
**STUDY SCHEME & SYLLABUS
FOR
BACHELORS OF BUSINESS ADMINISTRATION
(BBA)
BATCH-2026
(1st Semester & 2nd Semester)**

Semester-1

S. No	Semester	Subject Code	Course Title	Course Type	Credit	Load Allocations			Marks Distribution		
						L	T	P	Internal	External	Total
1	1	26C2BBU-101	Principles and Practices of Management	Major	5	4	1	0	40	60	100
2	1	26C2BBU-102	Basic Accounting		5	4	1	0	40	60	100
3	1	26C2BBU-103	Managerial Economics I		5	4	1	0	40	60	100
4	1		Minor*	Minor	4	4	0	0	40	60	100
5	1	26C2CCU-101	Business Communication	Ability Enhancement	4	4	0	0	40	60	100
6	1	26C2CCU-103	Human Values, De-addiction and Traffic Rules	Value Added Course	4	4	0	0	40	60	100
7	1	26C2CCU-102	Industrial Psychology	Multidisciplinary	2	2	0	0	50	-	50
Total					29	26	3	0	290	360	650

*** Minor-Note: Students are required to opt for courses from one minor stream from multiple streams on offer. The opted for stream cannot be changed during later semesters.**

S. No	Minor Stream	Subject Code	Course Title	Course Type	Credit	Load Allocations			Marks Distribution		
						L	T	P	Internal	External	Total
1	Digital Marketing	26C2BBU-104	Foundation of Digital marketing	Minor	4	4	0	0	40	60	100
2	Business Analytics	26C2CCU-104	Business Analytics using RPA	Minor	4	4	0	0	40	60	100

Semester-2

S. No	Semester	Course Code	Course Title	Course Type	Credit	Load Allocations			Marks Distribution		
						L	T	P	Internal	External	Total
1	2	26C2BBU-201	Business Statistics and Mathematics	Major	5	4	1	0	40	60	100
2	2	26C2BBU-202	Business Environment	Major	4	4	0	0	40	60	100
3	2	26C2CCU-203	Environmental Science and Sustainability	Multidisciplinary	3	3	0	0	40	60	100
4	2	26C2BBU-203	Managerial Economics II	Major	5	4	1	0	40	60	100
5	2		Minor*	Minor*	4	4	0	0	40	60	100
6	2	26C2CCU-202	Design Thinking for Managers	Ability Enhancement	3	3	0	0	40	60	100
7	2	26C2CCU-211	Entrepreneurship Setup and Launch	Skill Enhancement Course	2	0	0	4	60	40	100
Total					26	22	2	4	300	400	700

***Minor -Note: Students are required to opt for courses from one minor stream from multiple streams on offer. The opted for stream cannot be changed during later semesters.**

S. No	Minor Stream	Subject Code	Course Title	Course Type	Credit	Load Allocations			Marks Distribution		
						L	T	P	Internal	External	Total
1	Digital Marketing	26C2BBU-204	E-Marketing	Minor	4	4	0	0	40	60	100
2	Business Analytics	26C2CCU-204	Data sciences using R	Minor	4	4	0	0	40	60	100

***After completion of 2nd Semester every student will be required to undergo a 4 weeks internship in industry**

Semester-3

S. No	Semester	Course Code	Course Title	Course Type	Credit	Load Allocations			Marks Distribution		
						L	T	P	Internal	External	Total
1	3	26C2BBU-301	Organisational Behaviour	Major	4	4	0	0	40	60	100
2	3	26C2BBU-302	Cost & Management Accounting		4	4	0	0	40	60	100
3	3	26C2BBU-303	Production and Operation Management		4	4	0	0	40	60	100
4	3	26C2BBU-304	Marketing Management		4	4	0	0	40	60	100
5	3		Minor*	Minor	4	4	0	0	40	60	100
6	3	26C2BBU-305	Emotional Intelligence	Multidisciplinary	3	3	0	0	40	60	100
7	3	26C2BBU-316	Summer Training	Skill Enhancement Course	2	0	0	4	50	-	50
8	3	26C2BBU-307	I.T Tools for Business	Skill Enhancement Course	3	3	0	0	40	60	100
9	3	26C2BBU-318	Career and Placement Planning	Skill Enhancement Course	1	0	0	2	50	-	50
Total					29	26	0	6	380	420	800

***Minor -Note: Students are required to opt for courses from one minor stream from multiple streams on offer. The opted for stream cannot be changed during later semesters.**

S. No	Minor Stream	Subject Code	Course Title	Course Type	Credit	Load Allocations			Marks Distribution		
						L	T	P	Internal	External	Total
1	Digital Marketing	26C2BBU-309	Social Media Marketing	Minor	4	4	0	0	40	60	100
2	Business Analytics	26C2CCU-301	Analytics with Tableau	Minor	4	4	0	0	40	60	100

Semester-4

S. No	Semester	Course Code	Course Title	Course Type	Credit	Load Allocations			Marks Distribution		
						L	T	P	Internal	External	Total
1	4	26C2BBU-401	Human Resource Management	Major	4	4	0	0	40	60	100
2	4	26C2BBU-402	Business Research Methods		4	4	0	0	40	60	100
3	4	26C2BBU-403	Financial Management		4	4	0	0	40	60	100
4	4	26C2BBU-404	Entrepreneurship Development		4	4	0	0	40	60	100
5	4		Minor*	Minor	4	4	0	0	40	60	100
6	4	26C2CCU-401	AI for Managers	Ability Enhancement Course	3	3	0	0	40	60	100
7	4	26C2BBU-407	MOOC (Swayam/NPTEL or any other platform)	Skill Enhancement Course	0	2	0	0	-	-	S/US
8	4	26C2BBU-405	Business Ethics and Corporate Social Responsibility	Value Added Course	3	3	0	0	40	60	100
9	4	26C2BBU-416	Career and Placement Planning	Skill Enhancement	1	0	0	2	50	-	50
Total					27	28	0	2	330	420	750

Note: ** MOOC List is to be prepared by the department level committee.

