Bachelor of Business Administration (Computer Aided Management)

Scheme & Syllabus

(NEP Based)

w.e.f Academic Session 2024-2025

3 Year Degree/ 4 Year Hons /
4 Year Hons. with Research

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

SECTOR-16C, DWARKA, NEW DELHI-110078

Background Note:

BBA-CAM Students are expected to exhibit the following abilities of learning after the completion of the Graduate Program in Business Administration -

1. Effective communication and professional presentation skills
2. Comprehensive knowledge on concepts of Business Management
3. Proficiency in technological skills necessary for business decision making
4. Critical thinking and analytical skills for business problem solving
5. Innovation and creativity for striving towards an entrepreneurial mindset
6. Leadership abilities to build efficient, effective, productive and proactive teams
7. Responsible citizenship towards social ecosystem
8. Expertise in initiatives towards the achievement of SDGs
9. Inclusivity and respect towards diversity in culture and societies
10. Attitude towards continuous learning and improvement

Need for Syllabus Revision:

As per the feedback of students, alumni, teachers and Employers, a need was felt to update the curriculum of the BBA-CAM program to make it industry ready. In addition, with New Education Policy 2020, the curriculum of BBA-CAM was required to incorporate the features such as: CBCS, Multi-entry and Multi-exit, Academic Bank of Credits, etc. The current syllabus and scheme has been worked out for 3 and 4 years with flexible entry and exit.

INDUCTION PROGRAM

The Essence and Details of the Induction program can also be understood from the 'Detailed Guide on Student Induction program', as available on the AICTE Portal.

Induction program (mandatory) Induction program for students to be offered right at the start of the first year.	**Three-week duration (to be conducted simultaneously with classes)** Physical activity • Creative Arts • Universal Human Values • Literary • Proficiency Modules • Lectures by Eminent People • Visits to local Areas • Familiarization to Department/Branch & Innovations

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT (BBA-CAM)
SCHEME OF EXAMINATIONS

Criteria for Internal Assessments

- All theory courses have internal assessment of 40 marks and 60 marks for external examination.
- For the courses related to labs, summer trainings and projects, internal assessment is 40 marks and external examination is 60 marks.

The internal assessment of the students (out of 40 marks) shall be as per the criteria given below:

1. **Class Test** **15 marks**
   Written Test Compulsory (to be conducted as per Academic Calendar of the University
2. **Individual Assignments /Presentation/ Viva-Voce/ Group Discussion/ Class Participation** (atleast two activities to be considered) **25 marks**

Note: Record should be maintained by faculty and made available to the University, if required.

CREDIT REQUIREMENT OF THE PROGRAM

Degree/ Certificate	Duration (in years)	Specialization	Total Credits	Minimum Credits required
BBA(CAM) Degree in Major Specialization	3	Single Major with single Minor	144	136
BBA(CAM) Degree in Double Major Specialization	3	Double Major	152	144
BBA(CAM) (Hons.)	4	Honours	BBA Degree Credits + 40	176(single Major) 184(Double Major)
BBA(CAM) (Hons. with Research)	4	Honours with Research		

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT (BBA-CAM)

Distribution of Credits for 3year/4year BBA-CAM Programme with Multiple Entry-Exits

Semester	Discipline Specific Course(DSC)/ Major	Inter-Disciplinary Course / Minor	Multi-disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Inhouse Industrial/ Work Based Training	Dissertation/ Seminar/ Research Project	Semester wise Total
I	12	4		4	2	2			**24**
II	12			3	2	2	4		**23**
III	12	4	3	6	2				**25**
IV	12	4	3	4		2			**28**
V	12	4/8*		4			4		**24/28**
VI	12	4/8*		3		2			**21/25**
VII	12	8							**20**
VIII	12	8							**20**
VIII (Research)		8						12	**20**

* The student who will opt for a double major degree needs to complete these two additional courses, one each in V and VI semesters.

Summary of Credits Year Wise (Single Major Specialization with single Minor Specialization)

Year/ Programme	Discipline Specific Course (DSC)/ Major	Inter-Disciplinary Course / Minor	Multi-disciplinary Course (MDC)	Skill Enhancement Course (SEC)	Ability Enhancement Course (AEC)	Value Added Course (VAC)	Internship/ Vocational/ Inhouse Industrial/ Work Based Training	Dissertation/ Seminar/ Research Project	Semester wise Total
1 year Certificate	24	4	0	7	4	4	4	0	**47**
2 Year Diploma	48	12	6	17	6	6	4	0	**99**
3 Year Degree	72	20	6	24	6	8	8	0	**144**
4 Year Hons.	96	36	6	24	6	8	8	0	**184**
4 Year Hons with Research	84	36	6	24	6	8	8	12	**184**

Summary of Credits Year Wise (Double Major Specialization)									
Year/ Programme	**Discipline Specific Course(DSC)/ Major**	**Inter-Disciplinary Course / Minor**	**Multi-disciplinary Course (MDC)**	**Skill Enhancement Course (SEC)**	**Ability Enhancement Course (AEC)**	**Value Added Course (VAC)**	**Internship/ Vocational/ Inhouse Industrial/ Work Based Training**	**Dissertation/ Seminar/ Research Project**	**Semester wise Total**
1 year Certificate	24	4	0	7	4	4	4	0	**47**
2 Year Diploma	48	12	6	17	6	6	4	0	**99**
3 Year Degree	72	28	6	24	6	8	8	0	**152**
4 Year Hons.	96	44	6	24	6	8	8	0	**192**
4 Year Hons with Research	84	44	6	24	6	8	8	12	**192**

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT (BBA-CAM)
SCHEME OF EXAMINATION

FIRST SEMESTER EXAMINATIONPROGRAMME : BBA-CAM						
S.No	Paper Code	Subject Title	Course Category	L(Hours)	T/P(Hours)	Credit
1.	BBA-CAM 101	Management Process & Organizational Behaviour	Discipline Specific Course / Major	4	-	4
2.	BBA-CAM 103	Software Engineering	Discipline Specific Course / Major	4		4
3.	BBA-CAM 105	Financial Accounting & Analysis	Discipline Specific Course / Major	4		4
4.	BBA-CAM 107	Business Economics	Inter- disciplinary Course /Minor	4	-	4
5.	BBA-CAM 109	Entrepreneurial Mindset (NUES)	Ability Enhancement Courses	2	-	2
6.	BBA-CAM 111	Life Skills & Personality Development (NUES)	Value- Added Courses	2		2
7.	BBA-CAM 113	IT Applications in Business	Skill Enhancement Course	3	-	3
8.	BBA-CAM 115	IT Applications in Business Lab	Skill Enhancement Course		2	1
		Total Credits		23	2	24

SECOND SEMESTER EXAMINATION PROGRAMME : BBA-CAM						
S.No	Paper Code	Subject Title	NEP Category	L(Hours)	T/P(Hours)	Credit
1.	BBA-CAM 102	Business Mathematics	Discipline Specific Course / Major	4		4
2.	BBA-CAM 104	Object Oriented Programming using C++	Discipline Specific Course / Major	4		4
3.	BBA-CAM 106	E-Commerce	Discipline Specific Course / Major	4		4
4.	BBA-CAM 108	Business Communication	Ability Enhancement Courses	2		2

5.	BBA-CAM 110	*MOOC	Value- Added Courses	2		2
6.	BBA-CAM 112	Object Oriented Programming using C++ lab	Skill Enhancement Course		4	2
7.	BBA-CAM 114	E-Commerce-Lab	Skill Enhancement Course		2	1
8.	BBA-CAM 116	Online/ Inhouse Industrial Skill-Based Training/ Apprenticeship	Internship	-	-	4
9.	BBA-CAM 118	Indian Knowledge Systems	Value- Added Courses	2		2
		Total Credits		16	6	24

*The student is required to choose one MOOC course of 2 credits as per his or her preference/choice from Swayam portal or any other online educational platform approved by the UGC / regulatory body from time to time at UG level and after completing the course, the student has to produce successful course completion certificate for claiming the credit. The course chosen by the student should be intimated to the MOOC Coordinator of the respective institution during the first semester.

Note: The students shall have an option to study the paper of BBA-CAM-118 Indian Knowledge Systems instead of BBA-CAM-110 MOOC as a value added course.

