
STUDY SCHEME & SYLLABUS FOR BACHELORS OF BUSINESS ADMINISTRATION (BBA) BATCH-2025 (1st SEM- 4th SEM)

Semester-1

Sr. No.	Semester	Course Code	Course Type	Course Title	Credit	Load Allocations			Marks Distribution		Total
						L	T	P	Internal	External	
1	1	25C2BBU-101	CoreTheory1	Principles and Practices of Management	6	5	1	0	40	60	100
2	1	25C2BBU-102	CoreTheory2	Basic Accounting	6	5	1	0	40	60	100
3	1	25C2BBU-103	General Elective 1	Managerial Economics I	6	5	1	0	40	60	100
4	1	25C2CCU-103	Ability Enhancement	English	1	1	0	0	40	60	100
5	1	25C2CCU-113	Ability Enhancement	English Practical/Laboratory	1	0	0	2	30	20	50
6	1	25C2 HVC-C01	Ability Enhancement	Human Values, De-addiction and Traffic Rules	3	3	0	0	40	60	100
7	1	25C2 HVC-C11	Ability Enhancement	Human Values, De-addiction and Traffic Rules (Lab/ Seminar)	1	0	0	2	25	0	25
8	1	25C2 CCU-111	-----	Mentoring and Professional Development	1	0	0	2	25	0	25
Total					25	19	3	6	280	320	600

Semester-2											
Sr. No.	Semester	Course Code	Course Type	Course Title	Credit	Load Allocations			Marks Distribution		Total
						L	T	P	Internal	External	
1	2	25C2BBU-201	CoreTheory1	Business Statistics	6	5	1	0	40	60	100
2	2	25C2BBU-202	CoreTheory2	Business Environment	6	5	1	0	40	60	100
3	2	25C2BBU-203	General Elective 1	Managerial Economics II	6	5	1	0	40	60	100
4	2	25C2CCU-214	Ability Enhancement	Entrepreneurship Setup and Launch **	2	0	0	4	60	40	100
5	2	25C2CCU-201	Ability Enhancement	Environmental Studies	2	2	0	0	40	60	100
6	2	25C2 CCU-211		Mentoring and Professional Development	1	0	0	2	25	0	25
Total					23	17	3	6	245	280	525

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

Semester-3

Sr. No.	Semester	Course Code	Course Type	Course Title	Credit	Load Allocations			Marks Distribution		Total
						L	T	P	Internal	External	
1	3	25C2BBU-301	Organizational Behaviour	Core	5	5	0	0	40	60	100
2	3	25C2BBU-302	Marketing Management	Core	5	5	0	0	40	60	100
3	3	25C2BBU-303	Cost and Management Accounting	Core	5	5	0	0	40	60	100
4	3	25C2BBU-304	Production and Operations Management	Ability Enhancement	5	5	0	0	40	60	100
5	3	25C2BBU-305	IT Tools For Business	Skill Enhancement Course	3	2	0	2	40	60	100
6	3	25C2CCU-301	Design Thinking for Managers	Multidisciplinary	3	3	0	0	40	60	100
7	3	25C2BBU-317	Summer Training	Skill Enhancement Course	2	2	0	0	50	0	50
8	3	25C2BBU-316	Career and Placement Planning	Skill Enhancement Course	1	0	0	2	50	0	50
Total					29	27	0	4	340	360	700

Semester-4

Sr. No.	Semester	Course Code	Course Type	Course Title	Credit	Load Allocations			Marks Distribution		Total
						L	T	P	Internal	External	
1	4	25C2BBU-401	Business Research Methods	Core	5	5	0	0	40	60	100
2	4	25C2BBU-402	Human Resource Management	Core	5	5	0	0	40	60	100
3	4	25C2BBU-403	Financial Management	Core	5	5	0	0	40	60	100
4	4	25C2BBU-404	Entrepreneurship Development	Core	5	5	0	0	40	60	100
5	4	25C2CCU-401	AI for Mangers	Multidisciplinary	3	3	0	0	40	60	100
6	4	25C2BBU-405	Business Ethics and CSR	Skill Enhancement Course	3	3	0	0	40	60	100
7	4	25C2BBU-416	Career and Placement Planning	Skill Enhancement Course	1	0	0	2	50	0	50
Total					27	26	0	2	290	360	650

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

SEMESTER- 1

25C2BBU-101

Principles and Practices of Management

Course objective: the course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management. And to facilitate the students in appreciating need/significance and applications of various managerial functions.

Course Outcomes (COs): After completion of the course, the students shall be able to:

Course Code	Course Outcomes
CO1	explain the basic concept of management and its tools and techniques to be used in the performance of the managerial job.
CO2	outline forms of different organizations and the evolution of management.
CO3	identify the process of strategic planning and decision making in organization.
CO4	analyse the functions and complexities associated with management of human resources (organizing, staffing and motivation) in the organization and integrate the learning in handling these complexities.
CO5	explain the vitality of authority and control, its methods to formulate best control - TQM and JIT.

Unit – I

Management: Meaning, definitions, nature and scope, functions of management. Managerial roles and skills. Forms of different organizations: sole proprietorship, partnership and Joint Stock Company.

Evolution of management thoughts: classical and new classical systems, contingency approaches, Scientific management.

Unit – II

Planning: nature, purpose and functions, types of plan, 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.

Unit – III

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

Concept of staffing- Recruitment and Selection.

Motivation – concept, importance and theories.

Unit –IV

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).

Suggested Textbooks:

- Principles and practices of management: L. M. PRASAD (S. Chand publishers)
- Essentials of Management: Koontz H. & Weihrich H. (Tata Mc Graw Hill Publishers)

Suggested Reference books

- Management: Stephen Robbins (Pearson publishers)
- VSP Rao & V H Krishna, Management, Excel books.

25C2BBU-102 Basic Accounting

Course Objective: This course aims to acquaint students with foundation of financial accountancy and its application in business. It also aims to familiarize students with regulatory framework of accounting in India.

Course Outcomes (COs): After completion of the course, the students shall be able to:

Course Code	Course Outcomes
CO1	define the basics of book keeping and accounting along with underlying concepts, conventions, and standards of accounting.
CO2	solve the accounting equation and complete the book keeping process.
CO3	construct the reconciliation statement and estimate the value of depreciation using different methods.
CO4	evaluate financial statements of a sole proprietorship.
CO5	create the final accounts of companies with the use of computer applications.

Unit I

Introduction to 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.

Unit II

The Accounting Equation; Types and Nature of Accounts, Rules of Debit and Credit; **Accounting process:** Recording Transactions in Journal; Preparation of Ledger Accounts, Subsidiary Books; Preparation of Trial Balance.

Unit III

Bank Reconciliation Statement, Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM). **Preparation of Final Accounts:** Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business

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.

Computerised Accounting: Computers and its application in accounting. Accounting software packages

Suggested Readings:

1. Maheshwari, S.N. and Maheshwari, S.K, "Financial Accounting", 2009, Vikas Publishing House, New Delhi.
2. Mukherjee, A. and Hanif, M., "Financial Accounting", 1st Edition, 2003, Tata McGraw Hill.
3. Ramchandran, N. and Kakani, R.K., "Financial Accounting for Management", 2nd Edition, 2007, Tata McGraw Hill.
4. Tulsian, P.C., Financial Accounting,
5. Horngren, Charles T., Sundem, Gart l, Elliot, John A. Philbrick, Donna R., "Introduction to Financial Accounting", Prentice Hall, New Delhi.
6. Gupta, Ambrish, "Financial Accounting for Management: An Analytical Perspective", Pearson Education, New Delhi.
7. Khatri, Dhanesh, "Financial Accounting" Tata McGraw-Hill, New Delhi.

25C2BBU-103

Managerial Economics I

Course Objective: The primary objective of this course is to equip students with the necessary economic concepts, principles, theory and techniques and enhance their managerial decision making to address business problems in a globalized economic environment

Course Outcomes (COs): After completion of the course, the students shall be able to:

Course Code	Course Outcomes
CO1	explain the Managerial Economic concepts for decision making and forward planning.
CO2	outline the concept of demand and its exceptions for different forecasting methods.
CO3	develop the functional relationship between various factors of production.
CO4	analyze basic market models of perfect competition, monopoly, monopolistic competition and oligopoly and relationship of price and quantity determinants in each model.
CO5	evaluate various strategies of pricing for better profit by assessing the relationships between short-run and long-run costs.

Unit-I

Introduction to Managerial Economics: Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept, Scarcity Concept.

Demand and the Firm: Demand and its Determination: Demand function; Determinants of demand; Demand elasticity – Price, Income and cross elasticity. Use of elasticity for analyzing demand, Demand estimation, Demand forecasting, Demand forecasting of new product.

Indifference Curve Analysis: Meaning, Assumptions, Properties, Consumer Equilibrium, Importance of Indifference Analysis, Limitations of Indifference Theory

Unit-II

Production Function: Production function Meaning, Concept of productivity and technology, Short Run and long run production function Isoquants; Least cost combination of inputs, Producer's equilibrium; Return to scale; Estimation of production function.

Theory of Cost: Cost Concepts and Determinants of cost, short run and long run cost theory, Modern Theory of Cost, Relationship between cost and production function

Unit-III

Revenue Curve: Concept of Revenue, Different Types of Revenues, concept and shapes of Total Revenue, Average revenue and marginal revenue, Relationship between Total Revenue, Average revenue and marginal revenue, Elasticity of Demand and Revenue relation

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, Price leadership model.

Unit-IV

Pricing: Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices

Factor Pricing: Demand and supply of factor of production; Collective bargaining, Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates. Basic capital theory–Interest rate and return on capital. Measurement of profit.

Note: Relevant Case Studies will be discussed in class.

Suggested Readings/ Books:

- K.K .Dewett, *Modern Economic Theory*, S. Chand Publication
- D.M.Mithani, *Managerial Economics Theory and Applications*, Himalaya Publication
- Peterson and Lewis, *Managerial Economic*, Prentice Hall of India
- Gupta, *Managerial Economics*, TataMcGraw Hills
- Geetika, *Managerial Economics*, Tata McGraw Hills
- D.N.Dwivedi, *Managerial Economic*, Vikas Publications
- Froeb, *Managerial Economics*, Cengage Learning
- Koutsoyiannis, A, *Modern Micro Economics*, Palgrave Macmillan Publishers, New Delhi.
- Thomas Christopher R., and Maurice S. Charles, *Managerial Economics – Concepts and Applications*, 8th Edition,
- Mehta, P. L, *Managerial Economics – Analysis, Problems and Cases*, Sultan Chand & Sons, Delhi.
- Peterson and Lewis, *Managerial Economics*, 4th Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
- Shapiro, *Macro Economics*, Galgotia Publications.
- H. L Ahuja *Advanced Economic Analysis*, S. Chand & Co. Ltd, New Delhi. 7.
- G.S Gupta, *Managerial Economics*, Tata McGraw Hill.