S=Satisfactory, US =Un Satisfactory

***Minor -Note: Students are required to opt for courses from one minor stream from multiple streams on offer. The opted for stream cannot be changed during later semesters.**

S. No	Minor Stream	Subject Code	Course Title	Course Type	Credit	Load Allocations			Marks Distribution		
						L	T	P	Internal	External	Total
1	Digital Marketing	26C2BBU-408	Content Marketing	Minor	4	4	0	0	40	60	100
2	Business Analytics	26C2CCU-402	Analytics with Power BI	Minor	4	4	0	0	40	60	100

***After completion of 4th Semester every student will be required to undergo a 6 weeks internship in industry**

Semester -5

S. No	Semester	Course Code	Course Title	Course Type	Credit	Load Allocations			Marks Distribution		
						L	T	P	Internal	External	Total
1	5	26C2BBU-501	Mercantile Law	Major	5	4	1	0	40	60	100
2	5	26C2BBU-502	Operation Research		5	4	1	0	40	60	100
3	5		Minor*	Minor	4	4	0	0	40	60	100
4	5		Domain Specific-1	Domain Elective	5	4	1	0	40	60	100
5	5		Domain Specific-2	Domain Elective	5	4	1	0	40	60	100
6	5	26C2BBU-513	Summer Training	Skill Enhancement Course	3	0	0	6	-	100	100
7	5	26C2BBU-514	Career and Placement Planning	Skill Enhancement Course	1	0	0	2	50	-	50
Total					28	20	4	8	250	400	650

***Note: Students are required to opt for courses from one Domain out of Three. The opted for stream cannot be changed during later semesters.**

S.No	Domain	Course Code	Course Title	Credit	Load Allocations			Marks Distribution		
					L	T	P	Internal	External	Total
1	Marketing	26C2BBU-DE1-01	Consumer Behaviour	5	4	1	0	40	60	100
		26C2BBU-DE1-02	Advertising & Sales Management	5	4	1	0	40	60	100
2	Finance	26C2BBU-DE2-01	Corporate Accounting	5	4	1	0	40	60	100
		26C2BBU-DE2-02	Financial Markets & Services	5	4	1	0	40	60	100
3	HR	26C2BBU-DE3-01	Industrial Relations & Labour Laws	5	4	1	0	40	60	100
		26C2BBU-DE3-02	Organisational Change & Development	5	4	1	0	40	60	100

***Minor -Note: Students are required to opt for courses from one minor stream from multiple streams on offer. The opted for stream cannot be changed during later semesters.**

S. No	Minor Stream	Subject Code	Course Title	Course Type	Credit	Load Allocations			Marks Distribution		
						L	T	P	Internal	External	Total
1	Digital Marketing	26C2BBU-505	Website Planning and structure	Minor	4	4	0	0	40	60	100
2	Business Analytics	26C2CCU-501	Data Visualization for Managers	Minor	4	4	0	0	40	60	100

Semester-6

S.No	Semester	Course Code	Course Title	Course Type	Credit	Load Allocations			Marks Distribution		
						L	T	P	Internal	External	Total
1	6	26C2BBU-601	Strategic Management	Major	4	4	0	0	40	60	100
2	6	26C2BBU-602	Company Law		4	4	0	0	40	60	100
3	6		Minor*	Minor	4	4	0	0	40	60	100
4	6		Domain Specific-1	Domain Elective	5	4	1	0	40	60	100
5	6		Domain Specific-2	Domain Elective	5	4	1	0	40	60	100
6	6	26C2BBU-603	Written Analysis of cases	Skill Enhancement	3	3	0	0	100	-	100
7	6	26C2BBU-614	Career and Placement Planning	Skill Enhancement Course	1	0	0	2	50	-	50
Total					26	23	2	2	350	300	650

Note: Students are required to opt for courses from one Domain out of Three. The opted for stream cannot be changed during later semesters.

S. No	Domain	Course Code	Course Title	Credit	Load Allocations			Marks Distribution		
					L	T	P	Internal	External	Total
1	Marketing	26C2BBU-DE1-03	Digital Marketing	5	4	1	0	40	60	100
		26C2BBU-DE1-04	Retailing & Logistics Management	5	4	1	0	40	60	100
2	Finance	26C2BBU-DE2-03	Personal Financial Planning	5	4	1	0	40	60	100
		26C2BBU-DE2-04	Direct & Indirect Tax Laws	5	4	1	0	40	60	100
3	HR	26C2BBU-DE3-03	Training & Development	5	4	1	0	40	60	100
		26C2BBU-DE3-04	Performance & Compensation Management	5	4	1	0	40	60	100

***Minor-Note: Students are required to opt for courses from one minor stream from multiple streams on offer. The opted for stream cannot be changed during later semesters.**

S. No	Minor Stream	Subject Code	Course Title	Course Type	Credit	Load Allocations			Marks Distribution		
						L	T	P	Internal	External	Total
1	Digital Marketing	26C2BBU-605	Digital Marketing Strategy and Planning	Minor	4	4	0	0	40	60	100
2	Business Analytics	26C2CCU-601	Business Forecasting	Minor	4	4	0	0	40	60	100

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SEMESTER 1

Principles and Practices of Management

Sem.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
1	26C2BBU-101	Principles and Practices of Management	Major	5	4	1	0	40	60	100
Prerequisites		Basic understanding management concepts.								

Course Outcomes (COs):

At the end of the course the student will be able to: -	
CO 1	Outline the fundamentals of management and the evolution of management thought.
CO 2	Identify planning and decision-making frameworks to managerial situations.
CO 3	Illustrate organizational design and teamwork practices in business organization.
CO 4	Analyze the basic concepts of staffing and motivation in business management.
CO 5	Explain the control mechanisms, and contemporary management practices.

Unit -I

Management and Evolution of Management Thoughts, Management: Meaning, definitions, nature and scope, Management as Art, Science and Profession, functions of management. Managerial roles, skills, and levels. Forms of different organizations: sole proprietorship, partnership, and joint stock company Evolution of management thoughts: classical and new classical systems, contingency approaches. Scientific Management.

(Hours 15)

Unit -II

Planning: nature, purpose, functions, types and steps in planning, Management by Objective (MBO), steps in planning. Decision Making: Meaning, Steps in Decision Making, Techniques of Decision Making, Strategic planning – concepts, process, importance, and limitations; Growth strategies- Internal and external.

(Hours 15)

Unit -III

Organizing: Concept, formal and informal organizations, task force, bases of departmentation, different forms of organization al structures, avoiding organizational inflexibility. Teamwork – meaning, types and stages of team building.

(Hours 10)

Unit -IV

Concept of staffing- Recruitment meaning, sources and Selection meaning and process. Motivation – concept, importance, and theories.

(Hours 10)

Unit -V

Authority and Control, Authority: definition, types, responsibility and accountability, delegation, decentralization v/s

centralization, determinants of effective decentralization. Line and staff authority.

Control: function, process and types of control, nature, process, significance, and span of control. Direct control v/s preventive control. Trends and challenges of management in global scenario, emerging issues in management: Introduction to Total Quality Management (TQM), Just in Time (JIT), Kaizen, and Six Sigma.