Exit Criteria after First Year of BBA-CAM Programme:

1. The students shall have an option to exit after 1st year of Business Administration Program and will be awarded with a UG Certificate in Business Administration.
2. The exiting students will submit the Report during the end of the second semester and the same will be evaluated for the assessment.
3. Eligibility Criteria to get Certificate in Business Administration total 47 Credits to be earned from 1st Year BBA-CAM curriculum

Re-entry Criteria in to Second Year (Third Semester):

The student who takes an exit after one year with an award of certificate may be allowed to re-enter in to Third Semester for completion of the BBA-CAM Program within a period of maximum 3 years, subject to the condition with the total term for completing the degree course should not exceed 7 years.

THIRD SEMESTER EXAMINATIONPROGRAMME : BBA-CAM						
S.No	Paper Code	Subject Title	Course Category	L(Hours)	T/P(Hours)	Credit
1.	BBA-CAM 201	Database Management Systems	Discipline Specific Course / Major	4	-	4
2.	BBA-CAM 203	Decision Techniques for Business	Discipline Specific Course / Major	4		4
3.	BBA-CAM 205	Business Research Methodology	Skill Enhancement Course	4		4
4.	BBA-CAM 207	Computer Networks	Discipline Specific Course / Major	4		4
5.	BBA-CAM 209	Database Management Systems Lab	Skill Enhancement Course		4	2
6.	BBA-CAM ***	Minor Elective-1	Inter- disciplinary Course /Minor	4	-	4
7.	BBA-CAM 221	NSS/NCC/ Club Activities(NUES)	Ability Enhancement courses		-	2
8.	***	Course Basket	Multi-Disciplinary Course	3		3
		Total Credits		22	6	27

FOURTH SEMESTER EXAMINATION PROGRAMME : BBA-CAM						
S.No	Paper Code	Subject Title	NEP Category	L(Hours)	T/P(Hours)	Credit
1.	BBA-CAM 202	Business Environment & Law	Discipline Specific Course / Major	4		4
2.	BBA-CAM 204	Operating Systems	Discipline Specific Course / Major	4	-	4
3.	BBA-CAM 206	Python Programming	Discipline Specific Course / Major	4		4
4.	BBA-CAM 208	MOOC	Value- Added Courses	2		2

5.	BBA-CAM- ***	Minor Elective 2	Inter- disciplinary Course /Minor	4		4
6.	BBA-CAM 220	Operating Systems Lab	Skill Enhancement Course		4	2
7.	BBA-CAM- 222	Python Programming Lab	Skill Enhancement Course		4	2
8.	BBA-CAM-224	Sustainability Practices	Value- Added Course	2	-	2
9.	***	Course Basket	Multi-Disciplinary Course	3		3
		Total Credits		21	8	25

Note:

1. *** will be replaced with respective paper code from the Discipline Specific/ Major Course and Inter-disciplinary / Minor Course
2. Every student has to select one value added course in Fourth Semester from BBA-CAM 208 MOOC and BBA-CAM-224 Sustainability Practices

UNDER GRADUATE DIPLOMA IN BBA-CAM

The students shall have an option to exit after 2nd year of Business Administration Program and will be awarded with **UG Diploma in Business Administration**.

Eligibility Criteria to get UG Diploma in BBA-CAM: Total 99 Credits to be earned till 2nd Year BBA-CAM curriculum.

Re-entry Criteria in to Third Year (Fifth Semester):

The student who takes an exit after two years with an award of UG Diploma may be allowed to re-enter in to Fifth Semester for completion of the BBA-CAM Degree Program within a period of 3 years subject to the condition with the total term for completing the course should not exceed 7 years.

Summer Internship Project Report and Viva Voice:

At the end of the Fourth Semester **every student shall undergo Summer Training for Eight Weeks** in the industry/Research or Academic Institute. After completion of training they would be required to submit the training report as per the dates decided by the university and they shall also appear for the viva voice. This component will be evaluated during the fifth semester.

The students who are re-entering (after exit) in the fifth semester / third year, students will submit the Internship Report within one month of joining the Fifth Semester for evaluation.

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INTER DISCIPLINE COURSE (IDC)

FOR THIRD SEMESTER

Select any one paper
(1 paper for Minor Specialization)

Specialization	Paper ID	Paper Title
HR	211	Human Resource Management
Marketing	213	Marketing Management
Finance	215	Financial Management
International Business	217	Management of International Business
Entrepreneurship Development	219	Foundation of Entrepreneurship and Startups

INTER DISCIPLINE COURSE (IDC)

FOR FOURTH SEMESTER

Select any one paper
(1 paper for Minor Specialization)

Specialization	Paper ID	Paper Title
Specialization: HR	210	Talent Management
Specialization: Marketing	212	Sales and Channel Management
Specialization: Finance	214	Cost Accounting
Specialization: International Business	216	International Business Environment and Strategy
Entrepreneurship Development	218	Opportunity & Feasibility Analysis

Note: Elective courses and specializations will only be offered subject to a minimum of 10% students opting for that course or specialization.

MULTI-DISCIPLINARY COURSE (MDC)

FOR THIRD SEMESTER

Select any one papers from the course basket offered

Paper ID	Paper Title

MULTI-DISCIPLINARY COURSE (MDC)

FOR FOURTH SEMESTER

Select any one papers from the course basket offered

Paper ID	Paper Title

Rules Regarding Selection of Multi Disciplinary Courses (MDC)

The courses offered are from multiple programmes run under GGSIPU. Every student has to select one MDC of 3 credits from the list of courses offered by various programmes based on their area of interest irrespective of the specialization opted.

FIFTH SEMESTER EXAMINATION PROGRAMME : BBA-CAM						
S.No	Paper Code	Subject Title	Course Category	L(Hours)	T/P(Hours)	Credit
1.	BBA-CAM 301	Entrepreneurship Development	Discipline Specific Course / Major	4	-	4
2.	BBA-CAM 303	Web Designing & Development	Discipline Specific Course / Major	4		4
3.	BBA-CAM 305	Data Analytics with R Programming	Discipline Specific Course / Major	4		4
4.	BBA-CAM ***	Minor Elective-3	Inter- disciplinary Course /Minor	4	-	4
5.	BBA-CAM ***	Minor Elective-4	Inter- disciplinary Course /Minor	4	-	4
6.	BBA-CAM 323	Web Designing & Development Lab	Skill Enhancement Course		4	2
7.	BBA-CAM 327	R Programming Lab	Skill Enhancement Course		4	2
8.	BBA-CAM 329	Summer Training/ Internship	Internship	4	-	4
9.	***	Course Basket	Multi-Disciplinary Course	3		3
		Total Credits		27	8	31

SIXTH SEMESTER EXAMINATION PROGRAMME : BBA-CAM						
S.No	Paper Code	Subject Title	NEP Category	L(Hours)	T/P(Hours)	Credit
1.	BBA-CAM 302	Business Policy and Strategy	Discipline Specific Course / Major	4	-	4
2.	BBA-CAM 304	Block Chain Technology	Discipline Specific Course / Major	4		4
3.	BBA-CAM 306	Data Warehousing & Data Mining	Discipline Specific Course / Major	4		4
4.	BBA-CAM 308	Digital Marketing & Social Media	Inter- disciplinary Course /Minor	3		3

5.	BBA-CAM 310	India's Diversity and Business	Skill Enhancement Course	3		3
6.	BBA-CAM ***	Minor Elective-5	Inter- disciplinary Course /Minor	4		4
7.	BBA-CAM ***	Minor Elective-6	Inter- disciplinary Course /Minor	4		4
		Total Credits		26		26

Rules Regarding Selection of Elective Course (DSC/IDC):

Following Five areas of Specializations/Disciplines are offered by Department of Management for selection of combination of electives for BBA-CAM students:

1. Finance

2. Human Resource Management

3. Marketing

4. International Business

5. Entrepreneurship Development

BBA-CAM Degree is offered with Major-Minor scheme and BBA Degree with Double Major. For this, a student has to choose electives as per the following combination.

