

MANGALAYATAN UNIVERSITY, ALIGARH
CENTRE FOR DISTANCE AND ONLINE EDUCATION



PROGRAMME PROJECT REPORT

BACHELOR OF BUSINESS ADMINISTRATION

(BBA)

2023-24

Registrar
Mangalayatan University
Beswan, Aligarh

Introduction

BBA is one of the most sought bachelor degree programmes after 12th standard. It includes complete knowledge of leadership and management. BBA degree allows the candidates to enter field of management. This degree enable the students with various aspects that are necessary for effective business management and essential for entrepreneurs and business managers. Bachelor in Business Administration also gives you a platform for pursuing courses like MBA. Whether you have done your school with arts or humanities or science, you are free to choose the BBA programme. The BBA is most popular and well-known program among the students. It prepares base for MBA program.

To do well in this field, students must possess leadership qualities, decision making skills, and good oral and written communication skills.

A. Program Mission and Objectives

Mission:

- To Impart quality education to meet national and global challenges.
- To blend theoretical knowledge with practical skills.
- To provide access to all sections of society to pursue higher education.
- To promote leadership qualities among students

Objectives:

- To provide adequate understanding about business dynamism among the students.
- To develop management skill sets necessary to harness the budding professionals to excel in this dynamic business world.
- To adapt to ever evolving dynamism in modern business world with an entrepreneurial mind set.

B. Relevance of the Program with HEI's Mission and Goals

The vision and mission of HEI, Mangalayatan University, Aligarh are:

Vision

To be an institution where the most formative years of a young mind are spent in the guided pursuit of excellence while developing a spirit of inquisitive questioning, an ability to excel in the pressure of a fast-changing professional world and desire to grow into a personality than a person in an environment that fosters strong moral and ethical values, teamwork, community service and environment consciousness.

Mission

- To be the enablers of the confluence of academic rigor and professional practicality.
- To bring global best practices to students through widespread use of technology.
- To empower our faculty to constantly develop new skills and excel professionally.
- To provide the best campus environment to the students and faculty with all facilities to nurture their interest.

BBA program of the University strives to realize its vision and mission by rectifying student centric issues on priority and also to empower local community with the help of various social clubs running in University like NSS, Kadam and Alumni association. The University Promotes Multidisciplinary and Allied research in various fields that supports and harnesses joyful learning environment. The goals of ODL program is to provide educational facilities to all qualified and willing persons who are unable to join regular courses due to personal or professional reasons. There are many potential learners who cannot afford to join regular courses due to professional responsibilities and personal commitments. For such cases distance BBA can be helpful in increasing knowledge base and skill up gradation.

The program aims to provide alternative path to wider potential learners who are in need of refresher courses to update their skills.

C. Nature of Prospective Target Group of Learners

Distance Education at Mangalayatan University (MU) shall target the working professional's executives as well as those who cannot attend a full-time program due to constraints. The candidates desirous of taking admission in BBA program shall have to meet the eligibility norms as follows-

- 1. To obtain admission in BBA program offered through ODL mode, the learner must have completed 10+2 in any stream.*
- 2. The learner must have pass at 10+2 examination.*

The ODL- BBA program offered by Mangalayatan University caters the needs of diverse groups of undergraduate learners from all disciplines located in diverse regions and social structures such as learners from a low level of disposable income, rural dwellers, women and minorities who have little access to formal institutions of higher learning.

D. Appropriateness of Programme to be conducted in ODL mode to acquire specific skills and competence

The University has identified the following program outcomes and program specific outcomes as acquisition of specific skills and competence for BBA Program.

Programme Outcomes (PO's)

PO1.Knowledge: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2.Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO3.Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO5. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO6. **Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

PO7. **Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

Programme Specific Outcomes

PSO1: To understand Business world.

PSO2: To help student's to explore practical application of managerial concepts.

PSO3: To develop student's with conceptual and analytical abilities for business world.

The University has managed care to introduce BBA program taking into consideration, 1, and 2, to maintain the quality and to face the competition at the National/International level.

E. Instructional Design

The program is divided into six semesters and minimum credit requirement is 120 to get BBA degree through ODL mode from Mangalayatan University. Minimum time period for acquiring BBA degree will be three years and maximum time (extended) period is six years.

Evaluation Scheme Semester-I

Course Code	Course Name	Course Area	Credits	Continuous Assessment Marks	Term End Exam Marks	Marks
				Max.Marks	Max.Marks	
MGO-1101	Principles of Management and Organizational Structure	DCC	4	30	70	100
MGO-1102	Principles of Marketing	DCC	4	30	70	100
MGO-1103	Financial Accounting	DCC	4	30	70	100
Generic (Interdisciplinary) Elective(GE)-1(Any one of the following)						
BCO-1104	Principles of Micro Economics	GE	4	30	70	100
MGO-1104	Insurance & Risk Management	GE	4	30	70	100
Ability-Enhancement Compulsory Course						
ENO-1100	English Communication	AECC	4	30	70	100
TOTAL			20	150	350	500

Semester-II

Course Code	Course Name	Course Area	Credits	Continuous Assessment Marks	Term End Exam Marks	Marks
				Max.Marks	Max.Marks	
MGO-1201	Financial Management	DCC	4	30	70	100
MGO-1202	Business Environment	DCC	4	30	70	100
MGO-1203	Human Resource Management	DCC	4	30	70	100
Generic (Interdisciplinary) Elective(GE)-1(Any one of the following)						

BCO-1204	Indian Economy	GE	4	30	70	100
BCO-1205	Macro Economics	GE	4	30	70	100
Ability-Enhancement Compulsory Course						
ABO-1200	Environmental Science	AECC	4	30	70	100
TOTAL			20	150	350	500

Semester-III						
Course Code	Course Name	Course Area	Credits	Continuous Assessment Marks	Term End Exam Marks	Marks
				Max.Marks	Max.Marks	
MGO-2101	Cost and Management Accounting	DCC	4	30	70	100
MGO-2102	Legal Aspects of Business	DCC	4	30	70	100
MGO-2103	Business Statistics	DCC	4	30	70	100
MGO-2104	Consumer Behavior & Marketing Communication	DCC	4	30	70	100
Skill-Enhancement Elective Course (SEC)1(Any one of the following)						
BSO-2101	Introduction to Computer Application	SEC	4	30	70	100
BSO-2103	Business Communication	SEC	4	30	70	100
TOTAL			20	150	350	500

Semester-IV						
Course Code	Course Name	Course Area	Credits	Continuous Assessment Marks	Term End Exam Marks	Marks
				Max.Marks	Max.Marks	
MGO-2201	Commodity and Stock Market	DCC	4	30	70	100
MGO-2202	Business Ethics and Corporate Governance	DCC	4	30	70	100
MGO-2203	Tax Planning	DCC	4	30	70	100
MGO-2204	Retail Management	DCC	4	30	70	100
Skill-Enhancement Elective Course (SEC)1(Any one of the following)						

BSO-2201	Personality Development and Communication Skills	SEC	4	30	70	100
BSO-2202	Training and Development	SEC	4	30	70	100
TOTAL			20	150	350	500

Semester-V						
Course Code	Course Name	Course Area	Credits	Continuous Assessment Marks	Term End Exam Marks	Marks
				Max.Marks	Max.Marks	
MGO-3101	Business Policy & Strategy	DCC	4	30	70	100
MGO-3102	Sales & Distribution Management	DCC	4	30	70	100
MGO-3103	Organizational Theory Design and Development	DCC	4	30	70	100
MGO-3104	Industrial Relations & Labour Enactments	DCC	4	30	70	100
Discipline Specific Elective (DSE)-1(Any one of the following)						
MGO-3105	Digital Marketing	DSE	4	30	70	100
MGO-3106	Investment Banking and Financial Services	DSE	4	30	70	100
TOTAL			20	150	350	500

Semester-VI						
Course Code	Course Name	Course Area	Credits	Continuous Assessment Marks	Term End Exam Marks	Marks
				Max.Marks	Max.Marks	
MGO-3201	Entrepreneurship for Small Business	DSE	4	30	70	100
MGO-3202	Goods and Services Tax	DSE	4	30	70	100
MGO-3203	Marketing of Services	DSE	4	30	70	100
Discipline Specific Elective (DSE)-1(Any TWO of the following)						
MGO-3204	Working Capital Management	DSE	4	30	70	100
MGO-3205	Advertising and Brand Management	DSE	4	30	70	100
MGO-3200	Summer Internship Project	DSE	4	30	70	100
TOTAL			20	150	350	500

MOOCS

The University shall give flexibility in opting for MOOC (Massive Online Open Courses) by the students pertaining to the prescribed curriculum and also the credits earned in the MOOC courses may be dealt as part of the evaluation scheme as per UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

Syllabi and Course Materials

Syllabi, PPR and self-learning materials are developed mostly by experienced faculty members of Mangalayatan University in consultation with contents experts and the same will be forwarded to CIQA and BoS/Academic Council/ Executive Council for further suggestions and approval.

Semester-I

Course Name: Principles of Management and Organization Structure

Course Code: MGO-1101

Credits: 4

Course Objective: This course is designed to provide students understanding basic Principles and concept of Management. To provide an overview of the major functions of management. Emphasis is on planning, organizing, controlling, directing, and communicating.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	cognitive level
CO1: Demonstrate dynamics of business organizations and management practices.	Understand
CO2: Explain varied perspectives related to business environment and entrepreneurship.	Understand
CO3: Analyze how organizations adapt to an uncertain environment and decipher decision making techniques managers use to influence and control the internal environment.	Analyze
CO4: Analyze the relationship amongst functions of management	Analyze
CO5: Compare the change in working pattern of modern organizations.	Understand

Block I: Evolution of Management Thought

Unit 1: Classical School: F. W. Taylor: Scientific Management Theory, Classical Organization Theory

Unit 2: Fayol's Principles of Management, And Max Webers' Bureaucratic Model.

Unit 3: Behavioural School: Mary Parker Follet, Chester Bearnard, how throne Studies.

Block II: Management Function and Planning

Unit 4: Basics management functions, role of manager, Overview of Planning: Types of Plans & The planning process;

Unit 5: Decision making: Process, Types and Techniques

Unit 6: Control: Function, Process and types of Control

Block III: Organizing & Coordinating Work

Unit 7: Principles of organizing: Common Organizational structures.

Unit 8: Decentralization: Factors affecting the extent of decentralization

Unit 9: Delegation: Process and Principles of delegation.

Block IV: Ownership

Unit 10: Basic forms of Business Ownership;

Unit 11: Special forms of ownership: Franchising, Licensing, Leasing; choosing a form of Business ownership

Unit 12: Corporate Expansion: mergers and acquisitions, diversification, forward and backward integration, joint ventures, Strategic alliance.

Block V: Staffing

Unit 13: Concept of staffing - Recruitment and Selection.

Unit 14: Orientations; Training and Development.

Unit 15: Career Developments; Performance Appraisal.

Text Books:

1. Principal and Practice of Management: L.M. Prasad
2. Business Organisation & Management: Singh & Chhabra
3. Essentials of Management: Koontz 'O' Donnel
4. Functions and Process of Management: J. K. Jain

Web links

https://www.tutorialspoint.com/management_principles/management_principles_tutorial.pdf

<https://study.com/academy/lesson/organizational-structure-definition-types-examples.html>

<http://www.pearsoncanada.ca/media/highered-showcase/multi-product-showcase/robbins-ch05.pdf>

Course Name: Principles of Marketing

Course Code: MGO-1102

Credits: 4

Course Objective: This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course will use and focus on Indian experiences, approaches and cases.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	cognitive level
CO1: Learn the basic concepts and principles of marketing and to develop their conceptual skill to be able to manage marketing operations of a business firm.	Understand
CO2: Describe the concept of segmentation and targeting	Understand
CO3: Demonstrate the complexities involved in various differentiation and positioning decisions	Understand
CO4: Take effective decisions for launching new products and to understand the implications of different pricing strategies.	Apply

Block I: Introduction of Marketing

Unit 1: Introduction to Marketing: Definition of Marketing, Entities that can be marketed

Unit 2: Marketing from an organization's viewpoint

Unit 3: Types of markets, Difference between marketing and selling

Block II: Segmentation and Targeting

Unit 4: Concept of segmentation:

Unit 5: Bases for segmentation

Unit 6: Targeting, Targeting strategies

Block III: Differentiation and Positioning

Unit 7: Introductions to Differentiation and Positioning

Unit 8: Differentiated, Undifferentiated and Niche marketing

Unit 9: Differentiation parameters, Competition, Positioning

Block IV: Marketing Strategy – I: Product and Price

Unit 10: Meaning and levels of product: Product classification

Unit 11: Product mix concept, Brand and brand decisions

Unit 12: Introduction to Pricing, Pricing decisions

Block V: Marketing Strategy – II: Place and Promotion

Unit 13: Introduction to Distribution: Distribution channels

Unit 14: Channel design and management, Introduction to Promotion, Promotional vehicles,

Unit 15: Product life cycle

Books Recommended/Suggested Readings:

1. Etzel, M. J., Walker, B. J., Stanton, W. J., & Pandit, A. (2010). Marketing (14th ed.).

McGraw Hill.