AECC
25C2CCU-103

English

Course Outcomes:

Course Code	Course Outcomes
CO1	explain the concept of business communication along with the prerequisites for an effective communication.
CO2	classify business communication with respect to its form (reading, writing, spoken), setting of usage (personal, social, business, interpersonal, intrapersonal or group).
CO3	apply the knowledge and skills of business communication in areas of speaking, reading and writing presentations.
CO4	explain the barriers of effective business communication.
CO5	improve professional communication like reading and writing skills.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

Detailed Contents:

Unit1- 1 (Introduction)

- Theory of Communication □
- Types and modes of Communication □

Unit- 2 (Language of Communication)

- Verbal and Non-verbal □
- (Spoken and Written) □
- Personal, Social and Business □
- Barriers and Strategies □
- Intra-personal, Inter-personal and Group communication □

Unit-3 (Reading and Understanding)

- Close Reading □
- Comprehension □
- Summary Paraphrasing □
- Analysis and Interpretation □
- Translation (from Hindi/Punjabi to English and vice-versa) □

OR

- Precis writing /Paraphrasing (for International Students) □
- Literary/Knowledge Texts □

Unit-4 (Writing Skills)

- Documenting □
- Report Writing □
- Making notes □

- Letter writing □

Recommended Readings:

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, Dr. Ranjana Kaul, Dr. Brati Biswas
5. *On Writing Well*. William Zinsser. Harper Resource Book. 2001
6. *Study Writing*. Liz Hamp-Lyons and Ben Healy. Cambridge University Press. 2006.

25C2CCU-113
English Practical/Laboratory

Course Outcomes:

Course Code	Course Outcomes
CO1	build english vocabulary and language proficiency.
CO2	improve their professional communication through reading and writing practices.
CO3	develop vital communication skills which are integral to personal, social and professional interactions.
CO4	identify common errors in spoken and written communication.
CO5	make use of english language as an independent user.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

Interactive practice sessions in Language Lab on Oral Communication

- Listening Comprehension □
- Self Introduction, Group Discussion and Role Play□
- Common Everyday Situations: Conversations and Dialogues□
- Communication at Workplace□
- Interviews□
- Formal Presentations□
- Monologue□
- Effective Communication/ Mis- Communication □
- Public Speaking□

Recommended Readings:

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Practical English Usage*. Michael Swan. OUP. 1995.
4. *Communication Skills*. Sanjay Kumar and PushpLata. Oxford University Press. 2011.
5. *Exercises in Spoken English*. Parts. I-III. CIEFL, Hyderabad. Oxford University Press

25C2HVC-C01

Human Values, De-addiction and Traffic Rules Course Objective

Course Code	Course Outcomes
CO1	explain the concept of value education, with respect to an individual's understanding of self, ambitions, happiness and prosperity.
CO2	interpret the need of self (I) and body to ensure harmony in a human.
CO3	construct a holistic view towards society as a whole and the role of human-to-human interaction in it.
CO4	analyze harmony in the nature and existence.
CO5	elaborate the knowledge on ethical human values and its implication on modern day professional requirement.

Thus, this course is intended to provide a much needed orientational input in Value Education to the young enquiring minds.

Course Methodology

- The methodology of this course is universally adaptable, involving a systematic and rational study of the human being vis-à-vis the rest of existence.□
- It is free from any dogma or value prescriptions.□
- It is a process of self-investigation and self-exploration, and not of giving sermons. Whatever is found as truth or reality is stated as proposal and the students are facilitated to verify it in their own right based on their Natural Acceptance and Experiential Validation.□
- This process of self-exploration takes the form of a dialogue between the teacher and the students to begin with, and within the student himself/herself finally.□
- This self-exploration also enables them to evaluate their pre-conditionings and present beliefs.□

Content for Lectures:

Module 1: Course Introduction - Need, Basic Guidelines, Content and Process for Value Education [6]

1. Understanding the need, basic guidelines, content and process for Value Education
2. Self Exploration–what is it? - its content and process; ‘Natural Acceptance’ and Experiential Validation- as the mechanism for self exploration
3. Continuous Happiness and Prosperity- A look at basic Human Aspirations
4. Right understanding, Relationship and Physical Facilities- the basic requirements for fulfillment of aspirations of every human being with their correct priority
5. Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario
6. Method to fulfill the above human aspirations: understanding and living in harmony at various levels

Module 2: Understanding Harmony in the Human Being - Harmony in Myself! [6]

Understanding human being as a co-existence of the sentient 'I' and the material 'Body'

7. Understanding the needs of Self ('I') and 'Body' - *Sukh* and *Suvidha*
8. Understanding the Body as an instrument of 'I' (I being the doer, seer and enjoyer)
9. Understanding the characteristics and activities of 'I' and harmony in 'I'
10. Understanding the harmony of I with the Body: *Sanyam* and *Swasthya*; correct appraisal of Physical needs, meaning of Prosperity in detail
11. Programs to ensure *Sanyam* and *Swasthya*

- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 3: Understanding Harmony in the Family and Society- Harmony in Human- Human Relationship [6]

12. Understanding harmony in the Family- the basic unit of human interaction
13. Understanding values in human-human relationship; meaning of *Nyaya* and program for its fulfillment to ensure *Ubhay-tripti*;
Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
14. Understanding the meaning of *Vishwas*; Difference between intention and competence
15. Understanding the meaning of *Samman*, Difference between respect and differentiation; the other salient values in relationship
16. Understanding the harmony in the society (society being an extension of family): *Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
17. Visualizing a universal harmonious order in society- Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha*)- from family to world family! - Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 4: Understanding Harmony in the Nature and Existence - Whole existence as Co-existence [4]

18. Understanding the harmony in the Nature
19. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature
20. Understanding Existence as Co-existence (*Sah-astitva*) of mutually interacting units in all-pervasive space
21. Holistic perception of harmony at all levels of existence
- Practice Exercises and Case Studies will be taken up in Practice Sessions.

Module 5: Implications of the above Holistic Understanding of Harmony on Professional Ethics [6]

22. Natural acceptance of human values
23. Definitiveness of Ethical Human Conduct
24. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order
25. Competence in professional ethics:
 - a) Ability to utilize the professional competence for augmenting universal human order,
 - b) Ability to identify the scope and characteristics of people-friendly and eco-

friendly production systems,

- c) Ability to identify and develop appropriate technologies and management patterns for above production systems.

26. case studies of typical holistic technologies, management models and production systems

27. Strategy for transition from the present state to Universal Human Order:

- a) At the level of individual: as socially and ecologically responsible engineers, technologists and managers
- b) At the level of society: as mutually enriching institutions and organizations

Text Book

R R Gaur, R Sangal, G P Bagaria, 2009, *A Foundation Course in Value Education*.

Reference Books

1. Ivan Illich, 1974, *Energy & Equity*, The Trinity Press, Worcester, and HarperCollins, USA
2. E.F. Schumacher, 1973, *Small is Beautiful: a study of economics as if people mattered*, Blond & Briggs, Britain.
3. A Nagraj, 1998, *Jeevan Vidya ek Parichay*, Divya Path Sansthan, Amarkantak.
4. Sussan George, 1976, *How the Other Half Dies*, Penguin Press. Reprinted 1986, 1991
5. PL Dhar, RR Gaur, 1990, *Science and Humanism*, Commonwealth Purblishers.
6. A.N. Tripathy, 2003, *Human Values*, New Age International Publishers.
7. Subhas Palekar, 2000, *How to practice Natural Farming*, Pracheen(Vaidik) Krishi Tantra Shodh, Amravati.
8. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, *Limits to Growth – Club of Rome’s report*, Universe Books.
9. E G Seebauer & Robert L. Berry, 2000, *Fundamentals of Ethics for Scientists & Engineers*, Oxford University Press
10. M Govindrajran, S Natrajan & V.S. Senthil Kumar, *Engineering Ethics (including Human Values)*, Eastern Economy Edition, Prentice Hall of India Ltd.
11. B P Banerjee, 2005, *Foundations of Ethics and Management*, Excel Books.
12. B L Bajpai, 2004, *Indian Ethos and Modern Management*, New Royal Book Co., Lucknow. Reprinted 2008.

Relevant CDs, Movies, Documentaries & Other Literature:

1. Value Education website, <http://uhv.ac.in>
2. Story of Stuff, <http://www.storyofstuff.com>
3. Al Gore, *An Inconvenient Truth*, Paramount Classics, USA
4. Charlie Chaplin, *Modern Times*, United Artists, USA
5. IIT Delhi, *Modern Technology – the untold Story*.

AECC

25C2HVC-C11

Human Values, De-addiction and Traffic Rules (Lab/Seminar)

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.

Course Code	Course Outcomes
CO1	estimate the development of Holistic perspective among students towards life, profession and happiness.
CO2	identify the essential complementarily between “VALUES” and “SKILLS” to ensure sustained happiness and prosperity..
CO3	examine the value-based living in a natural way.
CO4	formulate plausible implications of such a holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behavior.
CO5	outline the responsibilities of a manager for society and organization in the era of globalization at workplace..

25C2CCU-111

Mentoring and Professional Development

Guidelines regarding Mentoring and Professional Development

Course Code	Course Outcomes
CO1	apply communication skills in today's workplace to facilitate ability to work collaboratively.
CO2	outline the understanding of effective group discussion and interview etiquettes.
CO3	identify the different techniques of communication.
CO4	explain various elements of group dynamics, team building activity and cooperation.
CO5	develop leadership qualities for fostering creativity and collaboration.

The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities. For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

1. Sports/NSS/NCC
2. Field project.
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

SEMESTER- 2

25C2BBU-201

Business Statistics

The objective of the course on Business Statistics is to familiarize students with the basic statistical tools used to summarize and analyze quantitative information for decision making. Analysis of numbers is required for taking decisions related to every aspect of business.