The specializations (Major and Minor) will be decided as follows:

1. BBA-CAM Major means a total of six papers from the major area of specialization (One elective each in 3rd and 4th semester, two elective papers each in 5^{th} and 6^{th} semesters i.e., a total of 6 papers of 4 credits each in three years making a total of 24 credits of major specialization). Minor area means the total of four papers in the minor area of specialization (One elective paper each in 3^{rd} and 4^{th} semester with 4 credits each and one elective paper each in 5^{th} and 6^{th} semester with 4 credits each i.e. total 4 papers of 4 credits each making a total of 16 credits of minor specialization).
2. Major Electives for BBA-CAM have already been identified as **Discipline Specific Course**
3. Four electives from any one specialization leads to **"Minor Specialization".**
4. If a minimum of six electives are completed from Minor Specialization, it will be termed as the second Major Specialization, and the degree will be **"BBA-CAM with Double Major Specialization".**

MULTI-DISCIPLINARY COURSE (MDC)

FOR FOURTH SEMESTER

Select any one papers from the course basket offered

Paper ID	Paper Title

Rules Regarding Selection of Multi Disciplinary Course (MDC)

The courses offered are from multiple programmes run under GGSIPU. Every student has to select one MDC of 3 credits from the list of courses offered by various programmes based on their area of interest irrespective of the specialization opted.

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INTER DISCIPLINE COURSE (IDC)

FOR FIFTH SEMESTER

For Major-Minor Specialisation Scheme Choose: 1 paper for Minor Specialization
Or
For the Double Major Specialisation Scheme, Choose: 2 papers for second Major Specialization

Specialization	Paper ID	Paper Title
HR	307	Negotiation skills
	309	Leadership, Power and Politics
Marketing	311	Services Marketing
	313	Rural Marketing
Finance	315	Management Accounting
	317	Merchant Banking & Financial Services
International Business	319	Export, Import Policies, Procedures and Documentation
	321	International Business Negotiation
Entrepreneurship Development	323	Legal & Regulatory Framework of Startup
	325	Global Entrepreneurship

INTER DISCIPLINE COURSE (IDC)

FOR SIXTH SEMESTER

For Major-Minor Specialisation Scheme Choose: 1 paper for Minor Specialization
Or
For the Double Major Specialisation Scheme, Choose: 2 papers for second Major Specialization

Specialization	Paper ID	Paper Title
HR	312	Organization effectiveness and change
	314	Strategic HRM
Marketing	316	Advertising & Brand Management
	318	Sales Management
Finance	320	Financial Market & Institutions
	322	Corporate Accounting
International Business	324	Global Competitiveness
	326	WTO and Intellectual Property Rights
Entrepreneurship Development	328	Sustainable Entrepreneurship
	330	Entrepreneurial Finance

Note: Elective courses and specializations will only be offered subject to a minimum of 10% students opting for that course or specialization.

SEVENTH SEMESTER EXAMINATION PROGRAMME : BBA-CAM (Honours)						
S.No	Paper Code	Subject Title	Course Category	L(Hours)	T/P(Hours)	Credit
1.	BBA-CAM 401	Project Management	Discipline Specific Course / Major	4	-	4
2.	BBA-CAM 403	Cloud Computing	Discipline Specific Course / Major	4		4
3.	BBA-CAM 405	Operations Research	Discipline Specific Course / Major	4		4
4.	BBA-CAM 407	Fundamentals of Data Science	Inter- disciplinary Course /Minor	4	-	4
5.	BBA-CAM 409	Digitalization and E-Governance	Inter- disciplinary Course /Minor	4	-	4
		Total Credits		20		20

EIGHTH SEMESTER EXAMINATION PROGRAMME : BBA-CAM (Honours)						
S.No	Paper Code	Subject Title	NEP Category	L(Hours)	T/P(Hours)	Credit
1.	BBA-CAM 402	Research Ethics and Writing	Inter- disciplinary Course /Minor	4	-	4
2.	BBA-CAM 404	Data Visualization & Analytics	Discipline Specific Course / Major	4		4
3.	BBA-CAM 406	Innovations in Technology & management	Discipline Specific Course / Major	4		4
4.	BBA-CAM 408	Cyber Security & Ethical Hacking Practices	Discipline Specific Course / Major	4		4
5.	BBA-CAM 410	AIand ML in Business	Inter- disciplinary Course /Minor	4		4
		Total Credits		20		20

EIGHTH SEMESTER EXAMINATION PROGRAMME : BBA-CAM (Honours with Research)						
S. No	Paper Code	Subject Title	NEP Category	L(Hours)	T/P(Hours)	Credit
1.	BBA-CAM 402	Research Ethics and Writing	Inter- disciplinary Course /Minor	4	-	4
2.	BBA-CAM 410	AI and ML in Business	Inter- disciplinary Course /Minor	3	1	4
3.	BBA-CAM 412	Research Project/ Dissertation	Research Project/ Dissertation			12
	Total Credits			7	1	20

The Dissertation work will start from the beginning of fourth year/(seventh semester) of BBA(CAM) (Hons. with Research) Program. The research project / dissertation report shall be assessed by Viva –Voce examination as per the University guidelines. The student should produce one research article from his/her dissertation which shall be communicated to a journal of repute before the Viva-voce examination

Eligibility for BBA(CAM) (Hons. with Research): A student aspiring for BBA (Hons. with Research) Degree will have to secure at least **75% aggregate marks till 6th semester.**

The student has to pursue three Discipline Specific Elective Courses from Major/minor specialization (already undertaken during second and third year).

Program Outcomes (2024-25 only)
After the program the students will be able to:

PO 1. Develop in-depth knowledge of management and computer skills.
PO 2. Apply critical thinking and analytical skills for IT application in Business and Industry.
PO 3. Develop communication and leadership abilities to steer through the dynamic and global environment.
PO 4. Foster research and innovation in the field of management through technology & computer applications.
PO 5. Imbibe responsible citizenship, promoting sustainability, and embrace diverse cultures With universal values.

Mapping of BBA-CAM Programme

Program Outcomes (At the end of First Year): *Under Graduate Certificate in Business Administration-CAM*

PO1. Conceptualize and appreciate theoretical knowledge of management & IT domain.
PO2. Appreciate the importance of communication skills & IT applications in business for building connect and engagement
PO3. Nurture an ability to design IT applications & articulate in a business environment
PO4. Identify a problem with the help of data and logical thinking

Program Outcomes (At the end of Second Year): *Under Graduate Diploma in Business Administration-CAM*

PO1. Describe the theoretical domain knowledge of IT along with the managerial skills
PO2. Develop effective presentation, technical and interpersonal communication skills and logical thinking.
PO3. Learn and demonstrate professional and ethical conduct·
PO4. Appreciate the importance of Collaborative atmosphere.
PO5. Develop an ability to innovate and think creatively in providing IT solutions to business environment.

Program Outcomes(At the end of Third Year): *Under Graduate Degree in Business Administration-CAM*

PO1. Develop conceptual knowledge and understanding of IT domain, management theories and practices
PO2. Apply critical thinking and problem solving skills for effective business decision making.
PO3. Develop communication and leadership abilities to steer through the dynamic and global business environment.
PO4. Demonstrate business intelligence and foster research to find innovative solutions for diverse business situations integrating ICT.
PO5. Imbibe responsible citizenship, promoting sustainability, and embrace diverse cultures with universal values.

Program Outcomes (At the end of fourth Year): *Bachelor in Business Administration-CAM with Honours: BBA-CAM (Honours) and Bachelor in Business Administration Honours-CAM with Research: BBA (Honours with Research) -CAM*

PO1. Exhibit factual and theoretical knowledge of management and IT in business.

PO2. Critically evaluate, analyse and articulate Indian and global business environments with ability to apply learning in different contexts and facilitate informed decision making with an acumen to influence and motivate teams.

PO3. Exhibit ability to own roles and responsibilities at different levels with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.

PO4. Promote research skills to design and implement innovative solutions using IT application in Indian and Global Business Environment.

PO5. Imbibe responsible citizenship, promoting sustainability, and embrace diverse cultures with universal values

Program Specific Outcomes (Till the end of 4 years)

After the program, the students will be able to:

PSOs	PSO Description
PSO 1.	Graduate shall have the ability to demonstrate and reflect discipline/ interdisciplinary knowledge, coherent understanding in the management and allied areas with an ability to apply learning in different contexts
PSO 2.	Graduate shall exhibit professional skills instilling critical and analytical thinking to enthuse problem solving abilities in different domains of management.
PSO 3.	Graduate shall be able to demonstrate proficiency (Articulate/Apply/ analyze/evaluate) in varied management domain areas using latest research & IT tools for innovative solutions in diverse business situations
PSO 4.	Graduate shall become a responsible citizen inculcating interpersonal skills, social skills, lifelong learning (learn, unlearn & relearn), entrepreneurial acumen, leadership abilities and adaptability to dynamic business landscapes.