(Hours 15)

Text Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Principles and Practices of Management	L. M. Prashad	Sultan Chand & Sons-New Delhi	11 th (2025)
2	Principles and Practices of Management by	T. N. Chhabra	Dhanpat Rai S Co.	11 th (2023)

Reference Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Essentials of Management	Koontz H. & Weihrich H	Tata Mc Graw Hill Publishers	11 th (2021)
2	Essentials of Management	Stephen P. Robbins, David A. DeCenzo, Madhushree Nanda Agarwal, Sanghamitra Bhattacharyya	Pearson Education	6 th (2011)

Basic Accounting

Sem	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
1	26C2BBU-102	Basic Accounting	Major	5	4	1	0	40	60	100
Prerequisites		Basic knowledge of double entry system.								

Course Outcomes (COs):

At the end of the course the student will be able to: -	
CO 1	Explain various principles and practices of accounting in preparation of accounting statements.
CO 2	Analyze business transactions using the accounting equation and bookkeeping process.
CO 3	Apply standard accounting procedures to compute business results and determine financial position.
CO 4	Examine the final accounts of companies with the use of computer applications.
CO 5	Investigate the recent advancements in accounting.

Unit- I

Introduction Accounting- Meaning, objectives and Scope of Financial Accounting, Concept of Book Keeping, Basic Accounting terms, users of accounting information, limitations of Financial Accounting. Accounting concepts and conventions. Accounting Standards- Concept, objectives, benefits, brief review of Accounting Standards in India. Classification of capital and revenue nature of items.

(Hours 13)

Unit -II

Recording of Transaction the Accounting Equation; Types and Nature of Accounts, Rules of Debit and Credit; Accounting process: Recording Transactions in Journal, Ledger Posting and Trial Balance: Preparation of Ledger, Posting, Cash book, Sales and Purchase book and Trial Balance.

(Hours 14)

Unit -III

Preparing Final Accounts Bank Reconciliation Statement, Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM). Preparation of Final Accounts: Preparation of Final Accounts with adjustments, Trading Account, Profit & Loss Account, Balance Sheet.

(Hours 15)

Unit -IV

Introduction to Company Final Accounts: Important provisions of Companies Act, 1956 in respect of preparation of final accounts of a company. Understanding the Annual Report of a Company. Computerized Accounting: Computers and its application in accounting. Accounting software packages Suggested Readings

(Hours15)

Unit -V

Contemporary Issues & Challenges in Accounting: introduction to various issues- Human Resource Accounting, Green Accounting, Inflation Accounting, Price level Accounting, Social Responsibility Accounting
Project To record the truncations in journal book, post into ledger accounts, Drawing a Trial Balance and preparing Trading and Profit & Loss Account and Balance Sheet.

(Hours 8)

Text Books

S.No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Financial Accounting	C. Mohan Juneja, J.S Arora, Manav Aggarwal, Neeraj Goyal	Kalayani Publishers, Delhi.	6 th (2023)
2	Financial Accounting	P.C Tulsian	Pearson Education	7 th (2021)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Financial Accounting for BBA	S. N. Maheshwari and S. K. Maheshwari	Vikas Publishing House,	2 nd (2018)
2	Financial Accounting	M Hanif and A Mukherjee	McGraw Hill Education.	5 th (2021)

Managerial Economics-1

Sem.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
1	26C2BBU-103	Managerial Economics-1	Major	5	4	1	0	40	60	100
Prerequisites		Fundamental knowledge of microeconomics.								

Course Outcomes (COs):

At the end of the course the student will be able to: -	
CO 1	Outline the fundamental concept of managerial economics and dynamics of market forces for economic decisions.
CO 2	Interpret the business decisions in the context of the consumer behavior.
CO 3	Apply production laws in the real world.
CO 4	Analyze cost of production for profit maximization.
CO 5	Explain different market structure and equilibrium situations

Unit -I

Managerial Economics: Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision making. Concept of Demand and the Firm: Demand and its Determination: Demand function; Determinants of demand.

(12 Hours)

Unit -II

Demand elasticity – Price, Income, and cross elasticity. Use of elasticity for analyzing demand. Demand estimation, Demand forecasting, Methods of Demand Forecasting. Introduction of Eazy Stock AI software for Demand forecasting.

(Hours 12)

Unit -II

Cardinal utility approach; Law of Diminishing marginal utility, Consumer Equilibrium, Derivation of Demand curve, Limitations of Cardinal utility Approach Ordinal Utility Approach; Indifference Curve and consumer's equilibrium, Effect of change in income and price on Consumer's Equilibrium.

(Hours 11)

Unit -III

Production Function; Meaning and Concept of Production and Production Function. Law of Variable Proportion, Return to Factors and Scale. Concept and types of Isoquant Properties

Unit -IV

Cost; Meaning, types and calculation, Concept of cost in short Run and Long Run; Fixed cost, Marginal cost and Average cost, cost curves and their relationship in short run and long run. Concept of Revenue and Revenue curves in different marks.

(Hours 15)

Unit -V

Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly: Price and output determination under collusive oligopoly, Price, and output determination under non-collusive oligopoly

(Hours 15)

Text Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Business Economics	T.R. Jain & O.P. Khanna & Baljeet Singh	VK Global Publications Pvt Ltd	1 st (2025)
2	Modern Microeconomics	H.L. Ahuja	S Chand Publishing	21 st (2025)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Modern Micro Economics	Koutsoyiannis	Bloomsbury	2 nd (2023)
2	Microeconomic Theory and Application	Dwivedi, D. N.	Vikas Publishing	3 rd (2016)

Business Communication

Sem	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
1	26C2CCU-101	Business Communication	Ability Enhancement	4	4	0	0	40	60	100
Prerequisites		Basic knowledge of language skills (reading, writing, listening, and speaking) and fundamental understanding.								

Course Outcomes (COs)

At the end of the course the student will be able to: -

CO 1	Outline the concept, principles of effective business communication.
CO 2	Compare verbal and non-verbal communication skills in professional settings.
CO 3	Apply different techniques to communication barriers in business communication.
CO 4	Develop reading and comprehensive skills for phrasing business texts.
CO 5	Explain the various professional writing skills for business.

Unit- I

Fundamentals of Business Communication: Meaning and Definition of Communication; Nature, Scope, and Importance of Business Communication; Objectives of Communication in Business, Process of Communication, Types of Communication: Formal and Informal, Oral and Written; Modes of Communication, Face-to-Face, Telephonic, Digital Communication.

(Hours 11)

Unit- II

Language and Forms of Communication: Verbal Communication: Spoken Communication, Written Communication; Non-Verbal Communication: Body Language, Gestures, Posture, Facial Expressions, Paralanguage; Forms of Communication: Personal Communication, Social Communication, and Business Communication.