2. Kapoor, Neeru. Principles of Marketing PHI.
3. Kotler, P., Armstrong, G. and Agnihotri, P. (2018). Principles of Marketing (17th edition) Pearson Education. Indian edition.
4. Sharma, K., & Aggarwal S. (2018). Principles of Marketing. Taxmann's.

Course Name: Financial Accounting

Course Code: MGO-1103

Credits: 4

Course Objective: The objective of this subject is to acquaint students with the accounting concepts, tools and techniques influencing business organizations.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	cognitive level
CO1: Define theoretical framework of accounting.	Remember
CO2: Explain accounting process and develop the skill of preparation of final accounts.	Understand
CO3: Develop understanding of accounting for hire purchase transactions and determine depreciation.	Apply
CO4 Illustrate branch and departmental accounting.	Understand
CO5: Develop the skill of preparation of Royalty Accounts.	Apply

Block I: Introduction

Unit 1: Conceptual Framework: Book keeping, Accounting & Accountancy, objectives, functions, advantage, limitations,

Unit 2: Accounting principle, Concepts and Conventions, Accounting Equations,

Unit 3: Introduction to Accounting Standards and Indian Accounting Standards (AS & Ind. AS).

Block II: Accounting Process

Unit 4: Journal, ledger, Cash Book, Trial Balance,

Unit 5: Preparation of Financial Statements of a profit making sole proprietorship trading firm with additional information

Unit 6: Preparations of Final Accounts.

Block III: Depreciation and Hire Purchase Accounting

Unit 7: Accounting for Plant Property and Equipment

Unit 8: Depreciation: Meaning of Depreciation, Objective and Methods of depreciation (Straight line, Diminishing Balance), Change of Method. (*Relevant accounting Standards as applicable*)

Unit 9: Hire Purchase Accounting: Calculation of Interest, Partial and Full Repossession, profit Computation (Stock & Debtors System only), Accounting for Installment System (Simple practical problems)

Block IV: Special Types of Accounting

Unit 10: Accounting for Branches (excluding foreign branches): Dependent branches (‘Debtors system’ and ‘Stock & debtors System’) and overview of Independent branches.

Unit 11: Departmental Accounting: Concept, Type of departments, Basis of allocation of departmental expenses

Unit 12: Methods of departmental accounting (Relevant accounting Standards as applicable)

Block V: Royalties Accounts

Unit 13: Royalty account, Minimum Rent,

Unit 14: Computation and recovery of Short working in the books of Land lord etc.

Unit 15: Practical questions

Books Recommended/Suggested Readings:

1. Goyal, Bhushan Kumar and H.N. Tiwari, Financial Accounting, Taxmann
2. Kumar, Alok. Financial Accounting, Singhal Publication.
3. Lt Bhupinder. Financial Accounting – Concepts and Applications, Cengage
4. Monga, J R. Financial Accounting: concept and Applications. Mayur paper Backs, New Delhi.

Course Name: Principles of Micro Economics

Course Code: BCO-1104

Credits: 4

Course Objective:

- To promote the ability to understand the basic concepts of Economics
- To give students the capacity to make relevance of economics in business decisions
- To help them be equipped with economic tools for consumer decision making and business analysis.

Course Outcomes: After completing the course, the student shall be able to

Course Outcome	cognitive level
CO1: Define Basic Concepts and Principles of micro economics.	Remember
CO2: Explain the mechanics of supply and demand in allocating goods and services and resources	Understand
CO3: Compare the choices made by a rational consumer	Understand
CO4: Identify relationships between production and costs	Apply
CO5: Demonstrate key characteristics and consequences of different forms of markets	Understand

Block I: Introduction to Economics

Unit 1: Nature and Characteristics and Scope

Unit 2: Relationship with other disciplines, Concept of Utility

Unit 3: Law of Diminishing Marginal Utility. Concept of Consumer Surplus

Block II: Demand, Supply and Market Equilibrium

Unit 4: Individual demand, market demand, Laws of Demand. Determinants of demand, Elasticity of demand

Unit 5: Determinants of Supply.

Unit 6: Market equilibrium and price determination.

Block III: Factors of Production

Unit 7: Law of returns, Law of variable proportions, Law of return to scale, Economics and

Unit 8: Diseconomies of scale.

Unit 9: Types of costs and behavior of costs in short run and long run.

Block IV: Market Structures

Unit 10: Types, Factors affecting types of market structures, Perfect and imperfect competition.

Unit 11: Monopoly, Monopolistic competition and Oligopoly.

Unit 12: Price and Output determination under perfect competition.

Block V: National Income

Unit 13: Concepts, Measurement and

Unit 14: Difficulties in measurement

Unit 15: Inequalities of Income, Causes. Inflation.

Text Books:

1. Ahuja, H.L., Business Economics, S. Chand & Co., New Delhi.
2. Deepa shree, Principles of Micro Economics, Ane Books Pvt Ltd, New Delhi
3. I.C. Dhingra, Microeconomics - Theory & Practice, S. Chand & Co., New Delhi.

Reference Books:

1. Dominick Salvatore (2012). Principles of Microeconomics (5th ed.) Oxford University Press
2. Principles of Economics, Economic Analysis – V. Lokanathan. 2017

Course Name: Insurance & Risk Management

Course Code: MGO-1104

Credits: 4

Course Objective: This course introduces the concept of risk and techniques of identifying, measuring and managing it. In this context, insurance as a risk management tool is discussed with references to its role, functions and basic principles as applicable to different classes of insurance. The course aims to provide the students with a broad understanding of risk and insurance as a means to manage it. This forms the foundation to facilitate the students in their further studies on insurance.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	cognitive level
CO1: Define the Concept of Risk, it's types, sources and measurements.	Remember
CO2 : Explain the Concepts and Principles of Insurance and its operations.	Understand
CO3: Develop insights into various types of Insurance	Apply
CO4: Examine the Legal aspects of Insurance contract and Actuaries	Analyze
CO5: Demonstrate the Regulatory Framework of Insurance	Understand

Block I: Introduction

Unit 1: Concept of risk, Types of risk.

Unit 2: Assessment and Transfer, Sources and Measurement of risk.

Unit 3: Risk evaluation and Prediction, Disaster risk management, Risk retention and Transfer.

Block II: Insurance I

Unit 4: Concept of insurance, Need for insurance.

Unit 5: Principles of utmost good faith, Insurable interest.

Unit 6: Indemnity, Economic Function, Proximate cause, Subrogation and Contribution.

Block III: Insurance II

Unit 7: Types of insurance: Life and Non-life insurance.

Unit 8: Features, Need and Policies of insurance.

Unit 9: Reinsurance and Co-insurance: Features, Objectives and Methods; Bancassurance- features and Merits.

Block IV: Insurance & Risk Management

Unit 10: Legal aspects of insurance contract, Loss Assessment and Loss control.

Unit 11: Control of Malpractices and Mis-selling, Exclusion of perils, Actuaries.

Unit 12: Computation of insurance premium.

Block V: Regulatory Framework of Insurance

Unit 13: Regulatory Framework of Insurance, IRDA act 1999: objectives of IRDA.

Unit 14: Composition of IRDA, Duties, Powers and Functions of IRDA, Role of IRDA.

Unit 15: Delegation of powers, establishment of Insurance Advisory Committee, powers to make regulations.

Books Recommended/Suggested Readings:

1. George, E, Rejda, Principles of Risk Management and Insurance. Pearson Education
2. Gupta. P.K. Insurance and Risk Management, Himalaya Publishing House
3. Mishra, M.N. Principles and Practices of Insurance. Sultan Chand & Sons.
4. Vaughan, E.J. and Vaughan, T, Fundamental of Risk and Insurance, Wiley & Sons

Course Name: English Communication

Course Code: ENO-1100

Credits: 4

Course Objective:

The purpose of commencing English communication skills course is to develop in students fundamental communication skills being integral to personal, social and professional interactions. One of the significant associations among human beings is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non- verbal. The course also focuses on enhancing the ability to handle casual and formed satiations in terms of personal and intellectual grooming.

Course Learning Outcomes: After completing the course, the student shall be able to:

S. No.	Course Outcomes (COs)	Cognitive Level
1.	Define Communication	Remember
2.	Differentiate between General and Professional communication	Understand
3.	Use verbal and non-verbal communication	Apply
4.	Speak effectively with correct pronunciation	Apply

Block I: Self Introduction

Unit 1: introducing self

Unit 2: speaking about achievements

Unit 3: voicing future aspects

Block II: Communication

Unit 4: Non verbal Communication

Unit 5: Body Language

Unit 6: Paralanguage skills

Block III: Manners and Etiquettes

Unit 7: Personal grooming, Dress code

Unit 8: Telephone etiquettes

Unit 9: Intellectual grooming

Block IV: Conversation in Real Life Situations

Unit 10: Meeting people, traveling

Unit 11: Visiting Places

Unit 12: Shopping

Block V: Public Speaking Skills

Unit 13: Extempore

Unit 14: Role Play

Unit 15: Group Discussions

Books Recommended:

1. An introduction to Professional English and Soft Skills by B. K. Das et al., Cambridge University Press
2. Technical Communication: Principles and Practice, Second Edition by Meenakshi Raman and Sangeeta Sharma, Oxford Publications.
3. Effective Technical Communication by M Ashraf Rizvi, The McGraw-Hill companies.
4. Understanding Body Language by Alan Pease.

Semester-II

Course Name: Financial Management

Course Code: MGO-1201

Credits: 4

Course Objective: This course aims to acquaint students with the techniques of financial management and their applications for business decision making.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	cognitive level
CO1 - Explain the nature and scope of financial management as well as time value of money and risk return trade off.	Remember
CO2 – Analyze capital budgeting process and capital budgeting techniques	Analyze
CO3 - Estimate various capital structure theories and factors affecting capital structure decisions in a firm	Understand
CO4 - Critically examine various theories of dividend and factors affecting dividend policy	Understand

Block I: Introduction

Unit 1: Nature, scope and objectives of financial management

Unit 2: Time value of money

Unit 3: Risk and Return.

Block II: Capital Budgeting

Unit 4: The Capital Budgeting Process, Cash Flow Estimation

Unit 5: Payback Period Method, Accounting Rate of Return

Unit 6: Net Present Value (NPV), Net Terminal Value, Internal Rate of Return (IRR), Profitability Index method.

Block III: Cost of Capital and Financing Decision

Unit 7: Sources of long-term financing, Estimation of components of cost of capital, Method for Calculating Cost of Equity, Cost of Retained Earnings

Unit 8: Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital.

Unit 9: Capital Structure- Theories of Capital Structure, Operating, Financial and Combined Leverage, EBITEPS, Analysis. Determinants of Capital Structure.

Block IV: Dividend Decision

Unit 10: Theories for relevance and irrelevance of dividend decision for corporate valuation

Unit 11: Walter's Model, Gordon's Model, MM Approach

Unit 12: Forms of dividend payment and Determinants of Dividend policy.

Block V: Working Capital Decision

Unit 13: Concepts of Working Capital, Operating & Cash Cycles,

Unit 14: Sources of short-term finance,

Unit 15: Working capital estimation, cash management, receivables management, inventory management.

Books Recommended/Suggested Readings

1. Pandey, I M. Essentials of Financial Management. Vikas Publications.
2. Rustagi, R.P. Basic Financial Management, Sultan Chand, New delhi
3. Singh, J.K. Financial Management- Theory & Practice, Galgotia Publishing Company.
4. Singh, Surender and Kaur, Rajeev, Basic Financial Management, Scholor Tech Press New Delhi.

Course Code: MGO-1202

Credits: 4

Course Objective: To enable the students to gain insights into various concepts which characterize the business environment of a business in every aspect.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1 - Describe business environment and its importance	Understand
CO2 – Discuss on political and legal issues in business	Understand
CO3 - Elaborate knowledge on social beliefs, customs and cultural heritage.	Create
CO4 - Acquire knowledge on micro and macroeconomic concepts.	Apply
CO5 - Acquire knowledge on various national, international financial service and trade institutions.	Apply

Block I: Theoretical Framework of Business Environment

Unit 1: Concept of Indian Business Environment,

Unit 2: Significance, Nature, Elements & Dimensions;

Unit 3: Environmental Scanning and Monitoring.

Block II: Economic Trends (overview): Income

Unit4: Economic Trends (overview)

Unit 5: Income; Savings and investment; Industry

Unit 6: Trade and balance of Payments, Money; finance; Prices.

Block III: The Current Five Year Plan: Major Policies; Resource allocation

Unit 7: The Current Five Year Plan: Major Policies; Resource allocation,

Unit 8: Problems of Growth: Unemployment; Poverty;

Unit 9: Regional imbalances; Social injustice; inflation; Parallel economy; Industrial sickness.

Block IV: Role of Governments

Unit 10: Role of Government: Monetary and fiscal policy;

Unit 11: Industrial Policy; Industrial licensing,

Unit 12: Privatization; Devaluation; EXIM Policy.

