the importance of fundraising and they will understand the practical applications of Capital Budgeting.
CO 2	Working Capital Management	Students will understand the concept & importance of Working Capital Management and they will understand the practical applications of Working Capital.
CO 3	Cost of Capital	Students will understand the process of undercapitalization & overcapitalization. It

		helps to develop professional & problem-solving skills.
CO 4	Project Report	Students will understand implications of selected core areas of finance under study.

Course: Global Human Resource Management
Course Code: DSE 605 C HRM
Credits: 3+1=4

Course Objectives:

3. To understand the concepts, theoretical framework, and issues of HRM in Global Perspective
4. Identify and Understand issues and practices about the major HRM functions within the context of the global environment.
5. To learn how to conduct strategic human resource management in an international setting and they learn how companies manage their expatriates.
6. To look at HRM in a broader, comparative, and international perspective to deal with complex issues and manifold risks and to study understanding of international approaches to dealing with people in organizations.

	Course unit description	Outcome
CO 1	Introductionto Global HRM	After completion of this unit students will gains in content knowledge, skill acquisition, and overall confidence and comfort for major concepts in understanding the concept of Global HRM.
CO 2	Global HR Functions-I	After completion of this unit students will get the Practical Knowledge Acquisition about Global Recruitment and Selection.
CO 3	Global HR Functions-II	After completion of this unit students will understand the concepts of Global Training & Development, Global Compensation and Global Performance Management.
CO 4	GlobalHRM Trends andFuture	After completion of this unit students will be

	Challenges	aware of technology in GlobalHRM and will be able to understand the relationship between Knowledge Management and Global HRM.
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Course- TY BBA Human Resource Management Specialization

Recent Trends & HR Accounting + Project

Course Code DSE 606 C HRM

Credit 2+4 = 6

Course Objectives

- 1.To make students understand the theoretical and practical fundamental knowledge of Recent Trends in HRM and HR Accounting.
- 2.To describe various Employee Engagement Strategies to enhance Employee Engagement.
- 3.To discuss the uses of Human Resource Information Systems in organizations.
4. To explain the different methods used to calculate the value of human Resources.
5. To define Human Resource Audit and outline its scope.
6. To study the methods of Human Resource Valuation.

Sr. No		CO
1	Employee Engagement.	Student will learn content knowledge, skill acquisition, and overall confidence and comfort for understanding the basic concept of Employee Engagement.
2	Human Resource Information System and Personnel Research.	Students Exposure of hidden skills and talent of students
3	Human Resource Accounting and Human Resource Audit.	A better understanding of different methods of HR valuation through computer lab practice Practical Knowledge Acquisition about HR Accounting and HR Audit.