Course Outcomes (COs): After completion of the course, the students shall be able to:

Course Code	Course Outcomes
CO1	define the basic fundamentals of business statistics and sampling methods.
CO2	compare different statistical tools like central tendency for strategic decision-making.
CO3	make use of correlation and regression methods for understanding the relationships between different variables.
CO4	apply probability theory for making estimates and prediction.
CO5	build the understanding of statistical techniques in business operations.

Unit I

Introduction to Statistics: Meaning, Definitions, Features of statistics, Importance, Functions, Scope and Limitations of Statistics.

Data Collection: Sources of Primary and Secondary data. Presentation of Data. Frequency distribution.

Sampling Concepts: Meaning of Population and Sample, Parameters and Statistics, Descriptive and Inferential Statistics, Probability and Non Probability Sampling Methods including Simple Random Sample, Stratified Sampling, Systemetic Sampling, Judgement Sampling and Convenience Sampling.

Unit II

Measures of Central Tendency: Mathematical averages including arithmetic mean, geometric mean and harmonic mean, properties and applications. Positional Averages: Mode and median (and other partition values including quartiles, deciles and percentile. Graphic presentation of measures of central tendency.

Measures of Variation: Absolute and relative measures. Range, quartile deviation, mean deviation, standard deviation and their coefficients. Properties of Standard Deviation and Variance.

Sampling Distribution: Concept of Sampling Distribution, Formulation of Sampling Distribution of Mean and Sampling distribution of standard deviation/Variance.

Unit III

Simple Correlation Analysis: Meaning of Correlation, Simple, multiple and partial, linear and non linear correlation, correlation and causation, scatter diagram, pearson's correlation coefficient and Rank Correlation.

Simple Regression Analysis: Meaning of Regression, Principle of least square and regression analysis, Calculation of regression coefficient, properties of regression coefficient, Relationship between correlation and regression coefficient.

Unit IV

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).

Probability Distribution: Binomial Distribution: Probability Distribution function, Constants, Shape, Fitting of Binomial Distribution, Poission Distribution: Probability Function (including Poission approximation to binomial distribution) Constants, Fitting of Poission Distribution, Normal Distribution: Probability Distribution Function, Properties of Normal Curve, Calculation of Probabilities.

Suggested Readings:

1. Levin, Richard and David S. Rubin. "*Statistics for Management*". Prentice Hall of India, New Delhi.
2. Chandan, J.S., "*Statistics for Business and Economics*", Vikas Publishing House Pvt. Ltd.
3. Render, B. and Stair, R. M. Jr., "*Quantitative Analysis for Management*", Prentice-Hall of India, New Delhi.
4. Gupta C B, Gupta V, "*An Introduction to Statistical Methods*", Vikas Publications.
5. Siegel, Andrew F, *Practical Business Statistics*. International Edition, McGraw Hill
6. Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. and Levine, D.M., *Business Statistics: A First Course*, Pearson Education.

25C2BBU-202

Business Environment

Course Objective: The objective of this paper is to acquaint students with the issues of Business environment in which corporate sector has to operate. It will also familiarize them with the techniques available for scanning and monitoring the environment. It also aims at providing some basic knowledge about international environment pertaining to business.

Course Outcomes (COs): After completion of the course, the students shall be able to:

Course Code	Course Outcomes
CO1	outline various political institutions and the impact of legal environment on business.
CO2	identify the impact of liberalization, privatization and globalization on business in India.
CO3	analyse various concepts of business ethics and corporate social responsibility.
CO4	explain the concept of MNCs and their impact on business.
CO5	determine the outcome of WTO, IMF and regional groupings in India.

Unit I

Introduction to Business Environment: Nature and Significance Business Environment. Components of Business Environment, Techniques of Environment Scanning. **Economic Environment of Business:** Economic Systems. Economic Planning in India, Brief idea of Industrial Policy, Fiscal policy, Monetary policy and EXIM policy.

Unit II

Political and Legal Environment of Business: Three political institutions: Legislature, Executive and Judiciary. Foreign Exchange Management Act (FEMA), Consumer Protection Act. Introduction to Liberalization, Privatization and Globalization: Factors facilitating and impeding globalization in India.

Unit III

Socio- Cultural Environment: Critical elements of socio-cultural Environment. Social responsibility of business. Business Ethics and Corporate Social Responsibility. **Public Sector** Changing Role of Public Sector - Relevance of public sector – Public Sector reforms. Regulatory framework with reference to Banking and Security Market. Technological Environment.

Unit IV

International Business Environment: Multinational Corporations-Benefits and Problems. Mergers and acquisitions - reasons - trends - Advantages and Disadvantages. WTO, Consequences of WTO for India. IMF. Regional Groupings.

SUGGESTED READINGS:

- Aswathappa, K : Essentials of Business Environment-Text, Cases and Exercises - Himalya Publishing House(13th Revised Edition-2016)
- Cherunilam, Fransis– Business Environment- Text and Cases ,Himalya Publishing House Pvt. Ltd.(20th Edition-2011)
- Paul, Justin-Business Environment- Text and Cases-McGraw Hill Education (India) Private Limited.(4th Revised Edition-2018)
- Ramachandara, Archana and Ravi-Business Environment. Himalya Publishing House Pvt. Ltd.(New Edition-2017)
- Sheikh, Saleem and Sahu Jayadev, Business Environment, Pearson.

25C2BBU-203

Managerial Economics II

Course Objective: This course aims to acquaint students with economy as a whole including measurement of national income, inflation and unemployment, with the objective to inculcate understanding of macroeconomic environment of an economy for better decision making.

Course Outcomes (COs): After completion of the course, the students shall be able to:

Course Code	Course Outcomes
CO1	explain the concept of national income and it related aggregates.
CO2	illustrate various theories related to demand and supply for money in economy.
CO3	analyse economy in quantitative terms with the help of inflation and unemployment theories.
CO4	interpret business cycle, economic policies and multiplier concept used in economy.
CO5	elaborate macro-economic framework, different finance and tax system available in Indian economy.

Unit I

National Income: Measuring National Income. Problems in the measurement of National Income. **Theories of Money:** Nature and functions of money – Types of money: Near money, inside money and outside money. Theories of demand for money – defining demand for money

– Classical theories of demand for money – Friedman’s re-statement of Quantity Theory of Money; Liquidity preference theory and Keynesian Liquidity Trap. Theories of Supply of money; Defining supply of money; Measuring supply of money.

Unit II

Theories of Inflation and Unemployment: Meaning, Types and Theories of Inflation. - Cost of inflation and sacrifice ratio. - Measurement of Inflation in India - Policies to control inflation, Meaning and types of unemployment. - Cost of unemployment and Oakun’s Law Measurement of unemployment in India. - Concept of Stagflation - Concept of Philips Curve.

Unit III

Business cycle: Meaning, types and phases. **Monetary, Fiscal and Income policy** – Meaning and instruments. **Multiplier:** Concept, Features and Leakages. Foreign trade multiplier.

Unit IV

Macro-economic Framework in Indian Economy–Public Finance–Tax system in India–
Financial Administration: Finance Commission.

SUGGESTED READINGS:

1. Ahuja, H.L. (2015) *Macroeconomics-Theory and Policy*. New Delhi: Sultan Chand.
2. Jhingan, M.L. (2016) *Macro Economic Theory*. Delhi: Vrinda Publications Pvt. Ltd
3. Dwivedi, D.N. (2017) *Macroeconomics: Theory and Practice: Theory & Practice*. New Delhi: McGraw Hill.
4. Jain, T.R., Khanna, O.P. (2014) *Managerial Economics*: V.K. Publications
5. Dewett, K.K., Navalur, M.H., (2006) *Modern Economic Theory*: New Delhi: Sultan Chand.

25C2CCU-214	L	T	P
Entrepreneurship Setup and Launch	0	0	4

Introduction:

This semester lays the foundation for the learner to understand what entrepreneurship is, beyond just starting a business. It introduces key ideas like problem-solving, value creation, and self-awareness. The learner will begin exploring basic business concepts while discovering their own interests and strengths.

Learners Objective:

1. Understand the core concepts of entrepreneurship through relatable, real-life examples.
2. Begin to see themselves as problem-solvers and creators.
3. Learn about business paths and choose one to try based on interest or local fit.
4. Launch a micro-hustle (online or offline) to earn their first income.
5. Build confidence and self-belief by doing.

Outcome: By the end of this semester, learners will start a simple business activity, earn their first income, and build belief in their ability to do business.

Course Code	Course Outcomes
CO1	explain core concepts of entrepreneurship.
CO2	apply problem-solving and value creation skills.
CO3	demonstrate entrepreneurial action.
CO4	analyze customer needs and improve offerings.
CO5	build entrepreneurial mindset and self-belief

Guiding Principles/Approach:

This syllabus is built on principles of **experiential learning**, **growth mindset development**, and **identity-first learning**. Drawing from learning science and behavior design, the course shifts students from passive learning to *active doing*, where they try out small business activities in real contexts. The design helps students not just learn entrepreneurship but begin to see themselves as entrepreneurs. Emphasis is placed on *small wins*, *peer collaboration*, and *locally relevant opportunities* to ensure learning feels achievable and connected to their realities. The curriculum focuses on conceptual understanding without heavy theory,

combining *practical action, reflection, and collaboration*. By making progress visible and success feel possible, it plants the seeds of self-reliance, initiative, and long-term motivation.