Block V: International Environments & Institutions

Unit 13: International Environment: International trading environment (overview);

Unit 14 Trends in world trade and the problems of developing countries;

Unit 15: International economic institutions- GATT, WTO, UNCTAD, World Bank, IMF.

Books Recommended/Suggested Reading

1. Sundaram & Black: The International Business Environment; Prentice Hall.
2. Agarwal A.N.: Indian Economy; Vikas Publishing House.
3. Khan Farooq A: Business & Society; S. Chand
4. Dutt R. and Sundaram K.P.M.: Indian Economy; S.Chand
5. Mishra S,K, and Puri V.K.: Indian Economy; Himalaya Publishing House
6. Hedge Ian: Encironmental Economics; Macmillan.

Course Name: Human Resource Management

Course Code: MGO-1203

Credits: 4

Course Objective: To enable the students to understand and comprehend the vital issues of HRM in a dynamic environment.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Describe basic nature and importance of human resource management.	Understand
CO2: Analyze the current theory and practice of recruitment and selection.	Analyze
CO3: Realize the importance of performance management system in enhancing employee performance.	Understand
CO4: Recommend actions based on results of the compensation analysis and design compensation schemes that are cost effective, that increase productivity of the workforce, and comply with the legal framework.	Apply
CO5: Discuss the role of modern HRM in meeting challenges of changing business environment.	Analyze

Block I: Introduction

Unit 1: Meaning, importance and scope of HRM;

Unit 2: Evolution of HRM; functions, status and competencies of HR manager;

Unit 3: Human Resource Planning - quantitative and qualitative dimensions; Job analysis—job description and job specification; HR Policies.

Block II: Recruitment, Selection & Development

Unit 4: Recruitment, selection, placement, induction, and socialization –

Unit 5: An overview; Developing Human Resources; Training – need, types, and evaluation;

Unit 6: Role specific and competency-based training.

Block III: Performance Appraisal

Unit 7: Performance appraisal- nature and objectives,
Unit 8: Methods of performance appraisal, potential appraisal & employee counseling;
Unit 9: Job changes—transfers and promotions; HR audit.

Block IV: Compensation

Unit 10: Job evaluation; Compensation—concept and policies,
Unit 11: Base and supplementary compensation,
Unit 12: Performance linked compensation—individual, group, and organisation level.

Block V: Employee Maintenance and Emerging Issues in HRM

Unit 13: Employee health and safety, employee welfare, Social security (excluding legal provisions);
Unit 14: Grievance handling and redressal; Industrial disputes and settlement machinery; Emerging issues
Unit 15: Challenges of HRM— employee empowerment, downsizing, work- life balance, use of technology in HRM functions.

Books Recommended/Suggested Readings:

1. Decenzo, D. A., & Robbins, S. P. (2011). Fundamentals of Human Resource Management India: Wiley.
2. Dessler, G. (2017). Human Resource Management. Pearson.
3. Muller-Camen, M., Croucher, R., & Leigh, S. (2016). Human Resource Management: A Case Study Approach. CIPD. Viva Books.
4. Pattanayak, B. (2018). Human Resource Management. Delhi. Prentice Hall of India.

Course Name: Indian Economy

Course Code: BCO-1204

Credits: 4

Course Objective: To enable the students to grasp the current economic problems in India. To highlight the important economic sectors and challenges faced by them in the recent years.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1 - Describe the concept and related terms in Indian Economy.	Understand
CO2 – Describe the Basic Features of the Indian Economy at Independence	Understand

CO3 - Explain the planning and import substituting industrialization	Understand
CO4 - Classify of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions	Understand
CO5 - Determine Sectoral Trends.	Evaluate

Block I: Basic Issues in Economic Development

Unit 1: Concept and Measures of Development and

Unit 2: Underdevelopment;

Unit 3: Human Development

Block II: Basic Features of the Indian Economy at Independence

Unit 4: Composition of national income and

Unit 5: Occupational structure,

Unit 6: The agrarian scene and industrial structure

Block III: Policy Regimes

Unit 7: The evolution of planning and import substituting industrialization.

Unit 8: Economic Reforms since 1991.

Unit 9: Monetary and Fiscal policies with their implications on economy

Block IV: Growth, Development and Structural Change

Unit 10: The experience of Growth, Development and Structural Change in different phases of growth and policy regimes across sectors and regions.

Unit 11: The Institutional Framework: Patterns of assets ownership in agriculture and industry; Policies for restructuring agrarian relations and for regulating concentration of economic power;

Unit 12: Changes in policy perspectives on the role of institutional framework after 1991. Growth and Distribution; Unemployment and Poverty; Human Development; Environmental concerns. Demographic Constraints: Interaction between population change and economic development.

Block V: Sectoral Trends and Issues

Unit 13: Agriculture Sector

Unit 14: Industry and Services Sector.

Unit 15: Financial Sector

Books Recommended/Suggested Readings:

1. Mishra and Puri, Indian Economy, Himalaya Publishing House
2. IC Dhingra, Indian Economics, Sultan Chand & Sons
3. Gaurav Dutt and KPM Sundarum, Indian Economy, S. Chand & Company.
4. Bhagwati, J. and Desai, P. India: Planning for industrialization, OUP, Ch 2.

Course Code: BCO-1205

Credits: 4

Course Objective The objective of this course is to provide knowledge about the principles of macroeconomics to students.

Course Outcome: At the end of the course, student would be able to:

Course Outcome	Cognitive level
CO1: Demonstrated understanding of nature and scope of Macro Economics.	Understand
CO2: Elaborate various concepts of measurement of National Income.	Understand
CO3: Demonstrate understanding of classical and Keynesian theory of unemployment.	Understand
CO4: Elaborate different theories of demand and supply of money .	Analyze
CO5: Elucidate causes and effects of different types of inflation and trade-off between inflation and unemployment.	Apply

Block I: Introduction

- Unit 1:** Macro Economics – Meaning Nature and scope,
- Unit 2:** Importance and Limitations of Macro Economics,
- Unit 3:** Differences between micro and macro Economics.

Block II: National Income

- Unit 4:** Concepts and Measurement of National Income,
- Unit 5:** Circular flow of National Income and expenditure –
- Unit 6:** Two sector Model, Three Sector Model, Difficulties in Measuring National Income.

Block III: Output and Employment

- Unit 7:** Classical theories of employment, Keynesian theory of employment- aggregate demand function,
- Unit 8:** Principle of effective demand, Consumption function – concept, Keynesian Psychological law of consumption, Average and marginal propensity to consume.
- Unit 9:** Investment function- Concept and Marginal efficiency of investment.

Block IV: Demand For Money and Supply of Money

- Unit 10:** Demand for money- Quantity Theory of Money (Fisher’s Transactions approach)
- Unit 11:** Keynesian theory of demand for money, Baumol-Tobin Transaction approach, Tobin’s Portfolio
- Unit 12:** Balance approach, Supply of money- Measures of money supply by RBI, Money multiplier.

Block V: Inflation, Unemployment and Labor Market

Unit 13: Inflation-Causes and effects, Demand pull and cost push inflation, Measures to control inflation.

Unit 14: Social costs of inflation, Unemployment – Natural rate of unemployment, Frictional and wait unemployment.

Unit 15 : Labour market and its interaction with production system, Phillips curve, Trade- off between inflation and unemployment, Sacrifice ratio.

Books Recommended/Suggested Readings:

1. Dr. Raj kumar & Prof Kuldeep Gupta, Modern Macroeconomics “Theory and Policy”, UDH Publishers, 1st edition, 2010.
2. Branson, William H. Macroeconomic Theory and Policy. HarperCollins India Pvt. Ltd.
3. Deepashree. Principles of Macroeconomics. Scholar Tech Press. Ed. 2017.
4. Dornbusch, Rudiger, Stanley Fischer and Richard Startz, Macroeconomics, McGraw Hill Education; Twelfth edition, 2018

Course Name: Environmental Science

Course Code: ABO-1200

Credits: 4

Course Objective:

The objective of this subject is to acquaint students with the Understanding and evaluate the global scale of environmental problems; and. Reflect critically on their roles, responsibilities, and identities as citizens, consumers and environmental actors in a complex, interconnected world.

Course Outcomes: After completing the course, the student shall be able to:

S. No.	Paper Outcomes (COs)	Cognitive Level
1.	Understand key concepts ecology, environment and eco-system	Remember
2.	Describe the applications of alternative energy sources	Understand
3.	Understand the different types of environmental pollution	Understand
4.	Discuss current environmental issues	Apply
5.	Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.	Apply

Block I: Multidisciplinary Nature of Environment & Ecosystem

Unit 1: Environmental Education: Definition, Scope & Importance, Need for Public Awareness,

Unit 2: Ecology & Environment, Type and components of Environment, Basics of Environmental Impact Assessment, Sustainable Development.

Unit 3: Eco system: Component of ecosystem, Type of ecosystem, food chain, food web, energy flow Ecological pyramids, Aquatic ecosystem (pond).

Block II: Alternative Energy Resources

Unit 4: Biofuels: Alcohol, Hydrogen production technology, Biofuels from Jatropa.

Unit 5: Green Energy: Sources, efficiency and sustainability, Energy from Biomass and solid waste.

Unit 6: Renewable Energy Resources: solar, wind, hydro, geothermal, fuel cells.

Block III: Environmental Pollution

Unit 7: Water Pollution: Types of pollutants, sources, effect of water pollution on human health.

Unit 8: Air Pollution: Air Pollutants, Sources, Effect of air pollutants on environment and human health, Dispersion of air pollutants. Noise Pollution: Sources and effects.

Unit 9: Solid Waste Management: Sources and classification of solid wastes, Causes and effects of solid waste, Management of solid waste.

Block IV: Current Environmental Issue

Unit 10: Population growth, Climate Change

Unit 11: Global warming: causes & effects, Acid Rain,

Unit 12: Ozone Layer depletion, Photochemical smog, Case Study.

Block V: Social Issues and Environment

Unit 13: Environmental legislations

Unit 14: Air, Water, Environmental protection, Forest and Wild life protection Act),

Unit 15: Nongovernmental organizations and their role in environment improvement and education.

Books Recommended/Suggested Reading:

1. "Environmental Studies", Smriti Srivastava, S.K. Kataria & Sons, Delhi.
2. "Environmental Science", H. Kaur, Pragati Prakashan, Meerut.
3. "Environmental Studies", Benny Joseph, Tata McGraw Hills-2005.
4. "Environmental Chemistry", V.P. Kudesia, Pragati Prakashan, Meerut.
5. "Environmental Chemistry & Pollution Control", S.S. Dara, S. Chand & Co.

Semester-III

Course Name: Cost and Management Accounting

Course Code: MGO-2101

Credits: 4

Course Objective: To acquaint the students with basic concepts used in cost and management accounting and various methods involved in cost ascertainment systems, and use of costing data for planning, control and decision making.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
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CO1 - Describe thoroughly the conceptual framework of Cost Accounting; identification of differences between different financial and cost accounting.	Understand
CO2 – Discuss the cost concepts and elements of cost; preparation of cost sheet, contract costing, and reconciliation statement of cost and financial accounting.	Understand
CO3 – Explain the concept of management Accounting.	Understand
CO4 - Discuss the basic concepts Analysis and Interpretation of Financial Statements.	Understand
CO5 - Describe budgetary control system as a tool of managerial planning and control; ability to understand ratio analysis.	Apply

Block I: Cost Accounting

Unit 1: Introduction: Nature and scope of cost accounting;

Unit 2: Cost concepts and classification; methods and techniques

Unit 3: Installation of costing system; concept of cost audit.

Block II: Cost Ascertainment

Unit 4: Costing; job, batch and contract costing.

Unit 5: Operating costing; Process costing,

Unit 6: Reconciliation of cost and financial accounts.

Block III: Management Accounting

Unit 7: Definitions, Scope, Objectives, and Limitations;

Unit 8: Difference between Financial Accounting,

Unit 9: Cost Accounting and Management Accounting, Tools of management accounting, Role of Management Accountant

Block IV: Analysis and Interpretation of Financial Statements

Unit 10: Methods of analysis and interpretations,

Unit 11: Fund flow analysis and preparation of Fund Flow Statement;

Unit 12: Cash Flow Analysis and preparation of Cash Flow Statement

Block V: Budgets & Ratio Analysis

Unit 13: Definition, Necessity and kinds of Business Budgets,

Unit 14: Types of Budgets; Preparation of Flexible & Cash Budget Zero-base

Unit 15: Budgeting concept Ratio analysis: Nature, meaning, scope, advantages and classification of various ratios.