Mapping of PO's and PSO's (At the end of first year)

Program Specific Outcomes	PO1	PO2	PO3	PO4	AVG
PSO1	3	3	3	3	3
PSO2	2	3	3	3	2.75
PSO3	2	3	3	3	2.75
PSO4	1	3	3	2	2.25
AVG	2	3	3	2.75	2.7
Average PO expected attainment	2.7				

Mapping of PO's and PSO's (At the end of second year)

Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5	Average
PSO1	3	3	3	2	2	2.6
PSO2	2	3	3	3	2	2.6
PSO3	2	3	3	3	3	2.8
PSO4	2	2	3	3	3	2.6
AVG	2.25	2.75	3	2.75	2.5	2.7
Average PO expected attainment	2.7					

Mapping of PO's and PSO's (At the end of third year)

Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5	AVG
PSO1	3	3	3	3	2	2.8
PSO2	2	3	3	3	2	2.6
PSO3	2	3	3	3	2	2.6
PSO4	2	3	3	2	3	2.6
AVG	2.25	3	3	2.75	2.25	2.7
Average PO expected attainment	2.7					

Mapping of PO's and PSO's (At the end of 4 years)

Program Specific Outcomes	PO1	PO2	PO3	PO4	PO5	AVG
PSO1	3	3	2	3	2	2.6
PSO2	3	3	3	3	3	3
PSO3	2	3	3	3	3	2.8
PSO4	2	3	3	3	3	2.8
AVG	2.5	3	2.75	3	2.75	2.8
Average PO expected attainment	2.8					

BBA-CAM 101: Management Process and Organizational Behavior

L-4, T-0 , **Credits -4**

Objective: The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Explore the evolution of the concepts of management	3	2	1	2	3
CO2	Examine the relevance of the theories of Motivation	3	3	3	2	2
CO3	Analyze the significance of Organization and Individual Behavior	2	3	3	2	2
CO4	Analyse individual, team and group behavior	2	3	2	3	2
CO5	Exhibit leadership qualities by building effective teams	3	3	3	3	2
CO6	Comprehend dynamics of human behavior	2	2	2	3	3
	Average	2.5	2.67	2.33	2.5	2.33

Course Contents

Unit I

Introduction

Management: Concept and Need, Managerial Functions An overview; Evolution of Management Thought, Classical Approach - Taylor, Fayol, Neo-Classical and Human Relations Approaches, Behavioural Approach, Systems Approach, Contingency Approach, MBO, Business Process Re-engineering.

(15 Hours)

Unit II

Planning and Organizing

Types of Plans: Strategic planning; Environmental Analysis and diagnosis (Internal and external environment) Decision-making: Process and Techniques; Perfect rationality and bounded rationality. Concept and process of organizing - An overview, Span of management, Different types of authority (line, staff and functional), Decentralization, Delegation of authority; Formal and Informal Structure; Principles of Organizing; Types of Organization Structures, Emerging Organization Structures.

(15 Hours)

Unit III

Introduction to Organizational Behavior

Personality Type A and B, Factors influencing personality. Learning- Concept, Learning theories. Perception- Concept, Perceptual process, Importance, Factors influencing perception, Values and Attitudes- Concept and types of values: Components of attitude, job related attitudes.

(15 Hours)

Unit IV

Motivation and Leadership: Motivation & Leadership: Concept, Importance, extrinsic and intrinsic motivation; Leadership: Concept and Importance.

Conflict and Culture: Power and conflict, Power tactics, Organizational Culture and climate- Concept and determinants of organizational culture. **(15 Hours)**

Suggested Readings: (All latest editions)

1. Robbins.. Fundamentals of Management: Essentials Concepts and Applications, Pearson Education.
2. Robbins, S.P. and Sanghi, S, Organizational Behaviour; Pearson Education.
3. Koontz, H, Essentials of Management, McGraw Hill Education.
4. Ghillyer, A, W., Management- A Real World Approach, McGraw Hill Education.
5. Stoner, Freeman and Gilbert Jr. Management, Pearson Education.
6. Luthans, Fred, Organizational Behavior, McGraw Hill Education.

BBA-CAM 103: Software Engineering

L-4,T-0, **Credits-4**

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Comprehensive understanding of the system development lifecycle; software process methodologies, choice of algorithm,language, software libraries and user interface technique	2	1	1	2	1
CO2	Apply the principlesof object-orientedsoftware,construction; software-development process, including requirements analysis, design, programming, testing and maintenance	2	3	1	2	1
CO3	Model object-oriented software systems; investigate and improve the specification of a software system	2	3	2	2	1
CO4	Design and plan software solutions to problems using an object-oriented strategy	3	3	1	2	1
CO5	Identify a range of solutions and critically evaluate and justify proposed design solutions	3	2	1	2	1
CO6	Evaluate systems in terms of general quality attributes and possible trade-offs presented within the given problem	2	3	1	2	1
CO7	Develop and apply testing strategies for software applications	2	2	1	2	1
	Average	**2.28**	**2.42**	**1.14**	**2**	**1**

Objective: The course aims at providing an insight into the various characteristics associated with the Software & software engineering. It also acquaints the student with the software development models as the basis for adoption in software projects. The student also learns the conventional system analysis & design methodology.

Course Content

Unit-I

Introduction to Software Engineering: The evolving role of software, changing nature of software, software myths.**A Generic view of process**: Software engineering- a layered technology, a process framework, the capability maturity model integration (CMMI), process patterns, process assessment, personal and team process models. **Process models**: The waterfall model, incremental process models, evolutionary process models, the unified process **(15 Hours)**

Unit-II

Software Requirements: Functional and non-functional requirements, user requirements, system requirements, interface specification, the software requirements document. **Requirements engineering process**: Feasibility studies, requirements elicitation and analysis, requirements validation, requirements management. **System models:** Context models, behavioral models. data models, object models, structured methods. **(15 Hours)**

Unit-III

Design Engineering: Design process and design quality, design concepts, the design model. Creating an architectural design: software architecture, data design, architectural styles and patterns, architectural design, conceptual model of UML, basic structural modeling, class diagrams, sequence diagrams, collaboration diagrams, use case diagrams, component diagrams. **(15 Hours)**

Unit-IV

Software Testing & Software maintenance: Functional testing, structural testing, test activities, debugging. Categories of maintenance, the maintenance process, maintenance models, reverse engineering, software reengineering, estimation of maintenance cost, configuration management, documentation. **(15 Hours)**

Suggested Reading: (All latest editions)

1. Pressman, R.S., Software Engineering. A Practitioner's Approach Fifth Edition, McGraw Hill International Editions.
2. Aggarwal,K.K., & Singh,Y., Software Engineering. New Age International Publishers.
3. Awad,E.M., System analysis and design, Homewood III
4. Jalote,P., A Concise Introduction to Software Engineering, Springer.
5. Rajib, Fundamentals of Software Engineering, PHI.
6. Jorgensen,P.C, Software Testing: A Craftsman's Approach,Auerbach Publications

BBA-CAM 105: Financial Accounting and Analysis

L-3, T-1 , **Credits-4**

Objective: The objective of this subject is to give understanding of the basic accounting principles and techniques of preparing the accounts for users of accounting information.

Mapping the Course Outcomes with Programme Outcomes

CO#	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Comprehension about concepts of accounting and relevance of GAAP and accounting standards.	3	2	1	2	3
CO2	Preparation of company final accounts with adjustments.	2	3	1	1	3
CO3	Appreciate contemporary issues and challenges in accounting	3	3	1	3	3
CO4	Examine the concept and the methods of depreciation	3	3	1	2	1
CO5	Comprehension about accounting for shares and debentures.	3	3	1	3	1
CO6	Explore the role of stock exchanges and SEBI as a regulator.	3	1	1	2	3
CO7	Conduct comprehensive financial analysis of companies.	3	3	1	3	2
Average		2.86	2.57	1	2.28	2.28

Course Contents

Unit I

Meaning and Scope of Accounting: Objectives and nature of Accounting, Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting.

Accounting Principles and Standards: Accounting Principles, Accounting Concepts and Conventions, Meaning and relevance of GAAP, Introduction to Accounting Standards Issued by ICAI, Accounting Standards (Overview of IAS, IFRS, AS and Ind AS). **(15 Hours)**

Unit II

Journalizing Transactions: Journal Entries, Compound Journal Entries, Opening Entry. Ledger Posting and Trial Balance: Preparation of Ledger, Posting, Cash book, Sales and Purchase book and Trial Balance.