Semester Syllabus:

Format: 12 weeks, 4 hours/week | 2 credits

Revenue Target: ₹10,000

Week	Learning Goal	Measurable Outcome
1	Understand what entrepreneurship is and who can be an entrepreneur	Students define entrepreneurship in their own words and list 2 entrepreneurs from their local area or community
2	Connect personal identity to entrepreneurship (strengths, interests, struggles)	Students create a “value map” showing how a skill/interest/problem from their life could become a business opportunity
3	Learn about 5 business paths: content creation, drop-shipping, cloud kitchen/food business, gig economy and local services	Students explore 1–2 examples from each domain and share one they’re most curious to try and why
4	Choose a path and generate a basic business idea	Students write down a clear offer (what, for whom, why) and one way to reach their Customer
5	Take first real action: message, post, pitch, or sell	Students reach out to or serve 1 real potential customer and record what happened
6	Reflect on first attempt and share with peers	Students share their result, a challenge faced, and one idea to improve next time
7	Improve and try again: aim for first ₹100	Students apply a change, try again, and aim to make their first ₹100 or get meaningful response
8	Learn how to identify and understand your target customer	Students talk to 2 potential customers or observe them and list 3 insights about their Needs
9	Learn how to serve your target audience better	Students improve one part of their offer (product, delivery, messaging, or interaction) based on customer feedback or Need
10	Explore core entrepreneurial values (resilience, honesty, effort)	Students reflect on 1 value they’re building and show it in a business task or peer story
11	Focus on earning and staying consistent	Students complete a second earning task and track their consistency (e.g., same product or message for 3 days)

12	Reflect on earnings, grit, and how to keep going	Students record total earnings, one resilience moment, and one support system or habit they'll continue with
----	--	--

Weekly Component:

Component	Duration	Description
Learning Module	~1.5 hrs	- Introduces key concepts in a simple and engaging way - Includes, examples, and 1–2 interactive discussions or quizzes
Action Lab	~2 hrs	- Hands-on task on the weekly concept - Includes step-by-step guidance, templates, and worksheets - Ends with a submission (e.g., video, reflection, or proof of action)
Resources	Self-paced	- Supplementary videos, short readings, real- life stories, and tools to deepen understanding at their own pace

Evaluation Criteria

Evaluation Component	Description	Weightage
Weekly Task Completion	Timely submission of weekly tasks including reflections, activities, quizzes etc.	40%
Target Completion	Performance-based evaluation on hitting revenue or profit targets (e.g., generating ₹10,000 revenue)	30%
Final Project	A comprehensive project based on the semester's Theme	30%

Week 1: What is Entrepreneurship? Who Can Be an entrepreneur?

INTRODUCTION: Could *You* Be an entrepreneur?

When people hear “entrepreneur,” they often think it means having a company, investors, or an MBA. Some even believe it's only for toppers or those with high grades. But entrepreneurship is more about mindset than qualifications: it's about seeing a problem and doing something about it. Like someone who starts selling snacks because their school canteen is always shut, or a friend who fixes broken chargers for others. If you've ever spotted a need and thought, “I can solve this,” - you've already taken your first step.

Component 1: Learning Module (~1.5 hours) Unit 1:

What is Entrepreneurship?

1. Solving problems or creating value in exchange for money.
2. Entrepreneurship is not just about starting a company: it's about initiative, resourcefulness, and value creation.
3. Different types of entrepreneurs: small shop owners, street vendors, YouTubers, local tailors, mechanics, and more.

4. Entrepreneurs build opportunities instead of waiting for them.

Simple Slide/Visual Aid Tip:

A circle that says "Problem", an arrow pointing to "Solution", then an arrow to "Earn". That's entrepreneurship.

<A video that visually shows how entrepreneurship starts with spotting a problem (e.g., long food lines), creating a solution (e.g., pre-order lunch service), and earning from it:

illustrating the simple flow: Problem → Solution → Earn>

MCQ 1

Q: What best describes entrepreneurship?

- A. Getting a job in a company
- B. Solving problems for others and earning from it ?
- C. Studying business in college
- D. Buying expensive things

Feedback:

1. Correct! Entrepreneurs solve problems or offer value and get paid for it.
2. Not quite! Entrepreneurship is about creating something useful, not just getting a job or studying.

Unit 2: Who Can Be an entrepreneur?

Entrepreneurship starts with spotting a problem, finding a solution, and creating value. Today, anyone with a phone and an internet connection can start a business: money helps, but mindset and initiative matter more at the start.

You just need:

1. A problem to solve
2. A simple skill or product
3. The courage to start small

Examples Carousel (Swipeable cards)

1. **Pooja (India)** – Sells handmade rakhis on Instagram, learned designing on YouTube.
Problem she saw: Expensive or generic rakhis in the market; no personal touch.
2. **Luis (Mexico)** – Repairs used phones in his garage, now has loyal customers.
Problem he saw: Many people couldn't afford new phones or didn't trust local repair shops.
3. **Sana (Kolkata)** – Started tiffin delivery from her home kitchen, now earns ₹500/day.
Problem she saw: Office workers struggled to find affordable, homemade meals.
4. **Sal Khan (USA)** – Started Khan Academy with YouTube lessons to help his cousin.
Problem he saw: His cousin needed help with math, but good learning resources were hard to access.

MCQ

Q: Which of these can be a form of entrepreneurship?

- A. Making reels on skincare tips and selling homemade face packs ?
- B. Buying new clothes from malls
- C. Studying engineering
- D. Playing games without sharing or streaming

Feedback:

1. Correct! Sharing useful tips + selling a product = solving a need!
2. Try again! Entrepreneurship is about creating value and helping others.

Reflection Prompt

1. If you had to earn ₹100 this week, what would you do?

Component 2: Action Lab (~2 hours) Task Find

& Learn from 2 Entrepreneurs Near You

Steps (Checklist):

1. Look around your neighborhood or online: find 2 people who earn through their own work
2. Ask or observe:
 - a) What do they do?
 - b) How do they earn?
 - c) What makes them entrepreneurial?
3. Use the **Entrepreneur Tracker Template** (available in the resources tab)

Final Deliverable

Learner submits:

1. A short definition of entrepreneurship (in their words)
2. 2 entries from the Entrepreneur Tracker (name, what they do, what learner learned)

→ Submitted in the submissions tab.

Supplementary Resources (Optional)

1. [Danny O'Neill - Getting started | Entrepreneurship | Khan Academy](#)
2. [The Better India – Stories of local entrepreneurs](#)

**

Week 2: Can I Be an entrepreneur?

INTRO – What Makes an entrepreneur?

You don't need a suit, a degree, or a lot of money to be an entrepreneur.

You need one thing: a mindset. Entrepreneurs notice problems around them: and do something about it. From the boy fixing bikes outside his house to the girl teaching dance on Instagram, they all started small. What matters most is not what you have: it's how you think and act.

Component 1: Learning Module (~1.5 hours)

Unit 1: What Makes an entrepreneur?

Key Concepts:

1. **Entrepreneurs are driven by curiosity:** they ask questions, explore possibilities, and seek better ways to do things.
2. **They take initiative:** they act, experiment, and create using limited resources with creativity and courage
3. **They learn by doing:** embracing mistakes as stepping stones to progress.
4. **They take full ownership:** one day they're the marketer, the delivery person, and the customer support, all in one.
5. **They are resilient:** they persist through challenges, adapt to change, and keep moving forward with purpose.

Real-Life Examples:

1. Nithin & Nikhil Kamath (Zerodha) – Started India's largest stock brokerage without formal degrees or external funding, just deep curiosity about stock markets and a desire to simplify investing.
2. *Qualities: Took initiative early and stayed persistent through challenges.*
3. Prajakta Koli (MostlySane) – Started by making comedy sketches about everyday Indian life: family, school, relationships: and became one of India's top digital creators.
4. *Qualities: Stayed consistent, adapted over time, and built strong audience trust.*
5. Tilak Mehta (Paper n Parcels) – As a teenager, launched a courier startup using Mumbai's dabbawala network for delivery.
6. *Qualities: Thought creatively and acted with confidence at a young age.*

Unit 2: Start Small: Build Ideas from What You Know

In the last unit, you learned that entrepreneurs don't just have ideas: they act, solve problems, and use what they have. But the big question now is:

“What can I offer?”

That's where the Value Map comes in. It helps you take your first step toward thinking and acting like an entrepreneur: in your own way.

What is a Value Map?

A Value Map connects three simple things:

A. What people around you need

→ Look around: is there something people often struggle with or something that could be better?

B. What you enjoy or are willing to try

→ You don't need to be an expert. Start with small things you like doing: talking to people, fixing, organizing, helping, designing, or learning something new.

→ Even if you're just curious about something: that's enough to begin.

C. What solution you can create

→ Use what you enjoy or are learning to try solving a real need around you: even in a small way

Visuals:

3 overlapping circles:

1. "People Need"
2. "I Can"
3. "My Offer"

Examples:

1. People Need → Affordable meals

I Can → Cook + have access to home kitchen My Offer → ₹40 tiffin service

2. People Need → Study tips in Punjabi I Can → Speak clearly + love teaching

My Offer → 3-minute video tips on Instagram

MCQ

Q: What's the first step to being an entrepreneur?

- A. Waiting for the perfect idea
- B. Solving a problem with your skills ?
- C. Buying a shop
- D. Studying for years

Feedback:

1. Correct! Entrepreneurs start by solving small problems using what they already have.
2. Try again! It's not about waiting: it's about starting.

Reflection Prompt

1. If someone gave you ₹500 and asked you to earn from it, what would you do?

Component 2: Action Lab (~2 hours)

Task: Create Your Personal Value Map Steps (checklist in app):

1. Think of 2–3 problems people face around you (hunger, phone repair, boredom, etc.)
2. List your own skills, interests, or resources.
3. Match each problem with something you could offer.
4. Use the **Value Map Template in the resources** to organize your ideas.

Final Deliverable (Submitted in App):

1. Your completed **Value Map** (in 3 columns: Need, Skill, Offer)
2. Highlight **1 idea** you'd like to explore for your future hustle

Supplementary Resources (Optional)

1. "Start with Why" by Simon Sinek
2. [10 Characteristics of Successful Entrepreneurs | Business: Explained](#)

AECC
25C2CCU-201
Environment Studies

Course Outcomes:

Course Code	Course Outcomes
CO1	explain various concepts used in environmental studies.
CO2	relate the basic phenomenon of structure and functions of eco-system.
CO3	develop the understanding of conventional and non-conventional energy sources, solid waste management and technologies for sustainable development.
CO4	interpret the concept of bio-diversity and its conservation.
CO5	explain the impact of pollution leading to climate change and environmental disasters.
CO6	identify the role of citizen in prevention and safety from pollutants.