(Hours 11)

Unit- III

Barriers and Levels of Communication: Barriers to Communication: Physical, Psychological, Semantic, Organizational; Strategies to Overcome Communication Barriers, 7C's of Communication; Levels of Communication: Intra-personal Communication, Inter-personal Communication, And Group Communication.

(Hours 10)

Unit- IV

Reading and Comprehension Skills: Reading Comprehension of Business-related Texts, Summary Writing, Paraphrasing, Analysis, and Interpretation of Texts (*Literary and translation-heavy content eliminated to keep it business-oriented*), Translation (from Hindi/Punjabi to English and vice-versa) OR Precis writing /Paraphrasing.

(Hours 10)

Unit- V

Writing Skills for Business: Business Correspondence: Letters (Job Letter, Inquiry, Complaint, Order); Email Writing; Report Writing: Types and Structure of Business Reports, Note Making; Basic Documentation: Notices, Memos, and Circulars.

(Hours 10)

Text Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Functional aspects of skill communication	Prasad, Prajapati	New Delhi s.k. Kataria & sons	5 th (2011)
2	Business communication today	Bovee, Courtland l.	Pearson education	16 th (2026)

Reference Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Business communication	Raman, Minakshi	Oxford publication	2 nd (2012)
2	Business communication skills	Chaturvedi, P. D.	Pearson education	4 th (2017)

Human Values, De-addiction and Traffic Rules

Sem.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
1	26C2CCU-103	Human Values, De-addiction and Traffic Rules	Value Added Course	4	4	0	0	40	60	100
Prerequisites		Basic knowledge of business, economics, and management principles.								

Course Outcomes (COs):

At the end of the course the student will be able to: -	
CO 1	Explain the concept of value education, with respect to an individual's understanding of self, ambitions, happiness, and prosperity.
CO 2	Interpret the need of self and body to ensure harmony in a human being.
CO 3	Construct a holistic view towards family and society as a whole and the role of human-to-human interaction in it.
CO 4	Analyze harmony in the nature and existence.
CO 5	Elaborate the knowledge on ethical human values and its implication on modern day professional requirement.

Unit -I

Introduction to Value Education: Introduction to Value Education, need for value education, Self-exploration as the Process for Value Education, Right Understanding, Relationship and Physical Facility, Continuous Happiness, and Prosperity- A look at basic Human.

(Hours 10)

Unit -II

Harmony in the Human Being: Understanding Human being as the Co-existence of the Self and the Body, The Body as an Instrument of the Self. Distinguishing between the Needs and activities of the Self and the Body, Practice Session on exploring the difference of Needs of Self and Body.

(Hours 10)

Unit -III

Harmony in the Family and Society: Harmony in the Family – the Basic Unit of Human Interaction, the Foundational and complete Value in Relationship, Understanding the meaning of Samman, Difference between respect and differentiation; Justice in Human-to-Human Relationship, Understanding Harmony in the Society.

(Hours 12)

Unit -IV

Harmony in the Nature/Existence: Understanding Harmony in the Nature, Interconnectedness, and mutual fulfillment among the four orders of nature, The Holistic Perception of Harmony in Existence, Practice Session on Self-Reflection and Group Discussion

(Hours 10)

Unit -V

Holistic Understanding and Professional Ethics: Holistic Technologies, Ethical Human Conduct, A Basis for Manviya Shiksha, Manviya Samvidhan, Natural Acceptance of Human Values, and Universal Human Order, Competence in Professional Ethics, Production Systems and Management Models-Typical Case Studies.

(Hours 10)

One each seminar will be organized on Drug De-addiction and Traffic Rules. Eminent scholar and experts of the subject will be called for the Seminar atleast once during the semester. It will be binding for all the students to attend the seminar.

Text Books:

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Foundation Course in Human Values and Professional Ethics,	R R Gaur, R Asthana, G P Bagaria	Excel Books, New Delhi	3 rd (2023)
2	Professional Ethics and Human Values	Govindarajan M.	Prentice Hall India Learning Private Limited	3 rd (2020)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition
				(Pub. Yr.)
1	Foundation Course In Universal Human Values And Professional Ethics	Rishabh Anand	CBS Publishers & Distributors Pvt. Ltd.	1 st (2025)
2	Ethics Universal Human Values	Mr. Durgesh S pagar, Mrs Savita j jadhav	Jec publication	1 st (2025)

Industrial Psychology

Sem.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
1	26C2CCU-102	Industrial Psychology	Multidisciplinary	2	2	0	0	0	50	50
Prerequisites		Basic knowledge of human Behaviour organizational structure.								

Course Outcomes (COs):

At the end of the course the student will be able to: -	
CO 1	Explain the concept and processes of industrial psychology and psychological tests applicable in Organization.
CO 2	Identify various aspects of attitude, job design, and satisfaction for business firms.
CO 3	Apply different theories of learning in process.
CO 4	Develop the various aspects of personality and interpersonal relationship for better decision making.
CO 5	Explore human engineering and stress management to improve workplace efficiency and cope with organizational stress.

Unit -I

Introduction - Industrial Psychology Concept, evolution of industrial psychology, scope of industrial psychology and major problems of industrial psychology. The role of the psychologist in industry.

Psychology Tests: Types of tests, Characteristics of psychological tests. Importance and limitations of psychological tests.

(Hours 6)

Unit -II

Attitudes Job Design and Satisfaction - Attitudes: Meaning, components of attitude, attitude formation, measurement and change, and cognitive theory of dissonance, measuring the A-B relationship.

Job Design and Satisfaction –Job Design, Job Analysis, Job Enlargement, Job Enrichment and Job Satisfaction: Meaning, Theories, causes, importance of job satisfaction, ways of measuring job satisfaction.

(Hours 5)

Unit -III

Learning and Development - Meaning and definitions of learning, nature, component of learning, factors affecting learning, theories of learning, classical conditioning, operant conditioning, cognitive and social theory. Conditions of the learning development process.

(Hours 4)

Unit -IV

Personality, Inter-Personal Relationship - Meaning, theories of personality, personality, inter-personal relationship, and group dynamics, determinant of inter-personal relationship, management of inter-personal relationship, group dynamics, formal and informal group decision making, group thinking and group shift.

(Hours 5)

Unit -V

Human Engineering - Human Engineering: Work study, time study, motion study, fatigue study, monotony, boredom, safety, accidents, and work environment. Work And Equipment Design, working conditions.

Stress Management -Organizational Stress: Concept, causes, effects and coping strategies of stress.

Relevant Tools like SHL Talent Central, SAP Success Factors and Qualtrics will be introduced to the students.