Company Final Accounts: Preparation of Final Accounts with adjustments, Trading Account, Profit & Loss Account. Balance Sheet as per schedule- III of the new Companies Act 2013.

(15 Hours)

Unit III

Depreciation, Provisions and Reserves: Concept of Deprecation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, Relevant Provisions of AS-10 Property Plant & Equipment, AS-6 (Revised) Provisions and Reserves, Change of method of Depreciation (by both current and retrospective effect). Contemporary Issues & Challenges in Accounting: Human Resource Accounting, Green Accounting, Inflation Accounting, Price level Accounting, Social Responsibility Accounting**.**

(15 Hours)

Unit IV

Shares and Share Capital: Introduction to Joint Stock Company, Shares, Share Capital, Accounting Entries. Under Subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Shares at Premium, Issue of Shares at Discount, Forfeiture of Shares, Surrender of Shares, Rights Shares, Bonus Shares. Issue of Debentures, Methods of Redemption of different types of debentures. **(15Hours)**

Suggested Readings: (All latest editions)

1. Tulsian, P.C., Financial Accountancy, Pearson Education
2. Maheshwari, S.N. and Maheshwari, S.K., Financial Accounting, Vikas Publishing House
3. Bhattacharyya, Asish K., Essentials of Financial Accounting, Prentice Hall of India
4. Rajasekran, Financial Accounting, Pearson Education.
5. Bhattacharya, S.K. and Dearden, J., Accounting for Manager - Text and Cases , Vikas Publishing House.
6. Glautier, M.W.E. and Underdown, B., Accounting Theory and Practice, Pearson Education.

BBA-CAM 107: Business Economics

L-4, T-0, **Credits-4**

Objective: The objective of this subject is to give understanding of the basic concepts and issues in business economics and their application in business decisions.

Mapping the Course Outcomes with Programme Outcomes

Detailed Course Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Ability to solve the problems of economics	3	3	1	3	2
CO2	Proficiency in solving the problems of Market and demand fluctuations	3	3	1	3	2
CO3	Ability to solve the problems of capacity utilization	3	3	1	2	2
CO4	Capability to take decision on pricing in different market forms	3	3	2	3	2
CO5	Ability to solve the problems of economics	3	3	1	3	2
AVG		**3**	**3**	**1.25**	**2.75**	**2**

Course Contents

Unit I

Introduction to Business Economics and Fundamental concepts: Nature, Scope, Definitions of Business Economics, Difference between Business Economics and Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics. Opportunity Costs, Marginalism, Incrementalism, Market Forces and Equilibrium. Concept of Behavioural Economics. Consumer Behavior: Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium.

(15 Hours)

Unit II

Demand Analysis:

Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, Advertising Elasticity of Demand. Demand Forecasting: Need, Objectives and Methods in brief. Theory of Production: Meaning and Concept of Production, Factors of Production and Production function. Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS. Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale. .

(15 Hours)

Unit III

Price Output Decisions: Pricing under Perfect Competition (features, short run, long run equilibrium of firm/industry), Pricing Under Monopoly (features, short run and long run equilibrium), Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition (features, short run and long run equilibrium, demand and cost, excess capacity), Pricing Under Oligopoly (Cournot Model, kinked demand curve model)..

(15 Hours)

Unit IV

Concepts of Macro Economics: Definitions, Importance, Macro-economic variables, circular flow model, inflation, unemployment, GDP. **National Income:** Concepts, Definition, Methods of Measurement, National Income in India, Problems in Measurement of National Income & Precautions in Estimation of National Income. **(15 Hours)**

Suggested Readings: (All latest editions)

1. Samuelson, P &Nordhaus, W., Economics, McGraw Hill Education
2. Dwivedi, D.N., Managerial Economics, Vikas Publishing House.
3. Thomas C.R. Managerial Economics, McGraw Hill Education.
4. Mankiw, NG, Principles of Economics, Cengage Learning.
5. Peterson, L. and Jain. Managerial Economics, Pearson Education.
6. Kreps, D., Microeconomics for Managers, Viva Books Pvt. Ltd.

BBA-CAM 109: Entrepreneurial Mindset (NUES)

L-02 ,T-0,Credits - 02

Objectives: To provide a foundation for basic entrepreneurial skills and to acquaint them with the world of entrepreneurship and inspire them to set up and manage their businesses. To expose students to various aspects of entrepreneurship and business. To expose students to case studies on successful entrepreneurs.

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Understand the basic concepts of entrepreneur and his role in economy.	2	1	1	1	1
CO2	Efficient usage of entrepreneurial skills in decision making.	2	3	2	2	1
CO3	Knowledge about how to search new opportunities and scanning business environment	2	2	1	3	3
CO4	Knowledge about how to development business plan, identifying sources of finance and legal requirements for starting business.	2	2	2	2	1
	Average	**2**	**2**	**1.5**	**2**	**1.5**

Course Contents

Unit I

Introduction: The Entrepreneur; Theories of Entrepreneurship; Characteristics of successful entrepreneurs, myths of entrepreneurship; entrepreneurial mindset- creativity (steps to generate creative ideas, developing creativity) and innovation (types of innovation) **(7 Hours)**

Unit II

Promotion of a Venture and Writing a business plan: Opportunity Analysis; External Environment Analysis Economic, Social and Technological Analysis. Business plan- What is business plan, parts of a business plan. Writing a Business Plan. **(8 Hours)**

Unit III

Entrepreneurship Support: Entrepreneurial Development Programmes (EDP): EDP, Role of Government in Organizing EDPs. Institutions supporting small business enterprises: central level, state level, other agencies, industry associations. **(7 Hours)**

Unit-IV

Practicals:

- Presenting a business plan
- Project on Startup India or any other government policy on entrepreneurship
- Discussion on why Startup fails, role of MSME etc.
- Discussion on role of entrepreneur in economic growth
- Discussion on technology park
- Case study discussion on successful Indian entrepreneurs. **(8 Hours)**

Suggested Readings: (All Latest editions)

1. Charantimath - Entrepreneurship Development and Small Business Enterprise, Pearson Education.

2. Bamford C.E - Entrepreneurship: A Small Business Approach, McGraw Hill Education.
3. Hisrich et al. - Entrepreneurship, McGraw Hill Education4. David, Otis- A Guide to Entrepreneurship, Jaico Books Publishing House, Delhi.
5. Kaulgud, Aruna- Entrepreneurship Management, Vikas Publishing.
6. Mathur, A.CA,Entrepreneurship & New Venture Planning, Taxmann

BBA-CAM 111: Life Skills and Personality Development

L-2, T-0 , **Credits -2**

Objective: The Objectives of the Course are to develop Communication Skills, Social Etiquettes & Self-Management, to build Confidence & develop Team Spirit and all round personality of students.

. Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Ability to master non-verbal and verbal communication for improved interpersonal relationship	2	2	3	1	1
CO2	Proficiency in emotional Intelligence	2	2	1	2	1
CO3	Ability to learn effective time management techniques for increased productivity	2	2	1	1	1
CO4	Capability to adapt to stress	2	1	1	1	1
CO5	Learn techniques to handle criticism and rejection constructively	2	1	1	1	1
AVG			2	1.6	1.4	1.2

Course Content

Unit I:

Introduction

Communication Basics: Communication definition, process of communication, types of communication, verbal &nonverbal communication, barriers to effective communication, Effective listening & speaking.

(06 Hours)

Unit II:

Team Spirit : Exercises

Team Task: To inculcate a habit of research and serious study, students are to present in teams a comprehensive talk on pre-determined topic. Team tasks also include management games.