UNIT-1: Introduction to Environmental Studies

Multidisciplinary nature of Environmental Studies: Scope & Importance
Need for Public Awareness

UNIT-2: Ecosystems

Concept of an Ecosystem: Structure & functions of an ecosystem (Producers, Consumers & Decomposers)

Energy Flow in an ecosystem: Food Chain, Food web and Ecological Pyramids

Characteristic features, structure & functions of following Ecosystems:

- Forest Ecosystem
- Aquatic Ecosystem (Ponds, Lakes, River & Ocean)

UNIT-3: Natural Resources

Renewable & Non-renewable resources

Forest Resources: Their uses, functions & values (Biodiversity conservation, role in climate change, medicines) & threats (Overexploitation, Deforestation, Timber extraction, Agriculture Pressure), Forest Conservation Act

Water Resources: Their uses (Agriculture, Domestic & Industrial), functions & values, Overexploitation and Pollution of Ground & Surface water resources (Case study of Punjab), Water Conservation, Rainwater Harvesting,

Land Resources: Land as a resource; Land degradation, soil erosion and desertification

Energy Resources: Renewable & non-renewable energy resources, use of alternate energy resources (Solar, Wind, Biomass, Thermal), Urban problems related to Energy

UNIT-4: Biodiversity & its conservation

Types of Biodiversity: Species, Genetic & Ecosystem

India as a mega biodiversity nation, Biodiversity hot spots and biogeographic regions of India

Examples of Endangered & Endemic species of India, Red data book

UNIT-5: Environmental Pollution & Social Issues

Types, Causes, Effects & Control of Air, Water, Soil & Noise Pollution

Nuclear hazards and accidents & Health risks

Global Climate Change: Global warming, Ozone depletion, Acid rain, Melting of Glaciers & Ice caps, Rising sea levels

Environmental disasters: Earthquakes, Floods, Cyclones, Landslides

UNIT-6: Field Work

Visit to a National Park, Biosphere Reserve, Wildlife Sanctuary

Documentation & preparation of a Biodiversity (flora & fauna) register of campus/river/forest

Visit to a local polluted site : Urban/Rural/Industrial/Agricultural

Identification & Photography of resident or migratory birds, insects (butterflies)

Public hearing on environmental issues in a village

Suggested Readings:

1. Bharucha, E. Text Book for Environmental Studies. University Grants Commission, New Delhi.
2. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
3. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R)
4. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
5. Clark R.S., Marine Pollution, Clanderson Press Oxford (TB)
6. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumabai, 1196p
7. De A.K., Environmental Chemistry, Wiley Eastern Ltd.
8. Down to Earth, Centre for Science and Environment (R)
9. Gleick, H.P. 1993. Water in crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
10. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
11. Heywood, V.H & Waston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
12. Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.

13. Mckinney, M.L. & School, R.M. 1996. Environmental Science systems & Solutions, Web enhanced edition. 639p.
14. Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
15. Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
16. Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
17. Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
18. Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
19. Survey of the Environment, The Hindu (M)
20. Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science (TB)
21. Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
22. Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

25C2CCU-211

Mentoring and Professional Development

Course Code	Course Outcomes
CO1	apply communication skills in today's workplace to facilitate ability to work collaboratively.
CO2	outline the understanding of effective group discussion and interview etiquettes.
CO3	identify the different techniques of communication.
CO4	explain various elements of group dynamics, team building activity and cooperation.
CO5	develop leadership qualities for fostering creativity and collaboration.

Guidelines regarding Mentoring and Professional Development The objective of mentoring will be development of:

- Overall Personality
- Aptitude (Technical and General)
- General Awareness (Current Affairs and GK)
- Communication Skills
- Presentation Skills

The course shall be split in two sections i.e. outdoor activities and class activities.

For achieving the above, suggestive list of activities to be conducted are:

Part – A (Class Activities)

1. Expert and video lectures
2. Aptitude Test
3. Group Discussion
4. Quiz (General/Technical)
5. Presentations by the students
6. Team building Exercises

Part – B (Outdoor Activities)

1. Sports/NSS/NCC
2. Field Project
3. Society Activities of various students chapter i.e. ISTE, SCIE, SAE, CSI, Cultural Club, etc.

Note: Evaluation shall be based on rubrics for Part – A & B.

Mentors/Faculty incharges shall maintain proper record student wise of each activity conducted and the same shall be submitted to the department.

SEMESTER- 3

Organizational Behaviour

Sem.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
3	25C2BBU-301	Organizational Behaviour	Core Theory	5	5	0	0	40	60	100
Prerequisites		Basic understanding of management principles, communication, leadership, and organizational processes.								

Course Outcomes (COs):

At the end of the course the student will be able to:	
CO 1	Define fundamental concepts of organizational behaviour and individual learning processes.
CO 2	Apply perception, attitude, personality, and motivation theories in workplace Behaviour.
CO 3	Analyse group dynamics, team effectiveness, and leadership theories in organizations.
CO 4	Categorize conflict and stress management techniques to enhance organizational effectiveness.
CO 5	Explain the organizational culture and change processes in dynamic business environments.

Unit- I

Introduction: Meaning of organizational behaviour and its relevance in today's business environment, contributing disciplines to Organization Behaviour, challenges, and opportunities for OB. Individual behaviour in organization: Foundations of individual behaviour, Factors Influencing Individual Behaviour. Learning: Meaning, characteristics, and theories: Classical conditioning theory, operant conditioning theory, social learning theory, behaviour modification.

(Hours 13)

Unit- II

Perception: Nature, importance, perceptual process, factors influencing perception, perceptual errors. Attitude: Meaning, importance, components, and types of work-related attitude. Personality: Meaning, determinants of personality, personality traits. Motivation: Meaning, types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom, and Porter – Lawler.

(Hours 13)

Unit- III

Group behaviour in organization: Group dynamics, Types of groups, Group development, theories of group development, Group norms and roles, Group cohesiveness, Group discussion exercises. Work Teams: Meaning, characteristics, types of teams, creating effective teams, SMART goal-setting exercises. Leadership: Nature, leadership styles, Leadership theories: trait theory and behavioural theories, Situational leadership exercises.

(Hours 16)

Unit- IV

Conflict Management: Meaning, types and sources of conflict, Process of conflict management, approaches to conflict management. Stress management: sources of stress, approaches for stress management, work life balance.

(Hours 10)

Unit- V

Organizational Culture: Meaning, Characteristics, Types of Culture, Functions of Culture - Creating and Sustaining Culture Organizational Change: Factors affecting organizational climate; Elements and objectives of organizational change Forces of change; planned change; Resistance; Approaches, Role-play on resistance handling.

(Hours 13)

Text Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Organizational Behaviour: A Skill-Building Approach	Christopher P. Neck, Jeffery D. Houghton, and Emma Murray	SAGE Publications	3 rd (2023)
2	Organizational Behaviour	Robbins, Stephen P., Timothy Judge	Pearson Education	18 th (2022)

Reference Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Organisational Behaviour Text and Cases	SS Khanka	S. Chand & Co.	4 th (2022)
2	Organisational Behaviour	K. Ashwathappa	Himalaya Publishing House	12 th (2016)

Marketing Management

Sem	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
3	25C2BBU-302	Marketing Management	Core Theory	5	5	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	Outline the core marketing concepts and dynamics of marketing environment.
CO 2	Explain segmentation, targeting, positioning, and marketing mix decisions in marketing management.
CO 3	Apply product and pricing strategies in market offerings.
CO 4	Interpret distribution channels and promotion mix strategies used in marketing.
CO 5	Explain consumer behaviour and emerging marketing trends.

Unit- I

Meaning, Objectives, Nature, Scope, and Importance 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

Product decisions: Product definition, new product development process, and product life cycle, positioning, branding, packaging, and labelling decisions. Pricing decisions: importance, objectives, designing strategies, Pricing Techniques Price Decisions: importance, objectives, designing strategies, Pricing Techniques

(Hours 15)

Unit- IV

Types of distribution channel, factors affecting decision, Designing and Managing Marketing Channel, Managing Retailing, physical distribution system and its components. Promotion Decisions: Nature, Objectives and Importance of Promotion mix, advantages and disadvantages of various components and factors affecting product promotion; Communication Process, Promotion Tools- Advertising, Sales Promotions, Public Relations, Personal, Introduction of Canva.

(Hours 15)

Unit- V

Meaning of Consumer Behaviour, Need, Factors influencing Consumer Behaviour, Types of Buying Behaviour. Emerging Trends and Issues in Marketing: Concepts of Direct Marketing, Digital Marketing, Green Marketing, Retail Marketing and Customer Relationship Marketing.

(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)

Cost & Management Accounting

Sem	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
3	25C2BBU-303	Cost & Management Accounting	Core Theory	5	5	0	0	40	60	100
Prerequisites		Basic understanding of financial accounting, financial statements & managerial decision making.								

Course Outcomes (COs):

At the end of the course the student will be able to: -	
CO 1	Define the concept of management accounting and cost accounting.
CO 2	Analyze financial statements, their interpretation, and standard costing in Managing financial accounts.
CO 3	Examine the Budgetary control techniques for decision making.
CO 4	Interpret marginal costing concept for improved financial decision making.
CO 5	Explain the concept of service costing & responsibility costing in current management practices.

Unit- I

Introduction to Cost & Management accounting: Meaning, Objectives, Nature and Scope of management accounting, Cost Concepts- Cost classification – Elements of cost -Difference between cost accounting and management accounting, Cost control and Cost reduction, Cost management. Ratio Analysis: Meaning–Nature, different types of ratios, their uses and limitations, computation of various types of ratios – Liquidity ratios, Solvency ratios, Proprietary ratios, Profitability ratios, Leverage ratios, and Turnover ratios.

(Hours 15)

Unit- II

Analysis and Interpretation of financial Statements: Meaning- Types and Methods of Financial Analysis – Comparative statements – Trend Analysis – Common size statements. Standard Costing: Standard Costing and Variance Analysis: Meaning of standard cost and standard costing, advantages, limitations, and applications. Variance Analysis – material, labour, overheads, and sales variances.

(Hours 13)

Unit- III

Budgetary Control: Budgeting and Budgetary Control: Concept of budget, budgeting and budgetary control, objectives, merits, and limitations. Budget administration. Functional budgets. Fixed and flexible budgets. Zero base budgeting.

(Hours 13)

Unit- IV

Marginal Costing: Absorption versus Variable Costing: Distinctive features and income determination. Cost-Volume-Profit Analysis, Profit / Volume ratio. Break-even analysis- algebraic and graphic methods, Margin of safety, Key factor, determination of cost indifference point.

(Hours 12)

Unit- V

Introduction to Service costing- Concept, meaning & objectives. Responsibility Accounting: Meaning and Objectives, Types of Responsibility Centers.