Books Recommended/Suggested Reading:

1. Drury- Management & Cost Accounting (Thomson Learning Books)
2. Kaplan- Advanced Management Accounting (Prentice Hall of India)
3. Gupta S. P. – Management Accountancy

4. Ghosh P.K.& Gupta G.S. – Fundamental of Management Accounting
5. Sharma R. K. & Gupta S. K. -Management Accounting, Principles & Practice
6. S.Kr. Paul-Management Accounting

Course Name: Legal Aspects of Business

Course Code: MGO-2102

Credits: 4

Course Objective: This course aims to acquaint students with general business laws issues to help them become more informed, sensitive and effective business leaders.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	cognitive level
CO1 Define basic aspects of contracts for making the agreements, contracts and subsequently enter valid business propositions.	Remember
CO2: Demonstrate legitimate rights and obligations under The Sale of Goods Act.	Understand
CO3: Explain negotiable instruments.	Understand
CO4: Make use of skills to initiate entrepreneurial ventures as LLP.	Apply
CO5: Explain the fundamentals of Internet based activities under the Information and Technology Act.	Understand

Block I: The Indian Contract Act, 1872

Unit 1: Contract – meaning, characteristics and kinds.

Unit 2: Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects.

Unit 3: Void agreements. Discharge of contract – modes of discharge including breach and its remedies. Quasi – contracts.

Block II: The Sale of Goods Act, 1930

Unit 4: Contract of sale, meaning and difference between sale and agreement to sell. Conditions and warranties.

Unit 5: Transfer of ownership in goods including sale by non-owners.

Unit 6: Performance of contract of sale. Unpaid seller – meaning and rights of an unpaid seller against the goods.

Block III: Negotiable Instrument Act (1981)

Unit 7: Definition of negotiable instruments, features, promissory note,

Unit 8: Bill of exchange and cheque, holder and holder in due course, crossing of a cheque,

Unit 9: Types of crossings, negotiation dishonor and discharge of negotiable instrument.

Block IV: The Limited Liability Partnership Act, 2008

Unit 10: Salient Features of LLP, Difference between LLP and Partnership,

Unit 11: LLP and Company LLP Agreement. Nature of LLP. Partners and Designated Partners. Incorporation Document Incorporation by Registration, Registered office of LLP and change therein.

Unit 12: Change of name. Partners and their Relations. Extent and limitation of liability of LLP and partners. Whistle blowing. Taxation of LLP. Conversion of LLP.

Block V: The Information Technology Act 2000

Unit 13: Definitions under the Act. Digital signature. Electronic governance. Attribution, acknowledgement

Unit 14: Dispatch of electronic records. Regulation of certifying authorities Digital signatures certificates.

Unit 15: Duties of subscribers. Penalties and adjudication. Offences.

Books Recommended/Suggested Readings:

1. Singh, Avtar. (2018). The Principles of Mercantile Law. Lucknow. Eastern Book Company.
2. Sharma, J.P. and Kanojia S. (2019). Business Laws. New Delhi. Bharat Law House Pvt. Ltd.
3. Tulsian P.C. (2018). Business Law. New Delhi. Tata McGraw Hill.
4. Jagota R. (2019). Business Laws. MKM Publishers Scholar Tech Press.

Course Name: Business Statistics

Course Code: MGO-2103

Credits: 4

Course Objective:

The objective of course is to provide basic knowledge of quantitative methods and their commercial application for decision making in business.

Course Outcomes: After completing the course, the student shall be able to:

Course Outcome	cognitive level
CO1: Explain meaning, scope and functions of statistics and data processing.	Understand
CO2: Apply various measurement of central tendency	Apply
CO3: Apply various measurement of dispersion and skewness.	Apply
CO4: Describe relationship between two variables using concepts of correlation and regression and its use in identifying and predicting the variables.	Analyze
CO5: Learn patterns revealed by the time series data and to use it to make predictions for the future.	Apply

Block I: Introduction

Unit 1: Meaning, Characteristics, scope and function, limitations & misuse of statistics

Unit 2: Primary & secondary data, collection & editing of data

Unit 3: Classification, Frequency distribution and statistical series, Tabulation of data.

Block II: Measures of Central Tendency

Unit 4: Concept and properties of mathematical averages including arithmetic mean, geometric mean and harmonic mean.

Unit 5: Positional Averages including Mode and Median

Unit 6: Partition values - quartiles, deciles, and percentiles with graphic presentation.

Block III: Measures of, Dispersion and Skewness

Unit 7: Measures of Dispersion: absolute and relative. Range, Quartile deviation, Mean deviation

Unit 8: Standard deviation, and their coefficients; Properties of standard deviation/variance.

Unit 9: Moments: Calculation and significance; Skewness: Meaning and Measurement (Karl Pearson and Bowley's measures); Kurtosis.

Block IV: Simple Correlation and Regression Analysis

Unit 10: Simple correlation – Karl Pearson formula in grouped and ungrouped. Data, Ranking method, con-current deviations method

Unit 11: Regression Analysis: Principle of least squares and regression lines; Regression equations and estimation

Unit 12: Properties of regression coefficients; Relationships between Correlation and Regression coefficients.

Block V: Time Series

Unit 13: Meaning, Importance and Component of Time series

Unit 14: Additive model, Multiplication model, Measurement of Trend

Unit 15: Semi average method, Moving average method and Methods of Least squares.

Books Recommended/Suggested Readings:

1. Anderson, Sweeney and William. Statistics for Students of Economics and Business. Cengage
2. Gupta, S.P. and Gupta, Archana. Statistical Methods. Sultan Chand and Sons, New Delhi.
3. Levin, Richard, David S. Rubin, Rastogi, and Siddiqui . Statistics for management, Pearson Education.
4. Thukral, J.K., Business Statistics, Taxmann Publications
5. Vohra, N.D. Business Statistics, McGraw Hill

Course Name: Consumer Behaviour & Marketing Communication

Course Code: MGO-2104

Credit 4

Course Objective:

Marketing involves decision making in areas like product, pricing, branding, distribution, and promotion. Consumers and customers subjected to these decisions with an aim to extract desired response. Marketing effectiveness can be significantly improved if these decisions based on consumer insights. Marketing success depends on a thorough understanding of why do consumers behave the way they do to marketing stimuli? The course aims to equip the participants to view marketing phenomena from a customer's perspective.

Course Outcome:

After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1 - Identify the key concepts and theories of consumer behaviour.	Remember
CO2 – Describe psychological theories relevant for describing consumer behaviour.	Understand
CO3 - Describe the group dynamics and consumer reference groups.	Understand
CO4 - Define Integrated Marketing Communication.	Understand
CO5 - Develop appropriate marketing strategies Advertising and Media Planning.	Apply

Block I: Introduction to consumer behavior

Unit 1: Marketing success and failure and consumer behavior:

Unit 2: Manager and consumer perspectives, strategy consistency and inconsistency

Unit 3: Consumer behavior models: Mapping consumer's mind, deterministic and probabilistic approaches,

Unit 4: Howard and Sheth, Nicosia and Engle and Blackwell model.

Block II: Consumer involvement

Unit 5: Consumer involvement: perceived risk, antecedents and consequences Consumer decision making:

Unit 6: Psychology of simplification, elaborate to routine buying Habit: loyalty,

Unit 7: inertia and strategic implications for incumbent and entrant.

Unit 8: Consumer perception and knowledge: categorization process and discrimination, Types of thresholds, consumer memory network,

Unit 9: Consumer learning: connectionist and non-connectionist approaches.

Block III: Consumer Motivation

Unit 10: Motivation and drive: theories and means and end chain, Hierarchical value mapping.

Personality and self-concept influence:

Unit 11: Personality theories, Freud, Jung and Trait theories, consistency hypothesis, personality and image,

Unit 12: Measurement of personality and self-image, creating aspiration brand

Block IV: Integrated Marketing Communication

Unit 13: Marketing Communication: Meaning and its objectives, Integrated Marketing Communication (IMC): concepts and process, IMC promotion Mix,

Unit 14: Advertising - Meaning, objectives its role and functions, Classification of advertising, economic, social and ethical issues in advertising,

Unit 15: DAGMAR approach, STP strategies in advertising, Advertising Agencies,

Block V: Advertising and Media Planning

Unit 16: Process in Advertising

Unit 17: Advertising Creativity

Unit 18: Media Planning and Strategy

Books Recommended/Suggested Reading:

1. Berman B and Evans J R- Retail Management (Pearson Education)
2. Michael Lervy M and Weitz B W- Retailing Management (Tata McGraw-Hill)
3. Blackwell, R. D., Miniard, P. D., & Engle, J. F. (2009). Consumer behaviour. USA: Thomson-South Western.
4. Evans, M., Jamal, A., & Foxall, G. (2009). Consumer behaviour (2nd ed.). New Jersey: John Wiley & Sons.

Course Name: Introduction to Computer Applications

Course Code: BSO-2101

Credits: 4

Course Objective:

This is a basic paper for Business Administration students to familiarize with basic principles of computer system including computer arithmetic, hardware, operating system, software applications, internet and world-wide web and their applications in the relevant fields.

Course Learning Outcomes : After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1- Define the concept of Computer Fundamentals.	Remember
CO2- Describe the conversion of one base to another base Number System.	Understand
CO3- Explain the needs of hardware and software required for a computation task.	Understand
CO4 - Demonstrate the use of Operating system.	Understand
CO5 - Demonstrate how a document to be prepared and formatted.	Understand

Block I: Computer Basics

Unit 1: Introduction, Characteristics of a Computer, Evolution of Computer, Generations of Computer.

Unit 2: Classification of Computers, Applications of Computer, Computer Applications in various fields of Science and management,

Unit 3: Block Diagram of Digital Computers.

Block II: Number Systems & Software

Unit 4: Number System: Introduction, Classification of Number System, Types of Number System,

Unit 5: Conversions from One Base to Another, Conversion using Shortcut Method.

Unit 6: Software: Introduction, Definition & types of Software, Uses of smart-phone, Uses of ICT.

Block III: Hardware and Memory

Unit 7: Hardware: Introduction, Computer Peripherals Devices, Input and Output Devices with examples.

Unit 8: Memory: Introduction, Classification, Hierarchical Chart (Primary memory, Secondary memory,

Unit 9: RAM, ROM, PROM, EPROM, EEPROM).

Block IV: Operating System and DBMS

Unit 10: Operating System: Introduction, Functions of an Operating System, Classification of Operating System (Multi-user, Multiprocessing, Multitasking, Real time).

Unit 11: DBMS: Introduction of database, Database Management System (DBMS),

Unit 12: Application of DBMS.

Block V: MS Office

Unit 13: MS Word: Introduction, Basic Formatting in MS Word, Advanced Formatting, Printing Documents, Print Preview.

Unit 14: MS Excel: Introduction, Workbook, Worksheet, Formatting in excel, Working with formulas, Printing worksheets.

Unit 15: MS PowerPoint: Introduction, Creating a Presentation, Basic Formatting in PowerPoint, Inserting charts, Inserting tables, Printing presentations.

Books Recommended/Suggested Readings:

1. Rajaraman, "Fundamentals of Computers", Prentice Hall of India, 3rd Edition.
2. Alexis Leon and Mathews Leon, "Introduction to computers", Leon Techworld.
3. Yashwant Kanetkar "Unix Shell Programming" BPB.

Course Name: Business Communication

Course Code: BSO-2103

Credits: 4

Course Objective:

- To equip students of the B.Com course effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

- To enable students analyze communication situations and develop Effective communication strategies
- To develop skills for communicate professionally and persuasively
- To make students learn skills for successful formal and informal presentations

Block I: Introduction

Unit 1: Definition, importance, features, purpose and process of communication.

Unit 2: Dimensions and channels of communication, the 7 c's of communication,

Unit 3: Barriers to communication, guidelines for effective communication.

Block II: Verbal communication

Unit 4: Introduction, Oral and Written communication-

Unit 5: Formal v/s informal oral communication, listening, silence as communication, advantages and limitations.

Unit 6: Salient features of written communication, importance of written communication in business.

Block III: Non- Verbal Communication

Unit 7: Body language: concept, importance, kinesics and its various elements: Eye Contact, Facial Expression, Gestures, Postures, Chronemics.

Unit 8: Oculistics, appearance, effective use of body language, advantages and limitations.

Unit 9: Paralanguage: Concept, Importance, Elements/Parts of Paralanguage: Voice, Word Stress, Pitch, Pause, Rate, Volume, And Articulation

Block IV: Business Etiquettes

Unit 10: Introduction, Concept, Significance, the first meeting, dressing, Exchanging Business Cards, Dining Etiquettes,

Unit 11: Meeting Etiquettes, giving gifts, kindest consideration for others, Telephonic Etiquettes, netiquettes.

Unit 12: Ethics and values in business communication

Block V: Business Communication

Unit 13: Business letter writing- essentials of effective correspondence, layout and planning of business letter, kinds of business letter-enquiries and replies, placing and fulfilling orders, complaints and follow up, status enquiries, sales and goodwill letters

Unit 14: Intra-organizational communication- memoranda, notice, circulars and orders, staff suggestions and complaints, agenda and minutes, précis writing.

Unit 15: Email –writing email messages, pros and cons of email, do's and don'ts of email style, attaching a letter or memo to an email.

Text books:

1. Shalini Verma, Business Communication: Essential strategies is for 21 centuries manager, Vikas Publication, 2014

2. Lesikar, R. V., & Petitt, J. D. Jr. (2005). Business Communication: Skills for Empowering the Internet Generation. 10th Edition. Tata McGraw-Hill Publication.