(Hours 6)

Text Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Industrial Psychology	M.L. Blum & J.C.Naylor	GBS Publishers, Delhi.	3 rd (2003)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Industrial Psychology	E.J. Mc Cormic and allgen	PHI New Delhi	6 th (1987)
2	Psychology and Work Today	Carrie A. Bulger, Duane P. Schultz, Sydney Ellen Schultz	Routledge (Taylor & Francis Group)	12 th (2025)

Foundation of Digital Marketing

Sem	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
1	26C2BBU-104	Foundation of Digital marketing	Minor	4	4	0	0	40	60	100
Prerequisites		Basic Knowledge of marketing and digital platforms.								

Course Outcomes (COs):

At the end of the course the student will be able to: -	
CO 1	Explain core marketing concepts and analyze the marketing environment.
CO 2	Analyze segmentation, targeting, positioning, and marketing mix decisions.
CO 3	Apply the key concepts and drivers of digital marketing and differentiate it from traditional marketing.
CO 4	Illustrate the major tools and techniques used in digital marketing for customer engagement.
CO 5	Assess the key components of digital display and programmatic advertising.

Unit- I

Meaning of Marketing; Evolution of Marketing, Core Concepts of Marketing, Marketing vs. Selling, Marketing Myopia; Concept of Market and Types of Market

Marketing Environment: Analysing Marketing Environment Micro & Macro Environmental Factors, Environmental scanning and their Impact on Marketing Decisions

(Hours 12)

Unit- II

Nature, Importance, Benefits and Limitations of Segmentation, Pre-requisites for Effective Segmentation; Bases of Segmenting Consumer Markets; Market targeting Strategies; Positioning, Consumer, and Industrial Market

Marketing Mix: Components and factors affecting mix.

(Hours 12)

Unit- III

Introduction to Digital Marketing: Meaning of Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing. Differences from Traditional Marketing, Return of Investments on Digital Marketing vs. Traditional Marketing.

(Hours 15)

Unit- IV

E Commerce, Tools used for successful marketing, SWOT Analysis of Business for Digital Marketing, Meaning of Blogs, Websites, Portal and Their Differences, Visibility, Visitor Engagement, Conversion Process, Retention, Performance Evaluation, Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing.

(Hours 15)

Unit- V

Display advertising, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.

(Hours 11)

Text Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Principles of Marketing	Philip Kotler	Pearson Education	19 th (2023)
2	Marketing Management	V S Ramaswamy, S. Namkumari	Mac Millan India	6 th (2021)

Reference Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Marketing Management	G. Shainesh Philip Kotler, Kevin Lane Keller, Alexander Chernev, Jagdish N. Sheth	Pearson Education	17 th (2025)
2	Marketing Management	Dr. C B Gupta, Dr. N. Rajan Nair	Sultan Chand & Sons	19 th (2018)

Business Analytics using RPA

Sem.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
1	26C2CCU-104	Business Analysis of RPA	Minor	4	4	0	0	40	60	100
Prerequisites		Basic knowledge of statistics, data analysis, business processes,								

Course Outcomes (COs):

At the end of the course the student will be able to: -	
CO1	Explain the concept of RPA and automation with their impact on digital transformation.
CO2	Identify the role of a business Analyst throughout each of the stages of an RPA implementation.
CO3	Analyse the processes that are suitable for discovery with UI-Path Process Mining.
CO4	Classify the build diagram and capture process methods to map a process and edit the output.
CO 5	Explain the integration of automation hub with task capture, process mining, and automation store, and assess its value for business users.

Unit -I

Introduction to RPA and Business analysis fundamentals: Introduction to RPA and Automation, Automation driving the digital transformation, Automation in business, Introduction to RPA business analyst-Role, skills and Challenges, Prepare RPA and solution design, Build RPA and test RPA, Stabilize RPA and constant improvement.

(Hours 10)

Unit -II

RPA Process Mining: Introduction to Process discovery, Manual versus technology-led process discovery, Discovery with UI-Path, Introduction to UI-Path Process Mining, Uses and working of UI-path process mining, Process mining stages, tasks and Roles.

(Hours 8)

Unit -III

UI-Path Task Capture: Introduction to task capture, Get started with task Capture, Task capture interface and full preview, identifying process, using build diagram and capture processes, saving and exporting, Customizing task capture.

(Hours 12)

Unit -IV

UI-Path Task Mining: Introduction to UI-Path task mining, Task mining users, Stages of task mining project, selecting user group to analyze, collecting, and analyzing the data, visualizing the result, exporting the result, developing the automation.

(Hours 8)

Unit -V

Introduction and need of Automation Hub, Getting started with Automation Hub, Personas and User Roles in Automation Hub, Automation Ideas in Automation Hub, Submitting and Employee-driven Automation Idea, Preview of the Automation Idea Lifecycle, Preview of the Automation Lifecycle, The Idea Approval and the Detailed Assessment, Making the Most of Automation Hub as a Business User, The integration with Task Capture and Process Mining, The Automation Store.

(Hours 14)

Text Books

S.No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	The Robotic Process Automation Handbook	Tom Taulli	Kindle	1 st (2020)
2	Robotic Process and Cognitive Automation	Mary C Lacity & Leslie P Willcocks	SB publishing	1 st (2018)

Reference Books

S.No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	The Care and Feeding of Bots	Christopher Surdak	Kindle	1 st (2020)

SEMESTER 2

Business Statistics and Mathematics

Sem	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
2	26C2BBU-201	Business Statistics and Mathematics	Major	5	4	1	0	40	60	100
Prerequisites		Basic knowledge of business, economics, and management principle.								

Course Outcomes (COs):

At the end of the course the student will be able to: -	
CO 1	Explain the basic fundamentals of statistics and compare statistical tools like central tendency for strategic decision making.
CO 2	Make use of correlation and regression methods for understanding the relationships between different variables.
CO 3	Apply the theories of probability to solve real world problem.
CO 4	Analyze the basic concepts of set theory and laws of set theory.
CO 5	Explain the concepts of matrices and determinants to solve problems related to modern business.

Unit- I

Introduction to Statistics: Meaning, Importance of Statistics in business; Measures of Central Tendency including arithmetic mean, mode and median; geometric mean and harmonic mean: properties and applications. Partition values - quartiles, deciles, and percentiles. Measures of Variation: Range, quartile deviation and mean deviation; Variance and Standard deviation: calculation and properties. (Practical session -using statistical tool (SPSS software).

(15 Hours)

Unit- II

Simple Linear Correlation Analysis: Meaning, and measurement Karl Pearson's co-efficient and Spearman's rank correlation, Simple Linear Regression Analysis: Regression equations and coefficient. Relationship between correlation and regression coefficients.