(Hours 12)

Text Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Management Accounting	M. Y. Khan & P.K. Jain	Mc Graw Hill	8 th Edition 2021
2	Cost and Management Accounting	M.P. Gupta & Dr. Ajay Gupta	Sultan Chand & Sons	2023

Reference Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Accounting for Management	S.N. Maheshwari	Vikas Publishing House	4th Edition, 2018
2	Cost Accounting	R.S.N. Pillai & V. Bagavathi	Chand Publishing	6th Edition, 2018

Production and Operations Management

Sem	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
3	25C2BBU-304	Production And Operations Management	Ability Enhancement	5	5	0	0	40	60	100
Prerequisites		Basic knowledge of management principles, business operations, Analytical and logical thinking skills for problem solving and decision making.								

Course Outcomes (COs):

At the end of the course the student will be able to: -	
CO 1	Explain the various product design processes in operations management for uncertain business environment.
CO 2	Analyze facility location, layout, capacity planning, and production planning decisions for optimizing operational processes.
CO 3	Apply productivity improvement techniques to improve productivity and resource utilization.
CO 4	Examine the modern productivity techniques and quality tools for enhancing productivity and operational effectiveness.
CO 5	Explain inventory and quality management techniques for effective operational control in organisation.

Unit -I

Operations management - Concept, Functions. Product Design and development – Product design and its characteristics: Product development process (Technical): Product development techniques. Process selection- Project, job, Batch, Mass and Process types of Production Systems.

(Hours 13)

Unit –II

Production Planning - Facility Location – importance, Factors in Location Analysis: Location Analysis Techniques. Facility Layout – Objectives: Advantages: Basic types of layouts. Capacity Planning – Concepts: Factors Affecting Capacity Planning, Capacity Planning Decisions. Production Planning & Control (PPC) –Concepts, Objectives, Functions.

(Hours 13)

Unit -III

Productivity Improvement Techniques- Work study; Method study; Work measurement: time study: stop watch time study; Work sampling. Maintenance: maintenance policies for facilities and equipment; Time of failure; Preventive versus breakdown maintenance; Procedure for maintenance, total productive maintenance (TPM).

(Hours 15)

Unit -IV

Introduction to modern productivity techniques-Just in time, Kanban system. Total Quality Management & Six Sigma. Purchase Management - Functions of Purchasing Management – Objectives, Functions: Methods: Procedure. Value analysis – Concepts. Stock control systems. Virtual factory concept.

(Hours 11)

Unit -V

Inventory Management- Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance sampling. Relevant Tools like SAP ERP, Oracle NetSuite, IBM Maximo, and Minitab will be introduced to the students.

(Hours 13)

Text Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Production and Operations Management	K. Ashwathappa	Himalaya Publishing House.	3rd Edition, 2025
2	Production and Operation Management	R. Panneerselvam.	PHI Learning Private Limited, New Delhi	3rd Edition, 2012

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Production & Operations Management	S.N. Chary	Tata Mc-Graw Hills	6th edition, 2019
2.	Production & Operations management	N. G. Nair	Tata McGraw Hill	1st edition, 2012

IT Tools For Business

Sem	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
3	25C2BBU-305	IT Tools For Business	Skill Enhancement Course	3	2	0	2	40	60	100
Prerequisites		Basic knowledge of computer.								

Course Outcomes (COs):

At the end of the course the student will be able to: -	
CO 1	Identify the basic components, generations, and types of computer hardware and software.
CO 2	Explain the features and functions of MS Word used for report and letter writing.
CO 3	Make use of MS Excel for data entry, formatting worksheets, and generating charts and graphs for data visualization.
CO 4	Analyze presentation elements in MS PowerPoint to organize slides, graphics, and slide show features effectively.
CO 5	Explain database structures and operations in MS Access including tables, queries, forms, and reports.

Unit-I

Computer Fundamentals: Definition of computer, components of computer system, history and evolution of computers, generations of computers, hardware and software difference, types of software, system software, application software, Introduction of interpreter and Compiler.

(Hours 7)

Unit -II

MS Word overview, creating, opening, saving documents, importing and exporting files, page and paragraph formatting, lists and numbering, styles and fonts, tables, headers and footers, printing.

(Hours 8)

Unit -III

MS Excel overview, worksheets and workbooks, data entry, number and text formatting, cell protection, charts and graphs, printing operations.

(Hours 7)

Unit -IV

MS PowerPoint basics, menus and toolbars, creating and saving presentations, auto content wizard, design templates, slide sorter view, inserting slides, pictures and graphics, slide show, printing slides.

(Hours 7)

Unit -V

Overview of Microsoft MS Access, database concepts, and applications, understanding database objects, creating, opening, and saving databases, tables and records, field names and data types, primary key, entering, editing, and deleting data, sorting and filtering records, creating simple queries, using forms for data entry, generating basic reports, printing, and exporting database objects.

(Hours 10)

Text Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Introduction to computers	Norton, P.	McGraw-Hill Education.	8 th (2020)
2	Fundamentals of computers	Leon, A., & Leon, M.	Vikas Publishing House	7 th (2018)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Programming with C	Gottfried, B., & Jeyapoovan, T.	McGraw-Hill Education	3 rd (2019)
2	Microsoft Word 2019: Comprehensive	Shelly, G. B., & Vermaat, M. E	Cengage Learning	1 st (2019)

Design Thinking for Managers

Sem.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
3	25C2CCU-301	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	Examine the needs and challenges of different stakeholders in the given problem domain.
CO 3	Apply design thinking framework and strategies to develop innovative solutions.
CO 4	Interpret the financial viability of the proposed solution (product/service).
CO 5	Explain possible new product or service to assess the market, business, and technical merits of the concept.

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)

Career Planning and Placement

Sem	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
3	25C2B BU-316	Career Planning and Placement	Skill Enhancement Course	1	0	0	2	50	0	50
Prerequisites		Basic understanding of English language and willingness to participate in communication-based activities will support effective learning.								

Course Outcomes:

At the end of the course the student will be able to: -	
CO1	Explain the fundamentals of professional and business communication and demonstrate self-awareness in academic and workplace interactions.
CO2	Apply grammatical rules and sentence structures to produce clear and professional written and spoken communication.
CO3	Analyze vocabulary and textual information to enhance reading comprehension and contextual language usage in business situations.
CO4	Demonstrate effective speaking skills including pronunciation, clarity, and structured communication in discussions and presentations.
CO5	Evaluate ideas and participate confidently in group discussions and collaborative professional communication.

Detailed Syllabus

Unit 1: Communication Foundations & Self-Expression

Introduction to verbal ability and professional communication, 7Cs of communication, importance of communication in business and management careers, barriers to communication, verbal and non-verbal communication basics, self-introduction techniques, confidence-building through speaking, active listening fundamentals. **Activity:** Self-introduction circle, listening challenge, peer speaking task. **(5 Hours)**

Unit 2: Grammar for Effective Communication

Parts of speech in context, sentence structure, subject-verb agreement, tenses for practical usage, common grammatical errors, sentence correction basics, punctuation and clarity in writing. **Activity:** Error spotting drill, sentence correction race, grammar in context exercises. **(5 Hours)**

Unit 3: Vocabulary, Reading & Language Development

Vocabulary building techniques, synonyms, antonyms, one-word substitutions, word families, contextual meaning, reading comprehension basics, Reading strategies-skimming and scanning, identifying main idea and supporting details. **Activity:** Vocabulary quiz, short passage analysis, contextual word usage tasks. **(6 Hours)**

Unit 4: Speaking Skills & Structured Interaction

Pronunciation awareness, clarity of speech, tone and pace, conversation skills, classroom discussion etiquette, asking and answering effectively, impromptu speaking, short topic speaking, storytelling for confidence. Basics of presentation skills (structure, opening, closing, visual confidence). **(5 Hours)**

Unit 5: Early Professional Skills & Critical Thinking Basics

Introduction to professional behavior, teamwork and collaboration, basic business email writing, workplace etiquette, introduction to critical thinking, identifying facts vs opinions, simple problem-based discussions, reflection-based communication. Basic awareness of resume building **Activity:** Mini team task, fact-opinion sorting, basic email drafting practice. **(5 Hours)**

Text Books

S. No	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Verbal Ability book	TPP Dept.	TPP Publications	6th Edition
2	Interviews and Group Discussions	T. S. Jain & Gupta	Upkar Publications, New Delhi	2 nd Edition (2008)

Reference Books

S. No	Name of the Books	Author	Publisher	Edition (Pub.Yr.)
1	Word Power Made Easy	Norman Lewis	Goyal Publishers, New Delhi	4th Edition (2012)
2	Business Communication	M eenakshi Raman & Prakash Singh	Oxford University Press, New Delhi	Latest Edition

SEMESTER- 4

Business Research Methods

Sem.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
4	25C2BBU-401	Business Research Methods	Core	5	5	0	0	40	60	100
Prerequisites		Basic understanding of business statistical methods.								

Course Outcomes (COs)

At the end of the course the student will be able to: -	
CO 1	Outline the fundamentals of business research and research methodology in managerial decision-making.
CO 2	Identify needs of research design and sources of experimental errors in business research.
CO 3	Classify different types of sampling techniques and primary and data collection methods in order to solve business research problem.
CO 4	Analyze the data using research scaling techniques and measurement concepts.
CO 5	Explain techniques of data analysis and prepare various types of structured research reports in appropriate academic and professional formats.

Unit- I

Foundations of Business Research: Meaning and Definition of Research, Characteristics of Scientific Research, Objectives of Research, Importance and Scope of Research in Business and Management, Types of Research: Basic and Applied Research, Qualitative and Quantitative Research, Exploratory, Descriptive, Diagnostic and Causal Research, Limitations and Challenges in Business Research.

Research Process: Identification and Formulation of Research Problem, Review of Literature, Setting Research Objectives, Formulation of Hypotheses, Preparation of Research Proposal, Research Design Overview, Execution of Research Plan, Ethical Issues in Business Research.

(Hours 13)

Unit- II

Concepts of Research Design: Meaning and Definition of Research Design, Need and Significance of Research Design, Components of Research Design, Criteria for a Good Research Design, Types of Research Design: Exploratory Research Design, Descriptive Research Design, Experimental Research Design, Pre-experimental, True Experimental and Quasi-experimental Designs, Sources of Experimental Errors.