Reference Books

1. Mohan, Krishna & Banerji M. (2008). Developing Communication Skills. Macmillan Publishers India Ltd.
2. Sharma, R. C. & Mohan, K. (2002). Business Report Writing and Correspondence: Practical Approach to Business and Technical Communication. 3rd Edition. Tata McGraw-Hill Publication.

Semester-IV

Course Name: Commodity and Stock Market

Course Code: MGO-2201

Credits: 4

Course Objective:

The objective of study of this course is to make students perfect in online share market trading. It help to student to understand the overall working of Indian Share Market as well others.

Course Learning Outcomes: After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1 -Define Capital and Commodities Markets.	Remember
CO2-Describe Stock Market History, Membership, and organization	Understand
CO3 -Explain the concepts of trading in Stock Market	Understand
CO4-Describe Commodities Market, Future and Forward Options Markets.	Understand
CO5 - Demonstrate how Trading in Commodity Markets.	Understand

Block I: Introduction to Capital and Commodities Markets

Unit 1: An Overview of Capital and Commodities Markets, Primary Market, Secondary Market (Stock Market)

Unit 2: Depositories, Private Placements of Shares/Buyback of Shares, Issue Mechanism.

Unit 3: Meaning of Commodities and Commodities Market, Differences between Stock Market and Commodities Market.

Block II: Stock Market

Unit 4: Stock Market History, Membership, Organization, Governing Body

Unit 5: Functions of Stock Exchange, Online Trading, Role of SEBI, Recognized Stock Exchanges in India (Brief Discussion of NSE, BSE and Nifty).

Unit 6: Derivatives on Stocks: Meaning, Types (in Brief).

Block III: Trading in Stock Market

Unit 7: Trading in Stock Market Patterns of Trading and Settlement

Unit 8: Speculations – Types of Speculations – Activities of Brokers – Broker Charges – Settlement Procedure,

Unit 9: National Securities Depository Ltd. (NSDL), Central Securities Depository Ltd. (CSDL) (in Brief).

Block IV: Commodities Market

Unit I: Commodities Market Evolution, Commodity Derivatives, Commodity Exchanges – Regional and National and International.

Unit 10: Functions, Role, Objectives and Types – Types of Transactions in Commodity Market – Spot.

Unit 11: Future and Forward Options Markets.

Block V: Trading in Commodity Markets

Unit 12: Trading in Commodity Markets Patterns of Trading and Settlement,

Unit 13: Price Discovery, Efficiency of Commodity Markets

Unit 14: Size of Commodity Markets in India – Benefits of Commodity Markets.

Text Books:

1. H.R. Appannaiah, Mukund Sharma , Stock and Commodity Markets-Himalaya Publication House
2. C.B. Gopinath &Siji K. Stock And Commodity Markets, Vikas publication house

Course Name: Business Ethics and Corporate Governance

Course Code: MGO-2202

Credit 5

Course Objective:

The purpose of this course is to develop the understanding about the role of corporations in society and boards" role in keeping oversight on the functioning of the company, global developments in Governance and Corporate Citizenship.

Course Outcome:

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

S. No.	Course Outcomes	Cognitive level
1	Elaborate various concepts of Ethics, morals and values to Students.	Understand
2	Enumerate basic understanding of various ethical theories and approaches	Understand
3	Identify impact of corporate governance on Business	Apply

4	Examine role of various board committees, their composition and responsibilities.	Analyze
5	Visualize various ethical issues such as conflicts of interest and insider trading	Understand

Block I: Introduction

Unit 1: Introduction to Ethics, Morals & Values,

Unit 2: Ethical Theories and Approaches– Teleological, Deontological,

Unit 3: Virtue and system development theories;

Unit 4: Conflict between moral demands and interest and Ethics in work.

Block II: Ethics in Business

Unit 5: Ethical Aspects in Marketing, Finance, HRM; Global Business Ethics.

Unit 6: Meaning of corporate philanthropy, CSR-an overlapping concept, corporate sustainability reporting,

Unit 7: CSR through triple bottom line, CSR and business ethics,

Unit 8: CSR and corporate governance, environmental aspect of CSR, CSR models; drivers of CSR, global reporting initiatives.

Block III: Corporate Governance

Unit 9: Terminology: Company, corporate governance, promoter, shareholders, directors, managers, chairman, CEO, stakeholders;

Unit 10: Type of Directors: Insider and outsider, executive and non-executive, independent, nominee; Ownership and Control;

Unit 11: Theories and development of corporate governance; Models: Types and basis of adoption;

Unit 12: Principals of corporate governance; Implications of corporate scams; Global corporate governance movement.

Block IV: Role Players

Unit 13: Role of Board of Direct Role of board; Board composition, independence, and committees; Board leadership: Splitting chairman and CEO, CEO succession, lead director;

Unit 14: Board processes and meetings, Building professional Boards – Directors selection, executive compensation and stock option, directors’ training and competence, board diversity, board evaluation;

Unit 15: Boards oversight of CEO, Auditors, SEBI and Government; SEBI guidelines and clause 49; Growth of Corporate Governance in India.

Block V: Business Ethics and Corporate Governance

Unit 16: Introduction, Importance and need for Business Ethics in Indian Context,

Unit 17: Roots of unethical behaviour and issues,

Unit 18: Corporate governance ethics.

Books Recommended/Suggested Reading:

1. Fernando A.C - Corporate Governance: Principles, Policies and Practices – Pearson
2. Murthy CSV – Business Ethics: Himalaya
3. Velasquez – Business Ethics: Concepts and cases – Pearson/PHI

Course Name: Tax Planning

Course Code: MGO-2203

Credits: 4

Course Objective: To introduce students to the basic concepts taxes planning under income- tax. To help them to apply the provisions and compute the total income and tax liability under various heads.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1 - Describe the basic concepts tax planning.	Understand
CO2 – Describe the basic concepts in the law of income tax and determine the residential status of different persons.	Apply
CO3 - Identify the five heads in which income is categorised and to compute income under the heads ‘Salaries’ and ‘Income from House Property’.	Apply
CO4 - Compute income under the head ‘ Profits and gains of business or profession’, ‘Capital gains’ and ‘Income from other sources’	Apply
CO5 - Compute tax liability of individuals.	Apply

Block I: Introduction to Tax Planning

Unit 1: Meaning of Tax Planning, Objectives and importance of Tax Planning;

Unit 2: Types of Tax planning,

Unit 3: Tax Evasion and Tax Avoidance

Block II: Income Tax Concepts

Unit 4: Previous Year, Assessment Year, Person, Assesse, Income (including agricultural income), Gross Total Income, Total Income;

Unit 5: Income which do not form part of total income,

Unit 6: Residential Status and their incidence of tax.

Block III: Computation of Income –I

Unit 7: Computation of Income under the head Salary

Unit 8: Computation of Income under the head House Property

Unit 9: Retirement Benefits

Block IV: Computation of Income -II

Unit 10: Computation of Income under the Head Profits and gains from Business or Profession,

Unit 11: Capital gains

Unit 12: Income from other sources.

Block V: Computation of Total Income and Tax Liability

Unit 13: Clubbing of Income,

Unit 14: Set-off and carry-forward of losses,

Unit 15: Deductions from gross total income as applicable to an individual and Business Units; Computation of total income and tax liability of an individual.

Text Books:

1. V.B. Gaur & Narang, "Income Tax Law And Practice", Kalayani Publishers, 2001.
2. T.S. Reddy & Y. Hari Prasad Reddy, "Income Tax Law and Practice" Margham Publications, 2008.
3. Dr Vinod K. Singhanian, "Income Tax Law and Practice", Taxmann Publications Pvt. Limited, 2005.
4. V. Bala Chandran, S. Thothadri, "Taxation Law and Practice", Published by Asoke K. Ghosh, PHI Learning Private Limited, Volume 1, 2003

Course Name: Retail Management

Course Code: MGO-2204

Credits: 4

Course Objective: The primary objective of the course is to have students develop marketing competencies in retailing and retail consulting. The course is designed to prepare students for positions in the retail sector or positions in the retail divisions of consulting companies. Besides learning more about retailing and retail consulting, the course is designed to foster the development of the student's critical and creative thinking skills.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1 - Describe the concept and related terms in retailing.	Understand
CO2 – Describe the ways retailers use marketing tools and techniques to interact with their customers.	Understand
CO3 - Describe various Design & Layout, Location Planning and its importance of store planning.	Understand
CO4 - Explain the operations-oriented policies, methods, Retail Marketing. Mix, CRM, Advertising in Retailing.	Evaluate

Block I: Retailing

Unit 1: Introduction to Retailing, Definition, Characteristics,

Unit 2: Evolution of Retailing in India, Retailing in India,

Unit 3: Emerging Trends in Retailing, Factors Behind the change of Indian Retail Industry.

Block II: Retail Formats, Retail Sales by ownership

- Unit 4:** Retail Formats: Retail Sales by ownership
Unit 5: Merchandise offered,
Unit 6: Non store Based retail mix & Nontraditional selling.

Block III: Store Planning and Design

- Unit 7:** Store Planning: Design & Layout,
Unit 8: Location Planning and its importance,
Unit 9: Retailing image mix, Effective Retail Space Management, Floor Space Management.

Block IV: Retail Marketing

- Unit 10:** Retail Marketing: Advertising & Sales Promotion,
Unit 11: Store Positioning, Retail Marketing. Mix,
Unit 12: CRM, Advertising in Retailing.

Block V: Retail Merchandising

- Unit 13:** Retail Merchandising: Buying function,
Unit 14: Markups & Markdown in merchandise management, shrinkage in Retail merchandise management.
Unit 15: Merchandise Pricing: Concept of Merchandise Pricing, Pricing Options, Pricing Strategies, Pricing Objectives, Types of Pricing.

Books Recommended/Suggested Readings:

1. Cullen & Newman: Retailing – Environment & Operations, Cengage Learning EMEA
2. Berman & Evarv: Retail Management, Perntice Hall.
3. Bajaj, Tuli & Srivastava: Retail Management- Oxford University Publications
4. Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House.
5. Harjit Singh: Retail Management, S. Chand Publication.

Course Name: Personality Development and Communication Skills

Course Code: BSO-2201

Credits: 4

Course Objective: To develop the skills of the professional undergraduate students for proper self-expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.

Course Learning Outcome

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Describe meaning, determinants and importance of personality development.	Understand
CO2: Familiarize with Personality Development Grooming.	Understand
CO3: Get an insight into Time management and Self-Analysis SWOT analysis.	Apply
CO4: Explore various forms of modern communication and Report writing skills.	Analyze
CO5: Familiarize with Leadership and How to face personal interview.	Apply

Block I: Personality

Unit:-1 The Introduction Personality meaning,

Unit:-2 Determinants- physical, intellectual, emotional, cultural Traits of personality,

Unit:-3 Importance of personality development.

Block II: Personality Grooming

Unit:-4 Personality Development Grooming, dress code, do's and don'ts,

Unit:-5 Social etiquettes,

Unit:-6 Self-confidence

Block III: SWOT

Unit:-7 Self-Analysis SWOT analysis,

Unit:-8 Creative thinking, Goal Setting,

Unit:-9 Time management, prioritizing work

Block IV: Communication

Unit:-10 Communication and its Importance Definition

Unit:-11 Process, and different types of communication Resume Writing, letter writing,

Unit:-12 Report writing, article writing and Creative writing

Block V: Leadership

Unit:-13 Leadership as a process Group discussions,

Unit:-14 Working in a team, class participation.

Unit:-15 Learning How to face personal interview

Text Books:

1 Basic Managerial Skills for All by E. H. McGrath, S. J., PHI

2 Personality Development and Soft Skill, Mitra, Barun, Oxford University Press.

Course Name: Training and Development

Course Code: BSO-2202

Credits: 4

Course Objective: The objective of the course to orient the students of management towards the art and science of influence and Leadership in organizations.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1 - Describe the concept of training and development to companies.	Understand
CO2 – Explain the various methods of training and development.	Understand
CO3 - Describe the steps of executive development programs.	Understand
CO4 - Evaluate the effectiveness of training and development programmes.	Evaluate
CO5 - Evaluate the emerging trends in training and development field.	Evaluate

Block I: Introduction

Unit 1: Training and Development- concept, rationale and nature; Training, Learning and Development interface;

Unit 2: Theories of management training and development and practical application of these theories in today's organizations;

Unit 3: Training needs assessment- meaning and purpose, different levels, various approaches, outputs, methods used in training needs assessment; Training and development as source of competitive advantage.

Block II: Training and Development Methodologies

Unit 4: Training– process and methods; Human re-engineering; Principles of learning; Individual differences in learning, learning process.

Unit 5: Learning curves, workmen training, re-training, government initiatives, self-directed work teams; Use of audio-visual aids in training; Computer aided instructions- distance learning, open learning, e-Learning; Technologies convergence and multimedia environment;

Unit 6: Development techniques for enhancing decision–making and interpersonal skills- case-study, in-basket exercise, special projects, multiple management Programme learning, action learning, syndicate work, games, action maze, role play.