(12 Hours)

Unit -III

Theory of Probability: Meaning of probability, Approaches to the calculation of probability, calculation of event probabilities, Addition and Multiplication, Laws of Probability (Proof not required), Conditional Probability and Bayes' Theorem (Proof not required).

2 Hours)

Unit -IV

Theory of sets: Definition of sets, types of sets: finite, infinite, empty (null) and universal sets, subsets and equality of sets, operations on sets: union, intersection, difference and complement, representation of sets, Laws of algebra of sets: commutative, associative, and distributive laws.

(16 Hours)

Unit -V

Matrices and Determinants: Definition, Classification of Matrices and Associated operation on matrices (addition, subtraction, multiplication), Transpose, Expansion and Computation of Determinants -2x2, 3x3.

(10 Hours)

Text Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Business Statistics	Gupta SP (Dr), Gupta M.P	Sultan Chand & Sons	3 rd (2023)
2	Matrices	A.R. Vasishtha & A.K. Vasishtha	Krishna Prakashan Media Pvt. Ltd	18 th (2025)
3	Calculus: Early Transcendentals"	James Stewart	Cengage Learning.	8 th (2020)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Business Statistics	A First Course David M. Levine	Pearson Education.	15 th (2015)
2	Mathematics: An Applied Approach	M Michael Sullivan & Abe Mizrahi	Wiley and Sons	8 th (2020)

BUSINESS ENVIRONMENT

Sem	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
2	26C2BBU-202	Business Environment	Major	4	4	0	0	40	60	100
Prerequisites		Basic knowledge of business management, economic principles, government policies, and market functioning.								

COURSE OUTCOMES (COs) –

After completing this course, the students will be able to:	
CO1	Interpret the main dimensions related to business environment.
CO2	Identify integration of business environment principles and strategies into domestic and international business.
CO3	Apply knowledge of public policies and reforms for business entities.
CO4	Analyze the emerging business trends and their impact on the modern business environment.
CO5	Explain social factors and challenges in the Indian business environment.

Unit - I

Theoretical Framework of Business Environment: Concept, Significance and Nature of Business Environment. Micro and Macro Dimensions of Business Environment, Changing Dimensions of Business Environment. Problems and Challenges of Indian Business Environment.

(Hours 11)

Unit - II

Global Framework: EPRG Framework, Liberalization, Privatization & Globalization concept & its impact on Indian Economy. Significance of FDI & FII, IMF & WTO, Regional Economic Integrations in the development of the Nations.

(Hours 10)

Unit - III

Public Policies: Background, Meaning and Importance of Public Policy. Significance of Industrial Policy, Fiscal Policy, Monetary Policy, Foreign Trade Policy, FERA & FEMA. Structural Adjustment Programs and Banking Sector Reforms in India.

(Hours 11)

Unit -IV

Emerging Trends in Business: Concepts, Advantages and Limitations-Franchising, Aggregators, Business Process Outsourcing (BPO) & Knowledge Process Outsourcing (KPO); E-Commerce, Digital Economy. Technological Growth and MNC's.

(Hours 10)

Unit - V

Social Environment: Business and society, Business and culture, Language, culture and organizational behaviour, Other social and cultural factors influencing business. Social Injustice, Inflation, Parallel economy, Lack of technical knowledge and information. Remedies to solve these problems, Challenges & Opportunities of Indian Business Environment.

(Hours 10)

Text Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Business environment	Dr. V. Murli Krishna	Spectrum Publication	3 rd (2022)
2	Business environment	Cherunilam, Francis	Pearson Education India.	3 rd (2019)

Reference Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Business environment	K. Aswathapa	Himalaya Publishing House	1 st (2022)
2	Business environment	Namitha Gopal	Mc. Graw Hill.	2 nd (2019)

ENVIRONMENTAL STUDIES AND SUSTAINABILITY

Sem	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
2	26C2CCU-202	Environmental studies and sustainability	Multidisciplinary	3	3	0	0	40	60	100
Prerequisites		Basic understanding of natural and social surroundings.								

COURSE OUTCOMES (COs)

After successful completion of the course, the students will be able to:	
CO1	Outline the fundamental aspects of environmental systems and sustainable natural resource management.
CO2	Identify the concepts of natural sources and sustainable development for environmental conservation.
CO3	Analyze the basic phenomenon of structure and function of ecosystem.
CO4	Categorize the environmental mitigation techniques and disaster management strategies for the environment.
CO5	Explain the social issues and environmental laws for sustainable development.

Unit-I

Environmental Concepts and Sustainability: Fundamental environmental concepts and components of environment, Segments of environment (biotic & abiotic), Man and environment relationship, Historical environmental movements, Concept and principles of sustainability, Intergenerational and intergenerational equity, Importance of environmental awareness and education. Circular Economy-meaning, principle, advantages and challenges.

(Hours 8)

Unit -II

Natural Resources and Sustainable Management Classification of natural resources, Overexploitation and depletion of resources, Conservation strategies, Deforestation and forest conservation, Water conservation and energy security, Food security issues, Sustainable resource management practices.

(Hours 7)

Unit -III

Ecosystems and Biodiversity Structure and functions of ecosystems, types of ecosystems (natural and urban), ecosystem resilience, homeostasis, and carrying capacity, biodiversity: levels and importance, threats to biodiversity, in situ and ex situ conservation methods, India as a mega-diverse nation.

(Hours 7)

Unit -IV

Environmental Pollution and Disaster Management Types of pollution: air, water, soil, noise, marine, Causes and effects of pollution, Climate change, greenhouse effect, ozone depletion, acid rain, Pollution episodes in India, Cleaner technologies, Solid waste management, Natural and man-made disasters and their management, Role of businesses in disaster mitigation.

(Hours 7)

Unit -V

Social Issues, Environmental Ethics, and Legislation Sustainable development and environmental ethics, Role of businesses in sdgs and responsible consumption Environmental justice and environmental refugees Resettlement and rehabilitation issues, Ecological economics, Population growth and demographic changes in India, Environmental laws: Water Act, 197 4, Air Act, 1981, Environment Protection Act, 1986, Role of judiciary in environmental protection.

(Hours 10)

Text Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Environmental science	Dhameja, Suresh k.	S.K. Kataria & Sons	5 th (2025)
2	Environmental studies	Kaushik, Anubha	New age international	6 th (2018)

Reference Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Environmental science	Pandey, g. N.	Anmol Publications Pvt. Ltd	1 st (2022)
2	Environmental studies	Singh, Sanjeev Kumar	Bharti Publications	11 th (2021)

Managerial Economics-II

Sem.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
2	26C2BBU-203	Managerial Economics-II	Major	5	4	1	0	40	60	100
Prerequisites		Fundamental knowledge of macroeconomics								

Course Outcomes (COs):

At the end of the course the student will be able to: -	
CO 1	Outline the basic concept of circular flow of income in four sector economies and different approaches to measurement of National Income.
CO 2	Interpret the theory of income determination in modern economics.
CO 3	Apply theories of money and interest to resolve macroeconomic issues.
CO 4	Analyze the concepts of balance of payment and exchange rate.
CO 5	Explain inflation and its indicators in an economy.