(Hours 12)

Unit- III

Census and Sampling: Meaning and Concepts, Advantages and Limitations of Census and Sampling, Census versus Sample, Sampling Process, Determination of Sample Size, Sampling Frame, Sampling Techniques: Probability Sampling – Simple Random Sampling, Systematic Sampling, Stratified Sampling, Cluster Sampling; Non-Probability Sampling – Convenience Sampling, Judgment Sampling, Quota Sampling, Snowball Sampling, Sampling and Non-Sampling Errors.

Data Collection: Meaning and Types of Data, Primary and Secondary Data, Methods of Primary Data Collection: Observation Method, Interview Method, Survey Method, Focus Group Discussion, Case Study Method, Internal and External Sources of Secondary Data.

(Hours 15)

Unit- IV

Measurement Concept: Meaning and Importance of Measurement, Reliability and Validity, Errors in Measurement, Levels of Measurement: Nominal, Ordinal, Interval and Ratio Scales. Scaling Techniques: Comparative Scaling Techniques – Paired Comparison, Rank Order, Constant Sum; Non-Comparative Scaling Techniques – Likert Scale, Semantic Differential Scale, Stapel Scale.

(Hours 15)

Unit- V

Data Preparation and Analysis: Editing, Coding, Classification, Tabulation and Cross Tabulation. Research Report Writing: Meaning and Importance of Research Report Writing, Objectives of Research Reporting, Types of Research Reports: Technical Report, Popular Report, Interim Report, Thesis and Dissertation, Structure and Format of Research Report.

(Hours 10)

Text Books:

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Research Methodology Methods and Techniques	C.R. Kothari and Gaurav Garg	New Age International Publishers	5th Revised Edition 2023
2	Research Methodology: A Step By Step Guide For Beginners	Ranjit Kumar	SAGE Publications Pvt. Ltd	4 th Edition 2024

Reference Books:

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Marketing Research	Malhotra, N. K., Nunan, D., & Birks, D. F.	Pearson UK	6 th Edition 2024
2	Research Methods for Business: A Skill-Building Approach	Uma Sekaran, Roger Bougie	Wiley	8th Edition 2021

Human Resource Management

Sem.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
4	25C2BBU-402	Human Resource Management	Core	5	5	0	0	40	60	100
Prerequisites		Basic understanding of management principles and human behaviour								

Course Outcomes (COs)

At the end of the course the student will be able to: -	
CO 1	Outline the fundamental concepts and evolution of Human Resource Management.
CO 2	Apply the process of Human Resource Planning and job analysis techniques in modern organizations.
CO 3	Analyze recruitment, selection, and employee retention strategies in dynamic environment.
CO 4	Illustrate training, career development, and performance appraisal methods for succession planning.
CO 5	Explain compensation management and industrial relations practices for welfare of employee.

Unit -I

Introduction to Human Resource Management Meaning, nature, scope, objectives, and functions of Human Resource Management; evolution of HRM from personnel management to strategic HRM; role, responsibilities, and competencies of an HR manager; changing trends in HRM; impact of globalization, liberalization, and deregulation on HR practices; technological advancements in HRM (HRIS, e-HRM, AI in HR); HRM practices in India; strategic HRM; contemporary issues and challenges in HRM such as workforce diversity, work-life balance, employee engagement, and ethical HR practices.

(Hours 13)

Unit -II

Human Resource Planning: Concept, need, and importance of human resource planning; factors affecting HRP; HRP process; forecasting demand and supply of human resources. Job Analysis: Meaning, Objectives, and Importance of Job Analysis, Process of Job Analysis, Methods of Collecting Job Data, Uses and Problems of Job Analysis, Job Description and Job Specification, Job Design, Job Simplification, Job Rotation, Job Enlargement, Job Enrichment

(Hours 13)

Unit -III

Recruitment: Recruitment: meaning, importance, and objectives; factors governing recruitment; internal and external sources of recruitment; modern recruitment techniques including e-recruitment and social media recruitment; recruitment policies and procedures. Selection: meaning and process of selection; selection tests, interviews, and assessment centres; problems in recruitment and selection. Placement, induction and retention: meaning and importance; induction programs. Employee retention: meaning and causes of employee turnover; employee retention strategies; employee engagement and motivation practices.

(Hours 13)

Unit -IV

Training and development: concept, need, and objectives; identification of training needs; training process; on-the-job and off-the-job training methods; management development programs; evaluation of training effectiveness. Career planning and development: concept and importance; career life cycle; succession planning; career counselling. Performance appraisal: meaning and objectives; appraisal process; essentials of an effective appraisal system; traditional and modern methods of performance appraisal (360-degree appraisal, MBO, BARS); problems and limitations of performance appraisal.

(Hours 13)

Unit -V

Compensation management: concept, objectives, and importance; wage and salary administration; elements and methods of wage payment; incentive plans; fringe benefits and perquisites. Industrial relations: meaning, concept, and importance; role of trade unions; employee welfare measures; employee health and safety; grievance handling system; discipline and dispute resolution mechanisms.

(Hours 13)
Text Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Human Resource Management	C.B Gupta	Sultan Chand and sons	5 th (2018)
2	Human Resource Management	K Ashwathappa, Sadhna Dash	Mc Graw Hill	8 th (2022)

Reference Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Fundamentals of Human Resource Management	DeCenzo, David A and Stephens p. Robbins	Wiley India	10th Edition 2018
2	Human Resource Management	Verhulst, DeCenzo	Wiley India	13 th Edition 2021

Financial management

Sem	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
4	25C2BBU-403	Financial Management	Core	5	5	0	0	40	60	100
Prerequisites		Basic understanding of Finance, management, time value of money & other basic financial concepts.								

Course Outcomes (COs)

At the end of the course the student will be able to: -	
CO 1	Explain the basic concept of financial management, different sources of funds and techniques of appropriate time value of money for decision making.
CO 2	Estimate the cost of capital and Optimum Capital structure using leverage analysis.
CO 3	Identify the various cash flow valuation techniques for capital budgeting & investment decisions.
CO 4	Examine working capital, cash, and receivable management to maintain adequate liquidity.
CO 5	Classify the factors and theories related to dividend decisions for achieving business goals.

Unit- I

Financial management -Introduction: Meaning of finance, Types of finance. Meaning, nature and Scope, Goals of Financial Management-Profit Maximization vs. Wealth Maximization; Finance functions-investment, Financing, Liquidity and dividend decisions. Role of a Finance manager. Sources of finance: Ownership securities – Equity shares, Preference shares, Deferred shares, No par stock/shares, Shares with differential rights, Sweat Equity Creditorship securities – Debentures – Zero coupon bonds, Zero interest bonds, Callable bonds, Deep discount bonds Internal financing or ploughing back of profit – short term Concept of Time Value of Money-present value, future value, annuity, Present Value of a series of payments.

(Hours 15)

Unit- II

Cost of Capital: Meaning, components and significance of cost of capital; cost of equity shares; cost of preference shares; cost of debt, weighted average cost of capital.
Capital Structure; theories- NI approach; NOI approach; MM approach; Traditional approach, determinants of capital structure.
Operating and Financial Leverage: Measurement of leverages; Financial and operating leverage, combined leverage.

(Hours 13)

Unit- III

Investment Decision Making: Meaning, importance, nature of investment decisions. Investment evaluation criteria. Capital budgeting-Meaning of Capital Budgeting, Importance, Non-discounted cash flow- Pay back methods; Post Payback period; Accounting rate of return method, Discounted cash flow techniques-Net Present value method; Internal rate of return method; Profitability index method.

(Hours 13)

Unit- IV

Working Capital: Meaning, significance, types, approaches, Factors affecting working capital management capital, adequate working capital. Cash Management: Meaning, Objectives and Techniques of Cash Management and Receivable Management.

(Hours 12)

Unit- V

Concept of Dividend: Meaning, Types of Dividend, Issues in dividend decisions. Factors influencing dividend decision, Dividend Theories- Dividend Theories of Relevance- Walters Model, &Gordon's Model, Dividend Theories of Irrelevance-Modigliani-Miller Hypothesis.

(Hours 12)

Text Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Financial Management	I. M. Pandey	Pearson Education	12 th (2025)
2	Financial Management	M. Y. Khan & P. K. Jain	Tata McGraw Hill	8 th (2018)

Reference Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Financial Management	S. N. Maheshwari	Sultan Chand & Sons	15 th (2019)
2	Financial Management	Prasanna Chandra	McGraw Hill Education	11 th (2023)

Entrepreneurship Development

Sem.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
4	26C2BBU-404	Entrepreneurship development	Core	5	5	0	0	40	60	100
Prerequisites		Basic understanding of business, awareness of innovation, creativity, problem-solving skills.								

Course Outcomes (COs)

At the end of the course the student will be able to: -	
CO 1	Explain the Fundamental concepts of entrepreneurship, their theories in relationship to economic development of the country.
CO 2	Analyze the role of entrepreneur in creating and implementing innovative business ideas.
CO 3	Examine the contribution MSME and other business opportunities along with their legal consideration.
CO 4	Explain the importance of EDPs, government policies, and institutional support systems in promoting entrepreneurship.
CO 5	Evaluate various sources of entrepreneurial finance and strategies for venture growth, revival, and exit.

Unit -I

Concept and Nature of Entrepreneurship Definition and Concept of Entrepreneurship, the Entrepreneur: Meaning and Role, Myths about Entrepreneurship, Types of Entrepreneurs, Entrepreneurial, Entrepreneurial Mindset & Growth Mindset, Startup Ecosystem in India. Ethics & Responsible Entrepreneurship, Women & Rural Entrepreneurship, Traits and Motivation, Barriers to Entrepreneurship, Theories of Entrepreneurship, Role of Entrepreneurship in Economic Development, Entrepreneurship Development (ED) Cycle.

(Hours 13)

Unit -II

Creativity and Innovation: Creativity and Business Ideas, Innovation and Entrepreneur, Blocks to Creativity, Entrepreneurial Behaviour and Psycho-Theories, Social Responsibility of Entrepreneurs. Role of Entrepreneur in Society, Idea Validation Techniques, AI Tools for Business Ideas, Digital Marketing Basics, Personal Branding for Entrepreneurs.