GD Concepts: The purpose of Group discussion is to prepare students to present their views in a limited time in effective manner and learn to portray their personality in accommodating manner and accept others' views. It will be an interactive lecture. Mock GDs: It prepares the student not only for the entry in the organization but also enhances the ability to handle situations where employees are not given enough time for the preparation of a formal meeting. It is a simulation of actual GD. **(08 Hours)**

Unit III :

Confidence and Personality : Exercises

Short video resume: Students will prepare video resume and highlight a skill or experience to showcase themselves as perfect fit for an entry level position; **Debate:** To generate logical thought process and present views cogently the students are required to debate on a topical issue. The class is divided into teams with six students each. The team is to prepare for or against the topic. One member of the team is to present the views during the debate by their selection or he/she may be selected randomly by the faculty. **(08 Hours)**

Unit IV:

Personality Development

Presentations: Quickly organizing thoughts and presenting them is a need in many situations. The students would be asked to give presentations on current affairs. It is intended to develop general awareness on the current issues and talk about them. Also, they will learn how to express themselves verbally and nonverbally. **One to One interview**: Students be subjected to interviews before an internal technical panel to develop confidence and interview handling skills. **(08 hours)**

Suggested Readings(Latest Editinos):

1. Boove, C.L., Thill, J.V. & Chaturvedi, M. ,Business Communication Today. Pearson.
2. Desarda,S. Master The Group Discussion & Personal Interview.. Notion Press.
3. Vedula,P. and Anand,A., Wiley's ExamXpert Acing WAT, GDs & Interviews for IIMs. Wiley.
4. Klaus,P, The Hard Truth About Soft Skills, Harper Business.
5. Steal the Show: From Speeches to Job Interviews to Deal-Closing Pitches, How to Guarantee a Standing Ovation for All the Performances in Your Life. Michael Port. Harper Business.2016.

BBA-CAM 113: IT Applications in Business

L-3, T-0, **Credits-3**

Objective: This is a basic paper for students to familiarize with computer and it's applications in the relevant fields and exposes them to other related papers of IT.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Explain the concepts of IT (Hardware, Software, Networking, Security, Web and applications).	2	1	1	1	1
CO2	Analyze the usage of IT product and services	1	1	1	1	1
CO3	Use internet web services and resource for learning and discovery	2	2	1	2	1
CO4	Explore the usage of tools of MS Word and Advanced Excel to solve business problems	2	1	1	2	1
CO5	Comprehend the role of databases in IT applications	2	1	1	1	1
AVG		**1.8**	**1.2**	**1**	**1.17**	**1**

Course Contents

Unit 1

Basics of Information Technology: Components of IT systems, Characteristics of Computers, Input-output Devices (Hardware, Software, Human ware and Firmware), Classification of Computers. **Computer Memory**: Types of Memory, Storage devices, Mass Storage Systems. Concept of Cloud Computing. **(8 Hours)**

Unit II

Computer Software: Types of Software. Application Software and their uses. Database concepts. Introduction to Operating System, Need, Functions and Types of Operating systems. Introduction to GUI. Compiler. Interpreter and Assembler, Types of Computer Languages. **(12 Hours)**

Unit III

Desktop Components: Introduction to Word Processor, Presentation Software. Advanced Excel: Introduction, features, applications and advanced functions of Excel, creating Tables. Graphs and charts, Table formatting, Worksheets Management, Sort and Filters tools, Subtotal, Mathematical functions, Statistical functions, date and time functions, Text functions, financial functions. Analyze data with Pivot tables, create and manage scenarios and summaries. **(13 Hours)**

Unit IV

Computer Networks and IT applications: Data communication concepts, types of communication media, Concepts of Computer Networks, Internet, Intranet. Extranet, Network topologies, Networking devices, OSI model. Internet Services.

Information Technology and Society: Application of information Technology in Railways, Airlines, Banking, Online Banking System, Insurance, Inventory Control, Financial systems, Hotel management, Education, entertainment and health, Security issues in information technology.

(12 Hours)

Suggested Readings: (All latest editions)

1. Leon,C. Introduction to Information Technology, Vikas Publishing House
2. Behl R., Information Technology for Management, McGraw Hill Education
3. Dhingra S and Tondon A, Introduction to Information Technology, Galgotia Publishing House.
4. Joseph A.Brady and Ellen F Monk, Problem Solving Cases in Microsoft and Excel, Thomson Learning
5. Tanenbaum, A. S, Computer Networks, Pearson Education.
6. Goyal, Anita, Computer Fundamentals, Pearson Education.

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT (BBA-CAM)

BBA-CAM 115: IT Applications in Business- Lab

L-0, P-02, **Credit-1**

This Lab would be based on the **course BBA-CAM 113: IT Applications in Business**

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Explore the utility of applications provided by MS Office	3	3	1	1	-
CO2	Proficiency in MS Advanced Excel and Powerpoint	1	2	1	1	-
CO3	Effective and professional presentation and communication skills	2	1	3	2	-
CO4	Use Tables and Charts from Excel to create interactive and animated presentations	2	3	2	2	-
AVG		**2**	**2.25**	**1.75**	**1.5**	**-**

1. **Knowledge of all commands of using Windows to be taught.**
2. **Introduction to MS-Word:**
   Introduction to Word Processing, it's Features, Formatting Documents, Paragraph Formatting, Indents, Page Formatting, Header and Footer, Bullets and Numbering, Tabs, Tables, Formatting the Tables, Finding and Replacing Text, Mail Merging etc
3. **Introduction to MS-Excel:**
   Introduction to Electronic Spreadsheets, Entering Data, Entering Series, Editing Data, Cell Referencing, ranges, Formulae, Functions, Auto Sum, Copying Formula, Formatting Data Creating Tables, Graphs and charts, Creating Database, Sorting Data, Filtering etc. Mathematical functions, Statistical functions, date and time functions, Text functions, financial functions, Analyze data with Pivot tables, create and manage scenarios and summaries.
4. **Introduction to MS PowerPoint:**
   PowerPoint, Features of MS PowerPoint Clipping, Slide Animation, Slide Shows, Formatting etc.

SEMESTER II

BBA-CAM -102 Business Mathematics

L-3, T-1 , **Credits -4**

Objective: This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Ability to solve the problems of counting	1	3	1	2	1
CO2	Proficiency in solving the problems of Matrix Algebra	1	3	1	3	1
CO3	Ability to solve the problems of Differential calculus	1	3	1	3	1
CO4	Capability to solve the problems of Integral calculus	1	3	1	2	1
CO5	Analyzing business research problems	2	3	2	3	2
AVG		**1.2**	**3**	**1.2**	**2.6**	**1.2**

Course Contents

Unit I

Principle of Counting: Concept of Factorial, Principle of Counting, Mathematical Induction: Principle. Arithmetic Progression & Geometric Progression, Concepts of function. **(15 Hours)**

Unit II

Matrix Algebra: Definition of a matrix, Types of Matrices, Equality of Matrices, Matrix Operations. Transpose of a matrix, Determinants, System of Linear equations, Cramer's rule, Inverse of a Matrix. Properties of the Inverse Solution to a System of Equations by:

(i) The Ad-joint Matrix Methods.

(ii) The Gaussian Elimination method, Rank of a Matrix, Rank of a System of Equations, the Echelon Matrix: Application of Matrices to Business Problems Input Output Analysis, Preparation of Depreciation Lapse Schedule, Leontief I/O Model. Permutation & Combination. **(15 Hours)**

Unit III

Differential Calculus: Derivative of a Parametric Function, Logarithmic Differentiation Derivative of an Inverse Function, Optimization Using Calculus, Point of Inflexion Absolute and Local- Maxima and Minima, Optimization in case of Multi Variate Function. Lagrangian multipliers, Derivative as a Rate Measure. Applications in Business. Introduction to Mathematics of finance such as annuities.

(15 Hours)

Unit IV

Integral Calculus: Indefinite Integrals, Techniques of Integration, Definite Integrals, Business application, Consumer's or Producer's surplus, Learning Curve, Probability and Probability , Distribution.

(15 Hours)

Suggested Readings: **(All latest editions)**

1. Trivedi, Business Mathematics, Pearson Education,
2. Bhardwaj. R.S.. Mathematics and Statistics for Business, Excel Books
3. Khan, Shadab.A Text Book of Business Mathematics, Anmol Publications,
4. Tuttle. Michael, D., Practical Business Math: An Applications Approach, Prentice Hall

5. Hazarika.P..A text book of Business Mathematics, S. Chand Publication
6. Budnick, Applied Mathematics for Business, McGraw Hill Education

BBA-CAM -104: Object Oriented Programming Using C++

L-4,T-0, **Credits-4**

Objective: The objective of this course is to introduce object oriented programming concepts through C++.