Unit -I

Introduction to Macroeconomics and National Income Accounting: Origin of macroeconomics; Income, expenditure and the circular flow in three and four sectoral economies; real versus nominal GDP; price indices; measurements of gross domestic product; national income accounting for closed economy and for open economy and National Income Identity; balance of payments accounts and its components.

(Hours 15)

UNIT – II:

Theory of Income Determination: An introduction to Classical and Keynesian systems; Simple Keynesian Theory of Income Determination, Consumption function – MPC and APC, changes in equilibrium, Investment Multiplier.

(Hours 13)

UNIT – III:

Money, Interest and Monetary Policy: Meaning and nature of money, Primary and secondary functions of money; Quantity Theory of Money–Cambridge version, Classical theory of interest rate, Loanable fund Theory and Keynesian. Theory of Liquidity Preference and interest rate, Liquidity Trap; Credit Creation and Money. Multiplier Determination of money supply and demand; credit creation; money multiplier, monetary base; tools of monetary policy.

(Hours 15)

UNIT – IV:

Balance of Payments and Exchange Rate: Balance of payments: current account and capital account; market for foreign exchange; determination of exchange rate.

(Hours 11)

Unit V:

Inflation: meaning; demand and supply side factors; natural rate theory; monetary policy-output and inflation (monetarist view); Phillips curve: short run and long run.

(Hours 11)

Text Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Macroeconomics	Abel Andrew B., Bernanke Ben and Croushore Dean	Pearson	7 th (2011)
2	Macroeconomics Theory and Policy	H.L. Ahuja & Digvijay Singh	S Chand Publishing	21 st (2025)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Macroeconomic Analysis	Edward Shapiro	Thomson Learning	5 th (2022)
2	Macro economy Today	Schiller Bradley R. and Gebhardt Karen	McGrawHill	14 th (2019)

Design Thinking for Managers

Sem.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
2	26C2CCU-203	Design Thinking for Managers	Ability Enhancement	3	3	0	0	40	60	100
Prerequisites		Basic knowledge of problem-solving, creativity, and fundamentals of business.								

Course Outcomes (COs):

At the end of the course the student will be able to: -	
CO 1	Outline the fundamentals of the design thinking framework for problem-solving.
CO 2	Identify the needs and challenges of different stakeholders in the design problem domain.
CO 3	Apply ideation techniques to generate innovative solutions for modern business problems.
CO 4	Analyze the feasibility of a business idea for project formulation.
CO 5	Design prototype solutions through testing methods to assess their effectiveness in addressing identified problems

Unit -I

Design Thinking: Introduction of Design Thinking; Principles of Design Thinking; Framework: 5 Phase Design i.e. Empathize, Define, Ideate, Prototype, and Test; Design Thinking in the organization.

(Hours 8)

Unit -II

Empathize Phase: Discover design problems; Overview of the empathize phase; Define project stakeholders; Methods within empathize phase; Define Phase - Frame the design problems, Overview of the define phase, Methods within the Define phase.

(Hours 8)

Unit -III

Ideate Phase: Introduction to Ideation; Come up with multiple solutions; Overview of the Ideate phase; Methods within the Ideate phase – Brainstorming, Mind Mapping, SCAMPER Technique, Six Thinking Hats, Double Diamond, Storyboarding, and Worst Possible Idea.

(Hours 8)

Unit -IV

Project Proposal: Project Identification - Developing Business Idea, Preparing Feasibility Report; Project Formulation - Feasibility Analysis Techno – Market Analysis, Technical Analysis, Economic Analysis, Operational Analysis; Significance of a business plan; components of a business plan.

(Hours 8)

Unit -V

Prototype phase: Concept of Prototyping; Design the solutions; Overview of the Prototype phase; Methods within Prototype phase; Test phase - Validate the solutions, overview of the Test phase, methods within the test phase.

(Hours 7)

Text Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Design Thinking: A Comprehensive Textbook	Tiwari, Shalini Rahul & Swarup, Rohit Rajendra	Wiley India	1 st (2024)
2	Design Thinking with Problem-Solving Techniques	Narassima M.S., Vasudevan, Sini Raj Pulari	PHI Learning Pvt. Ltd.	1 st (2025)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Design Thinking	Dr. Rishabh Anand	New Age International (P) Ltd. Publishers	1 st (2024)
2	Presumptive design	Leo Frishberg and Charles Lambdin	Morgan Kaufmann	1 st (2016)

Entrepreneurship and Start up Ecosystem

Sem.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
2	26C2CCU-201	Entrepreneurship and Start up Ecosystem	Skill Enhancement Course	2	0	0	4	60	40	100
Prerequisites		Basic knowledge of business and economics.								

Course Outcomes:

At the end of the course the student will be able to: -	
CO 1	Outline the fundamental concepts of entrepreneurship and family business, and analyze the role of entrepreneurs in economic development.
CO 2	Identify business opportunities using evaluation and feasibility analysis tools for business.
CO 3	Analyze a structured business plan and select appropriate legal structures while ensuring compliance with regulatory and IPR requirements.
CO 4	Explain various sources of venture funding and apply strategies for effective financial and human resource management in start-ups.
CO 5	Interpret the start-up ecosystem and role of IPA to support entrepreneurial growth.

Unit- I

Foundations of Entrepreneurship & Family Business: Meaning, Definition and Concept of Entrepreneurship, Characteristics and Qualities of an Entrepreneur, Classification and Types of Entrepreneurs, Role of Entrepreneurship in Economic Development, Concept and Features of Family Business, Case Studies of Indian Family Businesses such as Murugappa Group, Dabur, Wadia Group, Godrej Group, Kirloskar Group.

(Hours 6)

Unit- II

Opportunity Identification & Business Evaluation: Sources of Business Ideas and Opportunity Recognition, Techniques of Creativity and Innovation in Business, Guesstimating Market Potential, Feasibility Analysis (Technical, Financial, Market and Operational Feasibility), Industry, Competition and Environmental Analysis

(Hours 5)

Unit- III

Planning and Structuring the Venture: Business Model Development, Preparation of Business Plan, Legal Structure of Business (Sole Proprietorship, Partnership, Company etc.), Legal Aspects: IPR, Licensing and Regulatory Compliances, Establishing Value Chain and Managing Operations

(Hours 5)

Unit- IV

Venture Funding and Resource Management: Sources of Finance for Start-ups, Angel Investors, Venture Capital and Bank Loans, Crowdfunding and Government Financial Assistance, Bootstrapping and Seed Funding, Team Building and Human Resource Management in Start-ups.