Block III: Executive Development

Unit 7: Importance of executive development, steps in organization of a management development program/ executive development program, methods/ techniques of management development program;

Unit 8: Role of development officers, administrators, consultants, designers and instructors.

Unit 9: Trends towards performance management and its impact on training professionals.

Block IV: Evaluation of Training and Development

Unit 10: Reasons for evaluating training and development programs, problems in evaluation; Evaluation planning and data collection- statistical methods;

Unit 11: Use of appropriate training and development software packages; Different evaluation frameworks, problems of measurement and evaluation, effective training follow-up;

Unit 12: Costing of training, measuring costs and benefits of training program, obtaining feedback of trainees; Kirkpatrick model of training effectiveness; Training issues resulting from the external environment and internal needs of the company; L&D practices of 5 prominent corporations.

Block V: Emerging Trends in Training and Development

Unit 13: Career development and planning; Career development programmes and counseling; Group projects; Training for international assignments;

Unit 14: Gamification, team training and six sigma training; Electronic Enabled Training Systems (EETS)- concept and types, benefits and challenges in using EETS, concerns in implementation.

Unit 15: EETS- availability, incorporation, extension, and learning renewals for EETS, use of EETS and its up scalability, follow up activities; Training and development initiatives of some selected companies from private and public sectors and MNCs.

Books Recommended/Suggested Readings:

1. Blanchard, P. N., Thacker, J. W., & Ram, V. A. Effective Training: Systems Strategies, and Practices. Dorling Kindersley (India) Pvt. Ltd.
2. Kumar, M., & Talwar, P. Human Resource Development. APH Publishing Corporation.
3. Lynton, R., & Pareek, U. Training for Development. New Delhi: Vistaar.
4. Noe, R. A., & Kodwani, A. D. (2012). Employee Training and Development (5th Edition ed.). Tata McGraw Hill

Semester-V

Course Name: Business Policy & Strategy

Course Code: MGO-3101

Credits: 4

Course Objective: To enable the students to gain insights into the structure and strategy which go in the making of an organization and how do the various analyses function.

Course Outcome: After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1 - Identify the Nature & importance of business policy & strategy.	Apply
CO2 – Describe the company’s external environment Environmental impact on organizations policy and strategy	Understand

CO3 - Explain the various competitive strategies.	Evaluate
CO4 - Analyze strategic analysis & choice, Strategic gap analyses, portfolio analyses.	Analyze
CO5 - Evaluate the Impact of structure, culture & leadership.	Evaluate

Block I: Nature & Importance of Business Policy & Strategy

Unit 1: Nature & importance of business policy & strategy: Introduction to the strategic management process and related concepts.

Unit 2: Characteristics of corporate, business & functional level strategic management decisions.

Company's vision and mission: need for a mission statement.

Unit 3: Criteria for evaluating a mission statement- Goal, Process & Input formulation of the mission statement-Drucker's. Performance Area, Bennis's Core Problem; formulation of mission statement.

Block II: Environmental Analysis & Diagnosis

Unit 4: Environmental Analysis & Diagnosis: Analysis of company's external environment
Environmental impact on organizations policy and strategy,

Unit 5: organizations dependence on the environment, analysis of remote environment, analysis of specific environment- Michael E. Porter's 5 Forces model; Internal analysis.

Unit 6: Importance of organization's capabilities, competitive advantage and core competence, Michael E. Porter's Value Chain Analysis.

Block III: Formulation of competitive strategies

Unit 7: Formulation of competitive strategies: Michael E. Porter's generic competitive strategies, implementing competitive strategies- offensive & defensive moves.

Unit 8: Formulating Corporate Strategies: Introduction to strategies of growth, stability and renewal, Types of growth strategies – concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing and joint ventures),

Unit 9: Types of renewal strategies – retrenchment and turnaround. Strategic fundamentals of merger & acquisitions.

Block IV: Strategic Framework: Strategic Analysis & Choice

Unit 10: Strategic Framework: Strategic analysis & choice, Strategic gap analyses, portfolio analyses,

Unit 11: BCG, GE, product market evolution matrix, experience curve, directional policy matrix, life cycle portfolio matrix,

Unit 12: Grand strategy selection matrix; Behavioural considerations affecting choice of strategy; Culture and Strategic.

Block V: Leadership: Implementing & operationalizing Strategic Choice

Unit 13: Leadership: Implementing & operationalizing strategic choice, Impact of structure,

Unit 14: Culture & leadership, functional strategies & their link with business level strategies,

Unit 15: Balanced Score Card; Introduction to Strategic control & evaluation, Strategic surveillance.

Books Recommended/Suggested Readings

1. J.A. Pearce & R.B. Robinson: Strategic Management formulation implementation and control, TMH
2. Arthur A. Thompson Jr. & A.J Strickland III: Crafting and executing strategy, TMH

Course Name: Sales & Distribution Management

Course Code: MGO-3102

Credit 4

Course Objective:

The purpose of this course is to familiarize the students with the role of sales & Distribution Management.

Course Outcomes:

After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1 - Describe the objectives and Scope of Personal Selling.	Understand
CO2 – Detail market potential and sales forecasting methods.	Understand
CO3 - Evaluate sales Budget and distribution plans	Evaluate
CO4 - Explain distribution with other marketing variables.	Evaluate
CO5 - Explain diverse variables affecting the sales & distribution function.	Evaluate

Block I: Introduction to Sales Management

Unit 1: Introduction to Sales Management: Concept,

Unit 2: Evolution of sales function, Objectives of sales management positions,

Unit 3: Functions of Sales manager and their relation with other executives..

Block II: Salesmanship

Unit 4: Salesmanship: Theories of personal selling,

Unit 5: Types of Sales executives, Qualities of sales executives,

Unit 6: Personal selling process, Showroom & exhibition,.

Block III: Sales Organization and Relationship

Unit 7: Sales Organization and Relationship: Purpose of sales organization,

Unit 8: Types of sales organization structures,

Unit 9: Sales department external relations, Distributive network relations.

Unit 10: Sales Force Management: Recruitment and Selection,

Unit 11: Sales Training, Sales Compensation...

Block IV: Distribution channels

Unit 12: Distribution Planning, Role and Function of Intermediaries;

Unit 13: Selection and Motivation of Intermediaries;

Unit 14: Vertical & Horizontal Marketing; Channel Conflict

Block V: Distribution System and Logistics

Unit 15: Distribution System and Logistics, Physical Distribution System;

Unit 16: Different Modes of Transport in India;

Unit 17: Logistics– Functional Areas; Distribution Costs,

Unit 18: Supply Chain Management.

Books Recommended/Suggested Reading

1. Donaldson B- Sales Management: Theory and Practice (Palgrave)
2. Sahu P K and Raut K C- Salesmanship and Sales Management (Vikas)
3. Spiro- Sales Management (Tata McGraw-Hill)
4. Davar R S- Salesmanship and Publicity (Vikas)

Course Name: Organizational Theory Design and Development

Course Code: MGO-3103

Credits: 4

Course Objective: to provide students with the most up-to-date and contemporary treatment of the way managers attempt to increase organizational effectiveness.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1 - Identify the basic concept organizational development.	Apply
CO2 – Discuss the component of OD.	Understand
CO3 - Describe Organizational Culture.	Analyze
CO4 - Explain Organizational strategies for Change.	Evaluate
CO5 – Discuss the Models of Organizational Decision making.	Evaluate

Block I: Organization & Its Environment

Unit 1: Meaning of Organization, Need for existence, Organizational Effectiveness, Creation of Value

Unit 2: Measuring Organizational Effectiveness, External Resources Approach, Internal Systems

Unit 3: Approach and Technical approach, HR implications.

Block II: Organizational Design

Unit 4: Determinants, Components, Types, Basic Challenges of design, Differentiation, Integration, Centralization, Decentralization, Standardization, Mutual adjustment- Mechanistic and Organic Structures.

Unit 5: Technological and Environmental Impacts on Design.

Unit 6: Importance of Design, Success and Failures in design, Implications for Managers.

Block III: Organizational Culture

Unit 7: Understanding Culture, Strong and Weak Cultures

Unit 8: Types of Cultures, Importance of Culture, Creating and Sustaining Culture

Unit 9: Culture and Strategy, Implications for practicing Managers.

Block IV: Organizational Change

Unit 10: Meaning, Forces for Change, Resistance to Change, Types and forms of change

Unit 11: Evolutionary and Revolutionary change, Change process -Organization Development

Unit12: HR functions and Strategic Change Management - Implications for practicing Managers.

Block V: Organization Evolution And Sustenance

Unit 13: Organizational life cycle, Models of transformation

Unit 14: Models of Organizational Decision making

Unit 15: Organizational Learning – Innovation, Intrapreneurship and Creativity-HR implications

Text Books

1. Aquinas P.G, Organization Structure and design, Excel Books, New Delhi. 2008
2. Bhupen Srivastava, Organizational Design and Development: Concepts application, Biztantra, 2007.

Course Name: Industrial Relations & Labour Enactments

Course Code: MGO-3104

Credit 4

Course Objective:

This course is designed to impart the participants with the knowledge, concepts and skills needed in industrial relations management. Industrial relation aims at maintaining healthy, harmonious and cordial relationship between the employees and management and amongst the employees. The course seeks to familiarize the participants with the concepts and techniques of Industrial relations.

Course Outcomes:

The successful completion of this course shall enable the student to:

S. No.	Course Outcomes	Cognitive level
1	Enumerate conceptual understanding of various constituents of Industrial Relations.	Understand
2	Elaborate role of trade unions in maintaining harmonious industrial relationship.	Identifying
3	Identify and develop understanding various labour problems and their solutions	Apply
4	Acquire knowledge of various labour legislatives	Understand
5	Identify various tools of human welfare in industrial climate.	Analyze

Block I: Overview of Industrial Relations

Unit 1: Concept, Nature, Objectives of Industrial Relations;

Unit 2: Role of State; Employers' Organization; ILO in IR,

Unit 3: Central Organisations of Indian Trade unions: INTUC, AITUC, HMS and UTUC.

Block II: Trade Unions

Unit 4: Origin and growth, unions after independence, in the era of liberalisation;

Unit 5: Concept, objectives, functions and role of Trade Unions in collective bargaining;

Unit 6: Workers' participation in management;

Unit 7: Problems of Indian Trade Unions. Main provisions of the Trade unions Act, 1926

Block III: Labour Problems

Unit 8: Discipline and misconduct; standing orders,

Unit 9: Grievance handling procedure; Labour turnover; Absenteeism;

Unit 10: Industrial accidents and Industrial unrest; Industrial Dispute Act, 1947;

Unit 11: Industrial Dispute Settlement Machinery in India.

Block IV: Labour Legislations

Unit 12: National Wage Policy,

Unit 13: Minimum Wages Act 1948,

Unit 14: Payment of Bonus Act, 1965;

Unit 15: The Equal Remuneration Act, 1976

Block V: Health, Safety, Security and Labour Welfare

Unit 16: Industrial Health & Safety;

Unit 17: The Factories Act, 1948; Workmen's Compensation Act, 1923;

Unit 18: Employees' State Insurance Act, 1948; Payment of Gratuity Act, 1972; Employees Provident Fund Act.

Books Recommended/Suggested Reading

1. Monappa A- Industrial Relations (Tata McGraw-Hill)
2. Sinha- Industrial Relations, Trade Unions, and Labour Legislation (Pearson Education)
3. Mamoria CB, Mamoria, Gankar- Dynamics of Industrial Relations (Himalayan Publication)
4. ND Kapoor, Industrial Relations and Labour Legislation

Course Name: Digital Marketing

Course Code: MGO-3105

Credits: 4

Course Objective: To help students understand digital marketing practices, inclination of digital consumers and role of content marketing.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1 - Describe the concept, scope, and importance of digital marketing.	Understand

CO2 – Describe how marketers think, conceptualize, test continuously to optimise their product search on digital platforms.	Understand
CO3 - Illustrate how the effectiveness of a digital marketing campaign can be measured	Understand
CO4 - Demonstrate their skills in digital marketing tools such as SEO, Social media, and Blogging for engaging the digital generation.	Understand
CO5 - Appreciate the need for regulatory framework for digital marketing in India.	Evaluate

Block I: Introduction

Unit 1: Concept, scope, and importance of digital marketing.

Unit 2: Traditional marketing versus digital marketing.

Unit 3: Challenges and opportunities for digital marketing. Digital penetration in the Indian market. Digital marketing landscape: an overview.

Block II: Digital Marketing Management

Unit 4: Digital-marketing mix. Segmentation, Targeting, Differentiation, and Positioning: Concept, levels, and strategies in a digital environment.

Unit 5: Digital technology and customer-relationship management.

Unit 6: Digital consumers and their buying decision process.

Block III: Digital Marketing Presence

Unit 7: Concept and role of Internet in marketing. Online marketing domains.

Unit 8: The P.O.E.S-M framework. Website design and Domain name branding. Search engine optimization: stages, types of traffic, tactics.