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes	Program Outcomes				
		PO1	PO2	PO3	PO4	PO5
CO1	Describe the meaning of the object-oriented paradigm, and create class hierarchies using the object-oriented design process	2	2	1	2	1
CO2	Design and implement C++ programs for complex problems, making good use of the features of the language such as classes, inheritance and templates	2	3	1	3	1
CO3	Design object oriented solutions for small systems involving multiple objects	2	3	1	2	1
CO4	Implement, test and debug solutions in C++	2	3	1	3	1
CO5	Comprehend Polymorphism	2	3	1	3	1
CO6	Develop proficiency in File and Exception Handling	2	3	1	2	1
	Average	2	2.83	1	2.5	1

Course Content

Unit I

Introduction to C++ & Control Structures: Basic ideas about languages and program development platforms, High and low level languages, Assemblers, compilers and interpreters, Programming principles: Identifiers, Keywords, Constants, User defined data types, Derived data types, Declaration and definition of variables, Preprocessor directives and comments. C++ operators, Implicit and explicit type conversions. If, If..else, switch, ternary operator (?:) Do..while, while and for loop. Goto statement, Advantages and disadvantages. **(15 Hours)**

Unit II

Arrays and Modular Programming

Arrays and Pointers. Introduction to arrays, multi dimensional arrays. Introduction to Pointers and pointer arithematic.String manipulation, array of strings. Defining a function, function prototypes, Call and return by value, call and return by reference, Default and Const arguments, Overloading, Inline functions, Structures. Unions and enumerations. **(15 Hours)**

Unit III

Classes and Objects: Declaration of classes and objects. Declaration of member functions and data types: Constructors and destructors: Copy constructor; Static class member, friend functions; Operator Overloading: Overloading unary and binary operator; Data and type conversions; **Inheritance and polymorphism:** Derived classes, overriding member functions; Base classes, types of base classes. types of derivation: Multiple inheritance; Polymorphism: early binding and late binding, virtual functions.

(15 Hours)

Unit IV

File Handling: C++ streams and stream classes; Hierarchy of file stream classes, Opening and closing of files. File modes, Detecting end of files, binary files

Exception handling: Fundamentals of exception handling, Exception types, Termination or resumptive models, Uncaught exceptions, using try and catch, multiple catch clauses, nested try statements, throw, throws and finally, built-in exceptions, creating own exception sub classes. **(15 Hours)**

Suggested Reading: (All latest editions)

1. Balaguruswamy.E., Object Oriented Programming with C++ Tata McGraw Hill.
2.Venugopal K.R. Mastering C++.Tata MCGraw Hill
3.Lippmannn,S. B., and Lajoi,J. et.al. The C++ Primer, Addison Wesley
4.Stroustrup B. The C++ Programming Language,Addison Wesley
5.Lafore. R., Object Oriented Programming in Turbo C++, Galgotia Publications
6. Schildt,H., The complete reference, Mc Graw Hill

BBA-CAM 106: E-Commerce

L-4, T-0, **Credits: 04**

Objectives: The course imparts understanding of the concepts and various application issues of e-commerce like Internet infrastructure, security over internet, payment systems and various online strategies for e-commerce.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Examine strengths and weaknesses of digital profiles of business organizations	1	2	1	1	2
CO2	Explore ways to enhance online visibility of business	2	3	1	3	2
CO3	Analyze challenges of security, privacy and legal jurisdictions in e commerce	1	3	1	2	1
CO4	Examine the barriers to successful online positioning of businesses	2	2	3	2	3
AVG		**1.5**	**2.5**	**1.5**	**2**	**2**

Course Contents

Unit 1

Introduction to E-Commerce: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, Electronic Commerce, Types of Electronic Commerce, Electronic Commerce Models, Challenges and Barriers in E-Commerce environment; **E-Retailing:** Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. **E services:** Categories of e-services, Web-enabled services, and matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce; **E-Commerce in India:** Transition to E-commerce in India, Indian readiness for E-commerce, E-Transition challenges for Indian corporate. **(15 Hours)**

Unit II

Electronic Data Interchange(EDI): Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security; **Electronic Payment System:** Digital Payment Requirements, Electronic Payment System, Types of Electronic Payment Systems, Concept of e-Money, Infrastructure Issues and Risks in EPS, Electronic Fund Transfer; **Digital economy**: Identify the methods of payments on the net – Electronic Cash, cheques and credit cards, Wallet, UPI on the Internet

(15 Hours)

Unit III

Security in E-Commerce: Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server. Mobile commerce; Introduction to mobile commerce; benefits of mobile commerce; mobile commerce framework; Internet advertising;

(15 Hours)

Unit IV

E-commerce Applications: E-commerce applications in various industries, Emerging Trends in E- Commerce, Economic, Technological and Social Considerations, Regulatory and Ethical

considerations in E-Commerce, Concept of Privacy and Information Rights, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance

(15Hours)

Suggested Readings: (All latest editions)

1. Elias M. Awad, Electronic Commerce - From Vision to Fulfillment, PHI Learning.
2. Joseph, P.T. and Si., E-Commerce An Indian Perspective, PHI Learning.
3. Efraim Turban, David King, Dennis Viehland, Jae Lee: Electronic Commerce A Managerial Perspective, Pearson Education.
4. Bharat Bhaskar, Electronic Commerce- Framework, Technologies and Applications, Tata McGraw Hill.
5. Dave Chaffey, E-Business and E-Commerce Management- Strategy, Implementation and Practice, Pearson Education.
6. Schneider Gary, Electronic Commerce, Cengage Learning.

BBA-CAM 108: Business Communication

L-2, T-0, **Credits: 02**

Objective: To train students to enhance their skills in written as well as oral Communication through practical conduct of this course. This course will help students in understanding the principles & techniques of business communication.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand the scope of business communication	3	2	2	3	1
CO2	Recognize and learn the sub skills of listening and speaking and be able to deliver in real time context	2	3	2	1	2
CO3	Imbibe the mechanics of writing which befit in a longer composition	3	2	3	2	2
CO4	Apply the different forms of written communication techniques to make internal and external business correspondence effective	3	2	3	2	1
CO5	Produce different types of reports with appropriate format, language and organization	3	3	2	1	2
AVG		**2.8**	**2.4**	**2.4**	**1.8**	**1.6**

Course Contents

Unit I

Fundamental of Communication: Meaning and significance of communication, Process of Communication, Principles of Effective Business Communication, 7Cs; How to Improve Command over Spoken and Written English, Effective Listening. **(6 Hours)**

Unit II

Communicating in a Multicultural World: Idea of a global world, Impact of globalization on organizational and multicultural communication, understanding culture for global communication; Etic and Emic approaches to culture, The Cross Cultural Dimensions of Business Communication, Technology and Communication, Ethical & Legal Issues in Business Communication, overcoming cross cultural communication barriers. (**8 Hours)**

Unit III

Business letter writing and Presentation Tools: Business letters- Need, Functions and Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters and Complaints; Employment related letters Interview Letters, Promotion. Letters, Resignation Letters, **(8 Hours)**

Unit IV

Departmental Communication: Barriers of Communication, Meaning, Need and Types, News Letters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Minutes of the meeting. Project and Report writing, How to Make a Presentation, Presentation Tools, Guidelines for Effective Presentation. **(8 Hours)**

Suggested Readings: (All latest editions)

1. Lesikar. Business Communication: Making Connections in a Digital World. McGraw Hill Education.
2. Boove, C.L., Thill, J.V. & Chaturvedi, M. Business Communication Today, Pearson.
3. Krizan et al. Effective Business Communication, Cengage Learning.
4. Scot, 0. Contemporary Business Communication, Biztantra, New Delhi.
5. Chaney & Martin. Intercultural Business Communication, Pearson Education
6. Penrose et al. Business Communication for Managers, Cengage Learning.

BBA-CAM 110: MOOC

L-2, T-0, **Credits-2**

To remove rigid boundaries and facilitate new possibilities for learners in education system, study webs of active learning for young aspiring minds is India's Nation Massive Open Online Course (MOOC) platform. Massive Open Online Courses (MOOCs) are free online courses which are designed to achieve the three cardinal principles of India's education policy: Access, Equity and Quality. MOOCs provide an affordable and flexible way to learn new skills, career development, changing careers, supplemental learning, lifelong learning, corporate eLearning & and deliver quality educational experiences at scale and more.

A student will have the option to earn 2 credits by completing quality –assured MOOC programme of at least 8 weeks offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time. Completion certificate followed by assignment and exams of opted MOOC should be submitted to respective institute for earning the course credit, i.e. 2.