(Hours 5)

Unit- V

Start-up Ecosystem: Know the components of the start-up ecosystem including Incubators, Accelerators, Venture Capital Funds, Angel Investors etc. Know various govt. schemes like Start-up India, Digital India, MSME etc. Sources of Venture Funding available in India. Source of Technology, Intellectual Property management.

(Hours 5)

Textbooks

S. No	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Introduction to Entrepreneurship Development	Abhik Kumar Mukherjee & Shaunak Ro	Oxford University Press (OUP India)	1 st (2023)
2	Entrepreneurship in India	Deependra Sharma	Routledge	1 st (2023)

Reference Books

S. No	Name of the Books	Author	Publisher	Edition (Pub.Yr.)
1	The Entrepreneur's Choice: Cases on Family Business in India	C. Gopal Krishnan	Routledge India (Taylor & Francis)	1 st (2014)
2	Managing Family Business: Dynamics, Challenges, and Opportunities	Rajiv Agarwal	Routledge India	1 st (2024)

E-Marketing

Sem.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
2	26C2BBU-204	E-Marketing	Minor	4	4	0	0	40	60	100
Prerequisites		Basic knowledge of marketing management and digital marketing.								

Course Outcomes (COs):

At the end of the course the student will be able to: -	
CO 1	Identify key concepts of lead generation including landing pages, thank you pages, and their types.
CO 2	Explain the process of A/B testing and lead nurturing in converting leads into customers.
CO 3	Apply e-marketing concepts and techniques in different digital business contexts.
CO 4	Analyze various e-marketing applications such as online advertising, distribution, and customer relationship mechanisms.
CO 5	Estimate the effectiveness of e-marketing tools to engage potential customers.

Unit -I

Introduction to Lead Generation: Understanding Lead Generation for Business, Why Lead Generation is important, Understanding Landing Pages Understanding Thank You Page, Landing Page vs. Website, types of Landing Page.

(Hours 8)

Unit -II

A/B Testing: What is A/B Testing, how to do A/B Testing, selecting landing pages after A/B Testing, Converting leads into sales, creating lead nurturing strategy, Understanding lead funnel, Steps in lead nurturing.

(Hours 8)

Unit -III

E-Marketing-An Overview – Introduction, Objectives, Definition, History and, Features of E-Marketing, Scope of E-Marketing, Benefits of E-Marketing, Problems in E-Marketing, E-marketing Techniques, Internet Marketing, Digital Marketing and E-marketing.

(Hours 8)

Unit -IV

Applications of E-Marketing - Introduction, Objectives, Online Advertising, Direct Response Medium, Role of Distribution in E-Marketing, Lead Generation Platform, Customer Service Mechanism, Relationship Building Medium

(Hours 8)

Unit -V

Types and Tools of E-Marketing - Introduction, E-Malls, E-Storefront, E-Marketplace, E-Marketing Tools: Creating a Website, Social Media Marketing, Pay-Per- Click Advertising, and Search Engine Optimization or Paid Search Engine Listing Search Engine Marketing, Blogging and Classified Advertising

(Hours 7)

Text Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	E-Marketing	Strauss, J., & Frost, R.	Pearson Prentice Hall	7 th (2014)
2	Digital Marketing Strategy: An Integrated Approach	Simon Kingsnorth	Kogan Page	2 nd (2019)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Digital marketing: Strategy, implementation and practice	Chaffey, D., & Ellis-Chadwick, F.	Pearson	7 th (2019)
2	Understanding digital marketing: Marketing strategies for engaging the digital generation	Ryan, D	Kogan Page	4 th (2016)

Data Science using R

Sem	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
2	26C2C CU- 104	Data Science using R	Minor	4	3	0	2	40	60	100
Prerequisites of business analytics			Foundational knowledge in both data analytics and basic automation concepts.							

Course Outcomes (COs):

At the end of the course the student will be able to: -	
CO 1	Outline the concept of data science and basic features of R programming.
CO 2	Identify different R including variables, vectors, data structures, and control statements in R.
CO 3	Apply basic techniques in R to import, clean, filter, and manipulate datasets for analysis.
CO 4	Evaluate s different types of visualization technique such as bar charts, pie charts, histograms, and scatter plots in R.
CO 5	Analyse business data using descriptive statistics and correlation techniques to support basic business decision-making.

Unit I:

Introduction to Data Science and R Programming Meaning and Concept of Data Science, Importance of Data Science in Business, Applications of Data Science in Marketing, Finance, HR and Operations, Introduction to R Programming Language, Installation of R and RStudio, R Environment and Working Directory, Structure of an R Program, Data Types in R (Numeric, Character, Logical, Factor), Basic Arithmetic Operations in R.

(Hours 6)

Unit II:

Basic Programming Concepts in R Variables and Assignment Operators, Vectors and Operations on Vectors, Data Structures in R (Vectors, Lists, Matrices, Data Frames), Reading Data from Files (CSV, Excel), Writing Data to Files, Built-in Functions in R, Conditional Statements (If, If-Else), Loops in R (For Loop, While Loop).

(Hours 7)

Unit III:

Data Handling and Data Preparation Importing and Exporting Data, Viewing and Exploring Data, Data Cleaning Concepts, Handling Missing Values, Filtering and Sorting Data, Basic Data Manipulation, Data Transformation Techniques.

(Hours 5)

Unit IV: Data Visualization in R

Concept and Importance of Data Visualization, Introduction to Graphs in R, Bar Charts, Pie Charts, Histograms, Line Graphs, Scatter Plots, Customization of Graphs (Titles, Labels, Colors).

(Hours 4)

Unit V: Basic Data Analysis and Business Applications

Introduction to Data Analysis, Descriptive Statistics (Mean, Median, Mode, Standard Deviation), Correlation Analysis, Data Interpretation Techniques, Applications of Data Analysis in Business Decision Making, Case Examples in Marketing, Sales and Finance, Mini Project/Case Study using R.

(Hours 4)

Text Books

S.No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	R for Data Science	Hadley Wickham, Garrett Grolemund	O'Reilly Media	1 st (2016)
2	Beginning Data Science in R	Thomas Mailund	Apress	1 st (2017)

Reference Books

S.No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	R Programming for Data Science	Roger D. Peng	Leanpub	1 st (2015)
2	R For Dummies	Andrie de Vries, Joris Meys	Wiley	2 nd (2015)