(Hours 13)

Unit -III

Opportunity and Environment Analysis: Opportunity Analysis, External Environmental Analysis, Competitive Factors, Business Plans, Reasons for Failure of Business Plans, Legal Requirements for Establishment of a New Unit, Forms of Ownership. Micro, Small and Medium Enterprises (MSMEs): Definition, Characteristics, Objectives, Role in Developing Countries, Problems of MSMEs, Steps for Starting MSMEs, Government Policies for MSMEs. Startup Registration Process, Local Cluster & Rural Business Opportunities

(Hours 13)

Unit -IV

Entrepreneurial Development Programmes (EDP): "Meaning and Objectives of EDP, Phases of Entrepreneurial Programmes, Role, Relevance and Achievements of EDP, Critical Evaluation of EDPs, Role of Government in Organizing EDPs, Government Policies and Administrative Framework, Policy Instruments. Support Institutions and Agencies: Startup Incubators & Accelerators, Government Startup Schemes, Skill Development Platforms, Mentorship & Networking, Incentives and Subsidies, Types, Advantages, Needs and Problems.

(Hours 13)

Unit -V

Sources of Finance: "Raising of Funds, Venture Capital: Sources and Documentation Required, Bridge Capital, Seed Capital Assistance, Margin Money Scheme, Angel Investors, Lease Funding, Commercial Banks, SIDBI and Other Institutions. Industrial Sickness: Growth, Revival and Exit, Revival of a Venture, Exit Strategies, End of a Venture. Startup Failures Case Studies, Exit Strategies (Acquisition, IPO).

(Hours 13)

Text Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Entrepreneur Development	S. S. Khanka	S Chand and Company Ltd	5 th (2025)
2	Entrepreneurship Development and Small Business Enterprises	Charantimath Poornima M.	Pearson	3 rd (2018)

Reference Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Entrepreneur Development	Sapna Jarial	New India Publishing Agency	1 st (2022)
2	Entrepreneurship	Robert D. Hisrich, Michael P. Peters, an A. Shepherd, Sabyasachi Sinha	McGraw Hill Education	11 th (2020)

AI for Manager

Sem	Course Code	Course Name	Course Type	Cd	L	T	P	Marks Distribution		Total
								Internal	External	
4	25C2CCU-401	AI for Manager	Multidisciplinary	3	3	0	0	40	60	100
Prerequisites		Basic understanding of management concepts, data statistics, and computer application								

Course Outcomes:

At the end of the course the student will be able to: -	
CO 1	Outline the basic concepts of artificial intelligence.
CO 2	Interpret the role of supervised learning in business.
CO 3	Apply the concept of unsupervised learning in business.
CO 4	Classify various problem-solving methods and searching solutions.
CO 5	Investigate the latest trends in artificial intelligence in business management.

UNIT-I

Introduction to Artificial Intelligence: History and Evolution, Concepts, Terminology and Application Areas, Artificial: Issues, Concerns and Ethical Considerations, Future of Artificial Intelligence.

(Hours 7)

UNIT-II

Supervised Learning and Applications: Supervised Learning: Introduction to classification, Applications of supervised learning in multiple domains, Application of supervised learning in solving business problems such as pricing, customer relationship management, Sales, and Marketing.

(Hours 7)

UNIT -III

Unsupervised Learning and Applications: Unsupervised Learning-Concept, Importance; Types of Unsupervised Learning; Real Life Examples from Unsupervised Learning: Clustering, Hierarchical clustering, Partitioning Clustering- K- mean clustering, Applications of unsupervised learning in multiple domains.

(Hours 8)

UNIT -IV

Problem solving Methods: Problem-solving agents- Goal Formulation, Problem formulation, searching for solutions- uniformed search strategies – Breadth first search, depth first Search, informed (heuristic) search strategies- best-first search.

(Hours 8)

UNIT -V

Emerging trends of Artificial Intelligence Technologies: Natural language generation- Detecting Fake News and Cyber-Bullying, Social Media Monitoring, Automating Customer Service, Speech recognition: Use in business, Intelligent Virtual Agents (chat bot, Alexa, Gyant), Robotic process automation, ChatGPT.

(Hours 8)

Textbooks

S. No	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Artificial Intelligence for Business	Akerkar, Rajendra	Springer	1st (2019)
2	Artificial Intelligence: A Modern Approach	Russell, S. J., & Norvig, P.	Pearson	4th (2020)

Reference Books

S. No	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Artificial Intelligence for Business	Doug Rose	Pearson	2nd (2020)
2	Rewired: The McKinsey Guide to Outcompeting in the Age of Digital and AI	McKinsey & Company	Wiley	2nd (2023)

Business Ethics and CSR

Sem	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
4	25C2BBU-405	Business Ethics & CSR	Skill Enhancement Course	3	3	0	0	40	60	100
Prerequisites		Basic understanding of business concepts, economics, and ethical values.								

Course Outcomes (COs):

At the end of the course the student will be able to: -	
CO 1	Explain the core concepts of business ethics and ethical decision-making.
CO 2	Apply the relevance of Indian ethos and human values in management.
CO 3	Analyse the concept and evolution of CSR along with its dimensions and sustainable business practices in India.
CO 4	Identify the relationship between CSR and corporate governance, focusing on CSR models, drivers and practices in India.
CO 5	Examine the framework and guidelines for CSR at international level.

Unit- I

Business Ethics: Meaning, nature, scope, and purpose of ethics; Importance of ethics and moral standards in business; Ethics and moral decision-making process; Ethical principles in business practices. Ethics in markets, trade, environment, consumer protection, production and marketing, finance, and human resource management. Ethical lessons from the Ancient Indian Educational System; Science and human values, Introduction of Power BI – Risk & compliance tracking.

(Hours 11)

Unit- II

Indian Ethos: Meaning, need, purpose and relevance of Indian ethos in management. Concept of brain stilling, total quality mind, intuition; Intellectual rational brain vs. holistic–spiritual brain. Holistic approach for managers in decision-making. Professional ethos and code of professional ethics. Human values: Meaning and types.

(Hours 7)

Unit- III

Corporate Social Responsibility (CSR): Concept, definition, need, and evolution of CSR. Concept of charity, corporate philanthropy, and corporate citizenship. Concept of sustainability and stakeholder management. CSR through the triple bottom line approach and sustainable business practices. Future of CSR in India.

(Hours 7)

Unit- IV

Corporate Governance: meaning, needs, Relationship between CSR and corporate governance. Models of CSR in India; Carroll's model of CSR. Drivers of CSR. CSR initiatives and practices in India.

(Hours 7)

Unit- V

International framework for corporate social responsibility, Millennium Development Goals (MDGs) and Sustainable Development Goals (SDGs); Relationship between CSR and MDGs/SDGs. United Nations Global Compact (2011). UN Guiding Principles on Business and Human Rights. OECD CSR policy tools.

(Hours 7)

Text Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Indian Ethos and Business Ethics for Management	Subhash Sharma, Rajneesh Khare	New Age International Publishers	1 st (2022)
2	Business Ethics	A.C. Fernando	Pearson Education India.	3rd (2019)

Reference Books:

S. No.	Name of the Books	Author	Publisher Name	Edition (Pub. Yr.)
1	Business Ethics and Corporate Social Responsibility	C B Gupta (Author)	Scholar Tech Press	1 st (2019)
2	Business Ethics and Corporate Governance	C.S.V. Murthy	Himalaya Publishing House	2 nd (2016)

Career Planning and Placement

Sem	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Internal	External	Total
4	25C2BBU-416	Career Planning and Placement (Aptitude)	Skill Enhancement Course	1	0	0	2	50	0	50
Prerequisites		Basic knowledge of arithmetic operations, elementary mathematics and fundamental logical reasoning skills required for problem solving and analytical thinking.								

Course Outcomes:

At the end of the course the student will be able to: -	
CO1	Analyze numerical and logical patterns to identify relationships and determine missing elements in series-based aptitude problems.
CO2	Interpret quantitative information and percentage-based data from graphs, charts, and tables for effective problem solving.
CO3	Examine relational information to logically determine family relationships and solve blood relation problems accurately.
CO4	Compute financial outcomes using mathematical formulas related to simple and compound interest.
CO5	Evaluate quantitative business situations involving inequalities, profit, loss, and pricing strategies to make logical decisions.

Detailed Syllabus

Unit 1: Series: - Introduction to aptitude-based numerical and logical series used in competitive examinations and placement tests. Identification of patterns in number sequences, alphabet series, and mixed series. Techniques for recognizing progression patterns, missing terms, and logical relationships. Application of analytical thinking to solve pattern-based problems efficiently. **(3 Hrs.)**

Unit 2: Percentage & Data Interpretation: - Concept of percentage and its role in quantitative decision-making. Conversion between fractions, decimals, and percentages. Problems involving percentage increase, decrease, and successive changes. Introduction to data interpretation techniques including bar graphs, pie charts, line graphs, and tabular data. Methods for analyzing and interpreting numerical information to derive meaningful conclusions. **(9 Hrs.)**

Unit 3: Blood Relations: - Fundamentals of logical reasoning through the study of blood relations. Understanding family hierarchies and relational structures including parentage, siblings, and marital relations. Solving coded and statement-based blood relation problems using logical diagrams and systematic reasoning approaches. **(3 Hrs.)**

Unit 4: Simple Interest & Compound Interest: - Introduction to financial calculations relevant to business and everyday financial decisions. Concepts of principal, rate of interest, and time. Calculation of simple interest and compound interest under different compounding periods such as annually, half-yearly, and quarterly. Comparison between simple and compound interest in financial scenarios. **(5 Hrs.)**

Unit 5: Inequalities & Profit and Loss: – Understanding inequalities and their role in quantitative reasoning. Solving linear inequality problems and interpreting numerical relationships. Introduction to business mathematics concepts including cost price, selling price, marked price, profit, loss, discount, and markup. Application of these concepts to real-life commercial situations including successive profit/loss and pricing strategies. **(6 Hrs.)**

Text Books

S. No	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Quantitative Aptitude for Competitive Examinations.	R.S. Aggarwal	S. Chand Publishing, New Delhi	Revised Edition 2024-2025
2	A Modern Approach to Verbal & Non-Verbal Reasoning.	R.S. Aggarwal	S. Chand Publishing, New Delhi	Revised Edition, 2018 (Latest Reprint)

Reference Books

S. No	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1	Quantitative Aptitude & Logical Reasoning	TPP Department	Training and Placement Program, Internal Publication	6 th Edition
2	Fast Track Objective Arithmetic	Rajesh Verma	Arihant Publications (India) Ltd., Meerut	Latest Edition-2025-2026