Unit 9: Online advertising: types, formats, requisites of a good online advertisement. Buying models. Online public relation management. Direct marketing: scope and growth. E-mail marketing: types and strategies.

Block IV: Interactive Marketing

Unit 10: Interactive marketing: concept and options. Social media marketing: concept and tools.

Unit 11: Online communities and social networks. Blogging: types and role.

Unit 12: Video marketing: tools and techniques. Mobile marketing tools. PPC marketing. Payment options.

Block V: Ethical and Legal Issues

Unit 13: Ethical issues and legal challenges in digital marketing.

Unit 14: Regulatory framework for digital marketing in India.

Unit 15: Contemporary Discussion in classroom.

Books Recommended/Suggested Readings

1. Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston (2015). Internet Marketing: Strategy, Implementation and Practice. Pearson India

2. Frost, Raymond D., Alexa Fox, and Judy Strauss (2018). E- Marketing. Routledge
3. Gupta, Seema (2018). Digital Marketing. McGraw Hill Education (India) Private Ltd.
4. Kapoor, Neeru. E-Marketing, Pinnacle learning

Course Name: Investment Banking and Financial Services

Course Code: MGO-3106

Credits: 4

Course Objective The objective of this paper is to know the different aspects of Investment banking, mergers and acquisition and the detailed SEBI guidelines on issue management.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1 - Discuss of Indian Financial System.	Understand
CO2 – Discuss the SEBI guidelines.	Understand
CO3 - Explain concept of Issue Management	Understand
CO4 - Define concept of Venture Capital	Understand
CO5 - Examine the Credit Ratings agencies and their methodology	Analyze

Block I: Introduction to Indian Financial System

Unit 1: Introduction: An Overview of Indian Financial System,

Unit 2: Investment Banking in India, Recent Developments and Challenges ahead,

Unit 3: Institutional structure and Functions of Investment / Merchant Banking.

Block II: Lead Managers

Unit 4: SEBI guidelines for Merchant Bankers,

Unit 5: Registration, obligations and responsibilities of Lead Managers,

Unit 6: Regulations regarding Continuance of association of lead manager with an issue.

Block III: Issue Management

Unit 7: Public Issue: classification of companies, eligibility, issue pricing, promoter's contribution, minimum public offer, prospectus,

Unit 8: Allotment, preferential allotment, private placement, Book Building process, designing and pricing

Unit 9: Right Issue: promoter's contribution, minimum subscription, advertisements,

contents of offer document.

Block IV: Venture Capital

Unit 10: Concept, history and evolution of VC,

Unit 11: Venture investment process,

Unit 12: Various steps in venture financing, incubation financing.

Block V: Credit Ratings

Unit 13: Introduction, types of credit rating, advantages and disadvantages of credit ratings, Credit rating agencies and their methodology,

Unit 14: International credit rating practices.

Unit 15: Securitization: concept, securitization as a funding mechanism, Securitization in India.

Text Books:

1. M.Y. Khan: Financial Services, Tata McGraw –Hill.
2. Machiraju: Indian Financial System, Vikas Publishing House

Semester-VI

Course Name: Entrepreneurship for Small Business

Course Code: MGO-3201

Credits: 4

Course objectives:

The main objectives of the course are to familiarize students with various concepts used in understanding processes involved in entrepreneurship and business formation and development. Provide context to those processes in the form of differences between small and large firms, and the economic environment.

Course Learning Outcomes: After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1 - Describe entrepreneurship as volition in context of India.	Understand
CO2 -Discuss the existing support system for entrepreneurial orientation.	Understand
CO3 -Describe enterprise formation process for gaining ideas as to creation of an enterprise for pursuing a career.	Understand
CO4 - Calculate the requirements of post-enterprise creation for effective operation of the business.	Apply
CO5 - Acquire on available growth strategies for implementing effective suitable strategy for expansion and growth.	Apply

Block I: Introduction

Unit 1: Entrepreneurship- meaning and importance, entrepreneurship in Indian context, entrepreneurship as a creative solution provider,

Unit 2: Meaning of various terms related to entrepreneurship-

Unit 3: Entrepreneurship, social entrepreneurship, net entrepreneurship, technopreneurship.

Block II: Entrepreneurial Eco System

Unit 4: Socio-economic support system for entrepreneurship; Public and private system of stimulation;

Unit 5: Role of development institutes, availability of finance, marketing, technology and project related assistance; Role of trade associations and self-help groups for promotion of entrepreneurship;

Unit 6: Types of business entities- micro, small and medium enterprises, role of MSME sector in Indian economy family businesses in India; Conflicts in family business; Startup Action Plan; Make in India initiative.

Block III: Enterprise Formation Process

Unit 7: Understanding and analyzing business opportunities, market demand analysis, project feasibility study; preparation of business plan;

Unit 8: Start ups and basic start ups problems, sources of financing business start ups;

Unit 9: Cases of Indian start ups (practical knowledge on preparation of business plan/project report shall be imparted).

Block IV: Managerial Aspects of Business

Unit 10: Managing finance- preparation of operating/cost budget, cash budget; Understanding management of short term and long term capital;

Unit 11: Human resource planning; Contract management;

Unit 12: Understanding marketing methods; Understanding of GST and other tax compliances.

Block V: Managing Growth

Unit 13: Business growth strategies specific to small enterprises;

Unit 14: Enterprise life cycle and various growth strategies; Business collaboration and outsourcing of resources;

Unit 15: Network management; Succession planning for sustenance.

Books Recommended/Suggested Readings

1. Brandt, S. C. Entrepreneurship: The Ten Commandments for Building a Growth
2. Company. MacMillan Business Books.
3. Holt, D. H. Entrepreneurship: New Venture Creation. New Delhi: Prentice Hall of India.
4. Panda, S. C. Entrepreneurship Development. New Delhi: Anmol Publications.

Course Name: Goods and Service Tax

Course Code: MGO-3202

Credits: 4

Course Objective:

This course aims to familiarize students with the Goods and Service Tax Act and their application in the real World. It will equip the students with understanding of GST Act.

Course Learning Outcomes: After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Connect with the genesis of goods and services tax (GST), decipher the constitutional amendment carried out to install GST in India and comprehend the composition and working of GST council.	Understand
CO2: Describe the meaning of supply under GST law, differentiate between intra-state and inter-state supply, comprehend rules related to the place of supply and compute the value of supply.	Understand
CO3: Discuss the utilization of input tax credit, and the reverse charge mechanism of paying GST and to know the procedure for claiming refund under GST law.	Apply
CO4: Explain the provisions for registration under GST along with special provisions such as those related to anti-profiteering; avoidance of dual control; e-way bills and penalties.	Apply
CO5: Learn the basic concepts of Customs Act and to compute the assessable value for charging customs duty.	Analyze

Block I: Introduction

Unit 1: Constitutional framework of indirect taxes before GST (taxation powers of Union & State Government);

Unit 2: Concept of VAT: meaning, variants and methods; Major defects in the structure of indirect taxes prior to GST;

Unit 3: Rationale for GST; Structure of GST (SGST, CGST, UTGST & IGST); GST Council; GST Network; State compensation mechanism.

Block II: Levy and Collection of GST

Unit 4: Taxable event- "Supply" of goods and services; Place of supply: intra-state, inter-state, import and export;

Unit 5: Time of supply; Valuation for GST- valuation rules; Taxation of reimbursement of expenses;

Unit 6: Exemption from GST: Small supplies and Composition scheme; Classification of goods and services: Composite and Mixed supplies.

Block III: Input Tax Credit

Unit 7: Eligible and ineligible input tax credit; Apportionments of credit and blocked credits; Tax credit in respect of capital goods;

Unit 8: Recovery of excess tax credit; Availability of tax credit in special circumstances; Transfer of input credit (Input Service Distribution);

Unit 9: Payment of taxes; Refund; Doctrine of unjust enrichment; TDS; TCS; Reverse Charge Mechanism; Job work.

Block IV: Procedures

Unit 10: Registration; Tax Invoice; Credit and debit notes

Unit 11: Returns, Audit in GST

Unit 12: Assessment: Self assessment

Block V: Special Provisions under GST

Unit 13: Summary and scrutiny; Taxability of e-Commerce; Anti-profiteering;

Unit 14: Avoidance of dual control; e-way bills

Unit 15: Zero-rated supply; Offences and penalties; Appeals

Note: In case of any subsequent notifications/amendments regarding GST or customs law by the government, the syllabus would be updated accordingly.

Books Recommended/Suggested Readings:

1. Ahuja, Girish, Gupta Ravi, GST & Customs Law.
2. Babbar, Sonal, Kaur, Rasleen and Khurana, Kritika. Goods and Service Tax (GST) and Customs Law. Scholar Tech Press.
3. Bansal, K. M., GST & Customs Law, Taxmann Publication.
4. Gupta, S.S. , GST- How to meet your obligations (April 2017), Taxmann Publications
5. Sahi, Shilpi. Concept Building Approach to Goods & Service Tax, & Customs Laws.Cengage

Course Name: Marketing of Services

Course Code: MGO-3203

Credits: 4

Course Objective: The course is designed to equip students with the knowledge of marketing of all types of services.

Course Outcome: At the end of the course student would be able to

S. No.	Course Outcomes	Cognitive level
1	Explains the basic concepts about services.	Understand
2	Define the marketing mix in terms of service sector.	Understand

3	Expresses scales related service quality and productivity.	Apply
4	Identify various Strategies in services marketing	Analyze
5	Acquire knowledge of recent trends in marketing of services.	Understand

Block I: Introduction of Services Marketing

Unit 1: Services Marketing, concept, characteristics of services, service marketing triangle, purchase process of service marketing, challenges of services.

Unit 2: Goods V/S services marketing

Unit 3: Consumer behaviour, positioning a service in Marketplace.

Block II: Service Delivery

Unit 4: Service product price mix, promotion and communication mix, Place / distribution of services people, Physical evidence.

Unit 5: Branding of services problem and solutions

Unit 6: Options for Service Delivery.

Block III: Service quality and productivity

Unit 7: Improving service quality and productivity

Unit 8: Service quality GAP model, Benchmarking, Measuring service quality

Unit 9: Defining productivity improving productivity.

Block IV: Strategies in services marketing

Unit 10: International and global strategies in services marketing

Unit 11: Factors favouring transactional strategy,

Unit 12: Elements of transactional strategy.

Block V: Recent trends in marketing of services

Unit 13: Recent trends in marketing of services

Unit 14: Ethics in service marketing

Unit 15: Unethical practices in service sector

Books Recommended/Suggested Reading

1. Verma H.V.: Marketing of Services , Global Business Press. New Delhi.
2. Nargundhar: Services Marketing Tata McGraw-Hill New Delhi
3. Rao: Services Marketing Pearson, New Delhi
4. Verma: Services Marketing Pearson, New Delhi

Course Name: Working Capital Management

Course Code: MGO-3204

Credits: 4

Course Objective: To enable the students to develop understanding about working capital management and its functioning in businesses.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive level
CO1: Describe the conceptual framework of working capital have an understanding the components of working capital.	Understand
CO2: Define cash management and Optimal Cash Balance	Demonstrate
CO3: Explain objectives of Receivables Management and credit policy.	Understand
CO4: Demonstrate Inventory Management and Inventory Control Systems	Understand
CO5: Identify sources of finance for Working Capital.	Apply

Block I: Introduction

Unit 1: Concepts of Working Capital, Components of Current Assets,

Unit 2: Permanent and Variable Working Capital, Determinants of Working Capital,

Unit 3: Estimating Working Capital Needs, Currents Assets Financing Policy, Operating and Cash Conversion Cycle.

Block II: Cash Management

Unit 4: Facets of Cash Management, Motives for Holding Cash,

Unit 5: Factors Determining Cash Needs, Cash Budgeting, Long – term Cash Forecasting, Managing.

Unit 6: Cash Collections and Disbursements, Optimal Cash Balance, Investment of Surplus Cash. Case Study.

Block III Receivables Management

Unit 7: Objectives, Credit Policy: Nature and Goals,

Unit 8: Optimum Credit Policy, Credit Policy Variables,

Unit 9: Credit Evaluation, Credit Granting Decisions, Collection Policy, Factoring. Case Study.

Block IV Inventory Management

Unit 10: Nature of Inventories, Need to Hold Inventories,

Unit 11: Objectives of Inventory Management, Inventory Management Techniques,

Unit 12: Analysis of Investment in Inventory, Inventory Control Systems.

Block V Working Capital Finance

Unit 13: Accruals, Trade Credit and other current liabilities,

Unit 14: Working Capital Advance by Commercial Banks, Regulation of Bank Finance, Public Deposits, Inter-corporate Deposits,

Unit 15: Short-term Loans from Financial Institutions, Commercial Paper.

Books Recommended/Suggested Readings:

1. V. K. Bhalla, Working Capital Management: Text and Cases, New Delhi: Anmol Publisher, 2008.
2. M .Y. Khan and P. K. Jain, Financial Management - Text, Problems and Cases, New Delhi: Tata McGraw Hill, 2009
3. Hrishikesh Bhattacharya, Working Capital Management: Strategies and Techniques, New Delhi: Prentice Hall of India Private Ltd, 2009.

Course Name: Advertising and Brand Management

Course Code: MGO-3205

Credits: 4

Course Objective: To equip the students with the nature, purpose & complex constructions in the planning and execution of a successful advertising program. The course will expose student to issues in brand management, faced by firms operating in competitive markets.

Course Learning Outcomes

After completing the course, the student shall be able to:

Course Outcome	Cognitive Level
CO1 - Understand the need, importance and classification of advertising in marketing .	Understand
CO2 – Familiar with how to advertising works.	Understand
CO3 - Understand effective design and implementation of advertising strategies	Understand
CO4 - Understand the concept of brand management.	Understand
CO5 - Develop an understanding about designing and implementing brand strategies.	Apply

Block I: Advertising Need & Importance

Unit 1: Advertising need & importance: Definition & growth of modern advertising,

Unit 2: Advertising & the marketing mix, types & classification of advertisement, advertising spiral; Social & economic aspects of advertising;

Unit 3: Marketing communication models: AIDA, hierarchy of effect, innovation adoption model, action first model, quick decision model; Planning framework of promotional strategy.

Block II: How Advertising Works: Exposure, Salience, Familiarity

Unit 4: How advertising works

Unit 5: Developing brand personality

Unit 6: Art & layout of an advertisement.

Block III: Media Planning & Scheduling

Unit 7: Media planning & scheduling: Introduction to broadcast & non -broadcast media;

Unit 8: Budgeting decision rule: percentage of sales method, objective to task method, competitive parity, & all you can afford;

Unit 9: Key factors influencing media planning; Media decisions: media class, media vehicle & media option; Scheduling: flighting, pulsing, & continuous, Management of sales promotion.

Block IV: Introduction to Brands and Brand Management

Unit 10: Introduction to brands and brand management, Concept of a brand, brand evolution,

Unit 11: Branding challenges and opportunities, Strategic brand management process,

Unit 12: Brand building, brand positioning and values brand repositioning.

Block V: Designing and Implementing Brand Strategies

Unit 13: Designing and implementing brand strategies; Brand extension.

Unit 14: Brand hierarchy Kapfrer. Brand equity, brand personality,

Unit 15: Brand image, managing brands overtime. Integrating advertising and brand management

Books Recommended/Suggested Readings

1. Aaker, Myers &Batra : Advertising Management , Prentice Hall.
2. Wells, Moriarity & Burnett : Advertising Principles & practices , Prentice Hall.
3. Kleppner's Advertising Procedure: W.Ronald Lane, kane Whitehill king and J.
4. Thomas Russell, Pearson Education.
5. George E.Belch& Michael A. Balch : Advertising and Promotion, TMH

Faculty and Support Staff

The University has identified the dedicated requisite faculty and support staff as mandated by the UGC and they are allocated the positions exclusively for ODL mode. The course material prepared by the CDOE faculty is at par with the regulations 2020.

List of Faculty associated with BBA program is as follows:-

S. No.	Name of Faculty	Designation	Nature of Appointment	Qual	Subject
1	Dr. Shalu Agrawal	Assistant Professor	Full-Time	Ph.D	Management
2	Dr. Niyati Sharma	Assistant Professor	Full-Time	Ph.D	Management

Delivery Mechanism

The ODL of MU follows a modern ICT (Information & Communication Technology) enabled approach for instruction. The methodology of instruction in ODL of MU is different from that of the conventional/regular programs. Our ODL system is more learner-oriented and the learner is an active participant in the teaching-learning process. ODL of MU academic delivery system comprises:

A. Print Material

The printed material of the programme supplied to the students will be unit wise for every course.

B. Counselling Sessions

There will be 6 counselling/ contact classes in face to face mode of two hours each for a course of 4 credits. The counselling sessions / face to face contact classes will be held on the campus of the University on Saturdays and Sundays.

C. Medium of Instruction

Medium of Course Instruction: English

Medium of Examination: English

Student Support Systems

Universities study Centres or Learner Support Centre shall be headed by a coordinator, not below the rank of Assistant professor and shall be augmented with academic and non-academic staff depending on the learner.

The university has made appropriate arrangements for various support services including counselling schedule and resource-oriented-services evaluation methods and dates both on and off line modes for easy and smooth services to the students through distance mode.

At present the university has only one study centre in the campus. The institution is not promoting any study centres outside the campus. All student support services will be provided to the student through a single window method/mode onsite and online.

F. Procedure for Admissions, Curriculum, Transaction and Evaluation

Admission Process

Admission to the BBA programme will be done on the basis of screening of candidate's eligibility on first come first serve basis. Admission shall not be a right to the students and MU, CDOE shall retain the right to cancel any admission at any point of time if any irregularity is found in the admission process, eligibility etc.

Maximum Duration

- A. The maximum duration of the B.B.A. Programme is six years. Thereafter, students seeking completion of the left-over course(s) will be required to seek fresh admission.
- B. The student can complete his programme within a period of 6 years failing which he/she shall seek fresh admission to complete the programme.

Eligibility

10+2 in any stream from any recognized board.

Fee Structure

Name of the Program	Degree	Duration	Year	Program Fee/Year	Exam Fee/Year	Total (in Rs.)
Bachelor of Business Administration(BBA)	UG	3 to 6 Years	1	13500	2000	15500
			2	12000	2000	14000
			3	12000	2000	14000
Total						43500

Activity Schedule

S.NO.	Name of the Activity	Tentative months schedule(specify months) during year			
		From(Month)	To (Month)	From(Month)	To (Month)
1	Admission	Jul	Sep	Jan	Mar
2	Assignment submission (if any)	Sep	Oct	Mar	Apr
3	Evaluation of Assignment	Oct	Nov	Apr	May
4	Examination	Dec	Dec	Jun	Jun
5	Declaration of Result	Jan	Jan	Jul	Jul
6	Re-registration	Jul	Jul	Jan	Jan
7	Distribution of SLM	Jul	Sep	Jan	Mar
8	Contact Programmes (counselling, Practical's. etc.)	Sep	Nov	Mar	May

Credit System

MU, CDOE proposes to follow the 'Credit System' for most of its programs. Each credit amounts to 30 hours of study comprising all learning activities. Thus, a 8 credit course requires 240 hours, 6 credit course requires 180 hours , 4 credit course requires 120 hours and 2 credit course requires 60 hours of study. This helps the student to understand the academic effort to complete a course. Completion of an academic programme requires successful clearing of both, the assignments and the term-end examination of each course in a programme.

Duration of the Programme	Credits	Name of the Programme	Level of the Programme
3 Yrs.	120	BBA	Bachelor's Degree

Assignments

Distance Education learners have to depend much on self study. In order to ascertain the writing skill and level of comprehension of the learner, assignment work is compulsory for all learners. Each assignment shall consist of a number of questions, case studies and practical related tasks. The Assignment Question Papers will be uploaded to the website within a scheduled time and the learners shall be required to respond them within a specified period of time. The response of the learner is examined by a faculty member.

Evaluation: The evaluation system of the programme is based on two components:

- A. Continuous Evaluation in the form of assignments (weightage 30%):** This Component carries a weightage of 30%. There will be at least one graded assignment and test per course. These assignments are to be submitted to the Co-ordinator of the CDOE/Study Centre to which the student is assigned or attached with.
- B. Term-end examination (weightage 70%):** This will be held twice every year in the months of June and December. The students are at liberty to appear in any of the examinations conducted by the University during the year. A student will be allowed to appear in the Term-End Examination only after she/he has registered for that course and submitted the assignment. For appearing in the Examination, every student has to submit an Examination form through online (www.mangalayatan.in)/ or offline before the due dates as given in the schedule of operations. If a student misses any term-end examination of a course for any reason, s/he may appear for any of them or all the courses subject to the maximum of 8 courses in the subsequent term-end examinations. This facility will be available until a student secures the minimum pass grade in the courses but up to a maximum period of four semesters, since the date of registration of the course is valid for four semesters. Beyond this period s/he may continue for another four semesters by getting Re-registration by paying fee again. In that case, the score of qualified assignments and/or term-end examination will be retained and the student will be required to complete the left out requirements of such re-registered courses. Minimum requirement for passing a course will be 40% marks.

G. Laboratory Support and Library Resources

The library of Mangalayatan University aims to empower the teaching mission and intellectual culture of the community through availability through an organized collection of information as well as instruction in its access, relevance and evaluation.

The University Library enriches advance learning and discovery by providing access to a broad array of resources for education, research and creative work to ensure the rich interchange of ideas in the pursuit of knowledge.

Centre for Distance and Online Education of Mangalayatan University has initiated the process of setting up a dedicated Library for ODL program and acquiring printed books and e-books for this purpose. The required International and National subject journals are also provided. We have a full functioning community radio service on board (90.4 FM). We already have annual journal subscriptions and the capacity can be enlarged at later stages as the University lines up with more online journals.

The collection of the Library is rich and diverse especially in terms of the breadth and depth of coverage. Collection encompasses subjects in Management, Commerce, Information Technology, Computer Applications, and other allied areas. This collection further includes Books, Research Journals, Project Reports/Dissertations and online Journals.

The University has well equipped Computer Laboratories, Lecture Capturing Systems, Audio Video facilities, ICT enabled class rooms, Wi-Fi facilities etc.

H. Cost Estimate of the Programme and the Provisions

Initial expenses have been done by the University in terms of provision of infrastructure, manpower, printing of self study material and other. The University intends to allocate expenses out of the total fee collection as per following details:

a) SLM Development and Distribution	:	20%
b) Postal Expense	:	10%
c) Salary and other Administrative expenses	:	60%
d) Future development	:	10%

Once programmes are operational, fee receipt from the programmes budget to be planed as per the guidelines of University Grants Commission.

I. Quality Assurance

The University has established the Centre for Internal Quality Assurance (CIQA) in the University campus. The CIQA will monitor and maintain the quality of the ODL programmes. It has the following objectives in making the compliances of quality implementations.

Objectives

The objective of Centre for Internal Quality Assurance is to develop and put in place a comprehensive and dynamic internal quality assurance system to ensure that programmes of higher education in the Open and Distance Learning mode and Online mode being implemented by the Higher Educational Institution are of acceptable quality and further improved on continuous basis.

Functions of CIQA

The functions of Centre for Internal Quality Assurance would be following

- 1) To maintain quality in the services provided to the learners.
- 2) To undertake self-evaluative and reflective exercises for continual quality improvement in all the systems and processes of the Higher Educational Institution.
- 3) To contribute in the identification of the key areas in which Higher Educational Institution should maintain quality.
- 4) To devise mechanism to ensure that the quality of Open and Distance Learning programmes and Online programmes matches with the quality of relevant programmes in conventional mode.
- 5) To devise mechanisms for interaction with and obtaining feedback from all stakeholders namely, learners, teachers, staff, parents, society, employers, and Government for quality improvement.
- 6) To suggest measures to the authorities of Higher Educational Institution for qualitative improvement.

- 7) To facilitate the implementation of its recommendations through periodic reviews.
- 8) To organize workshops/ seminars/ symposium on quality related themes, ensure participation of all stakeholders, and disseminate the reports of such activities among all the stakeholders in Higher Educational Institution.
- 9) To develop and collate best practices in all areas leading to quality enhancement in services to the learners and disseminate the same all concerned in Higher Educational Institution.
- 10) To collect, collate and disseminate accurate, complete and reliable statistics about the quality of the programme (s).
- 11) To ensure that Programme Project Report for each programme is according to the norms and guidelines prescribed by the Commission and wherever necessary by the appropriate regulatory authority having control over the programme.
- 12) To put in place a mechanism to ensure the proper implementation of Programme Project Reports.
- 13) To maintain a record of Annual Plans and Annual Reports of Higher Educational Institution, review them periodically and generate actionable reports.
- 14) To provide inputs to the Higher Educational Institution for restructuring of programmes in order to make them relevant to the job market.
- 15) To facilitate system based research on ways of creating learner centric environment and to bring about qualitative change in the entire system.
- 16) To act as a nodal coordinating unit for seeking assessment and accreditation from a designated body for accreditation such as NAAC etc.
- 17) To adopt measures to ensure internalization and institutionalization of quality enhancement practices through periodic accreditation and audit.
- 18) To coordinate between Higher Educational Institution and the Commission for various quality related initiatives or guidelines.
- 19) To obtain information from other Higher Educational Institutions on various quality benchmarks or parameters and best practices.
- 20) To record activities undertaken on quality assurance in the form of an annual report of Centre for Internal Quality Assurance.
- 21) It will be mandatory for Centre for Internal Quality Assurance to submit Annual Reports to the Statutory Authorities or Bodies of the Higher Educational Institution about its activities at the end of each academic session. A copy of report in the format as specified by the Commission, duly approved by the statutory authorities of the Higher Educational Institution shall be submitted annually to the Commission.

After enrolling in B.B.A. Programme of Mangalayatan University in ODL mode, student will exhibit leadership skill and ability to work effectively in teams. After completion of B.B.A Programme, student will participate in business decision making and bring synergy to their ventures.