For August session, tentative list of programmes will be available on the platform from May-August and for January session, tentative list of programmes will be available on the platform from October to January.

BBA-CAM 112: C++ LAB

P-4, **Credits-2**

Objective: The objective of this course is to introduce object oriented programming concepts through C++

Mapping the Course Outcomes with the given Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Comprehend advantages of a high level language like C/C++, the programming process, and the compilation process	2	2	1	2	1
CO2	Develop proficiency in the use software tools in the programming process	2	3	1	3	1
CO3	Apply good programming principles to the design and implementation of C/C++ programs	2	3	1	2	1
CO4	Design, implement, debug and test programs using the fundamental elements of C/C++	2	3	1	3	1
CO5	Demonstrate an understanding of primitive data types, values, operators and expressions in C/C++	2	3	1	3	1
AVG		**2**	**2.8**	**1.4**	**1**	**1**

Course Contents

Unit-1
Using the C++ Editor
1. Setting up the C++ editor
2. Using the editor
3. Tour of File. Edit. Search, Run, Compile, Debug, Project, Options, Window and Help menus

Introduction to C++
1. Basic Program Construction
2. Identifiers. Keywords. Constants. User defined data types. Derived data types
3. Declaration and definition of variables
4. Preprocessor directives and comments
5. Escape sequences
6. C++ operators, Precedence Summary
7. Implicit and explicit type conversions

Control structures
1. If. If..else, switch, ternary operator (?:), nesting
2. Do..while, while and for loop. break and continue

Unit-II
Structures and functions
1. Structures, Unions and enumerations
2. Accessing structure members
3. Function declaration and definition
4. Passing arguments. Call and return by value, call and return by reference
5. Default and Const arguments. Overloading

6. Inline functions

Classes and objects
1. Declaration of classes and objects
2. Declaration of members and data types
3. Differences between structure and classes
4. Constructors and destructors
5. Copy constructor
6. Static class member, Static class data, friend functions

Unit-III
Operator Overloading
1. Operator Keyword
2. Operator return values
3. Overloading unary and binary operator
4. Overloading Arithmetic Operators

Arrays and Pointers
1. Introduction to arrays. Initializing arrays, multi dimensional arrays
2. introduction to pointers.
3. Pointer arithmetic

Unit-IV
Inheritance and polymorphism
1. Derived classes, overriding member functions
2. Base classes, types of base classes, types of derivation, access control 3. Multiple inheritance
4. Polymorphism. early binding and late binding
5. Abstract base classes. Virtual functions
6. Virtual constructors and destructors

I/O operations and working with files
1. C++ streams and stream classes
2. Opening and closing of files
3. Detecting end of files, binary files

BBA-CAM 114: E-Commerce Lab

L-0, P-2 , **Credit: 01**

Objective: The course equips students with the skills to design and develop static webpages using HTML, create engaging digital content for social media and professional communication, and effectively use digital tools like Canva and generative AI for content creation, all while enhancing their proficiency in online branding, communication, and digital marketing strategies.

Lab would be based on the following:

1. Static Webpage Designing: Creating Web pages using HTML Tags, Elements, Basic and advanced text formatting, multimedia components in HTML documents, Designing of webpage: Document Layout, List, Tables, Hyperlink, Working with Frames, Forms and Controls and other relevant things.
2. Social Media & Writing Skills-Blogs, Social Networking Sites, Digital Databases, Online Official Correspondence, Creating Digital Posters and Online Presentations using Canva, Generative AI Tools, etc.

Mapping the Course Outcomes with the given Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Proficient Web Design and Development	1	3	2	3	1
CO2	Effective Use of Social Media Platforms	3	3	3	3	3
CO3	Digital Content Creation and Design	2	3	3	3	3
CO4	Professional Writing and Digital Communication	2	3	3	2	2
AVG		**2**	**3**	**2.75**	**2.75**	**2.25**

BBA-CAM 116: Online/ Inhouse Industrial Skill-Based Training/ Apprenticeship

Credits-4

The Assessment Online/ Inhouse Industrial Skill-Based Training/ Apprenticeship shall be as follows.

Internal Assessment	-	40 Marks
External Assessment (Viva Voce)	-	60 Marks

Guidelines for Internal Assessment

1. The student has to submit the certificate of training/ Apprenticeship
2. Every student has to submit a spiral bind report to showcase the work done and learning during the internship/apprenticeship and must appear for End Term Viva.
3. The guidelines for the report are to be designed by every institution.
4. All the records to be maintained by every institute and should be able to produce whenever required by the university.
5. The duration of the training/apprenticeship will be the winter semester
6. The course may be offered by having an industry expert within campus/college and guide students on projects within the premises or students doing live projects in industry either offline or online.
7. The institute must appoint an internal faculty mentor for each student in order to monitor/ assess the training/apprenticeship and award internal marks

Note:

i. **Each student is required to complete a minimum of 60 hours of training, which can be undertaken in segments (on weekends), spread across the first and second semesters, or completed in one continuous session**
ii. **The university shall conduct external viva of 60 marks at the end of the semester**

BBA-CAM 118: Indian Knowledge Systems

L-2, T-0, **Credits-2**

Objective: To create awareness amongst the youths about the rich culture of the country by understanding the scientific value of the traditional knowledge of India; promote spiritual knowledge and wisdom in students, thereby shaping their personality and inculcating leadership skills. This course shall enable students to get a holistic insight into the understanding the working of nature and life.

Mapping the Course Outcomes with Programme Outcomes

COs	Detailed Course Outcomes					
		PO1	PO2	PO3	PO4	PO5
CO1	Students will be able to understand the context in which they are embedded i.e. Indian culture and civilisation including its Knowledge System and Tradition.	1	1	1	1	1
CO2	Students will be able to understand the knowledge, skills and values in ancient Indian system	1	1	1	1	3
CO3	Students will be able to analyze the enriched scientific Indian heritage	1	3	1	1	2
CO4	Students will be able to explore the contribution from Ancient Indian system; tradition to modern science and Commerce	2	1	1	1	2
AVG		2.5	1.5	1	1	2

Course Contents

Unit I: Overview of Indian Knowledge:
Philosophy: The Vedic Tradition, Upanishad and Classical Indian Darshanas, Indian Culture & Civilization –Different stages in the evolution of Indian Culture, Distinctive features of Indian culture, Components of Culture and Indian Music and Dance **(8 Hours)**

Unit II: Integrating Indian Knowledge System (IKS) in Management:
Introduction to Arthashastra by Kautilya, Traditional Knowledge Digital Library (TKDL), Geographical Indications of Goods. **(8 Hours)**

Unit III: Spirituality:
Spirituality vis-à-vis religion, Concept of Maya (Illusion) – Advaita Vedanta, Meaning, scope and implications at work, Concept of Dharma: varna ashram dharma, svadharma, Concept of karma – meaning and importance to managers, corporate karma. Concept of Vasudhaiva Kutumbakam **(8 Hours)**

Unit IV: Spirituality, Science, Engineering and Technology in IKS:
Mathematics, Astronomy, Engineering and Technology: Metals and Metalworking, Town Planning, Architectural Engineering: Vastu Shastra and Shilpa Shastra **(6 Hours)**

Suggestive Readings:

1. Mahadevan, B., Pavana, N., & Bhat, V. R, Introduction To Indian Knowledge System : Concepts And Applications, Phi Learning

2. Kapur, K., & Singh, A. K. (Eds.). Indian knowledge systems (Vol. 1). Indian Institute of Advanced Study.
3. The cultural heritage of India (Vol. 1). Ramakrishna Mission Publication.
4. Nair, S. N. Echoes of ancient Indian wisdom. Hindology Books.
5. Majumdar, R. C., Raychaudhuri, H. C., & Datta, K. An advanced history of India. Macmillan & Co., Limited.
6. Rao, N. The four values in Indian philosophy and culture. University of Mysore.
7. Balachandran, S., & others. Ethics, Indian ethos and management. Shroff Publishers and Distributors Pvt. Ltd.

SEMESTER -III

BBA-CAM 201: Database Management Systems

L-4,T-0 **Credits-4**

Course Objective: The objective of the course is to present and introduction to Database Management Systems, with an emphasis on how to organize, maintain and retrieve-efficiently and effectively- information from a DBMS.

Course Outcomes:

CO1. Gain knowledge and describe key concepts related of database systems, types of data models, and the components of relational database schemas.

CO2. Explain the principles of database design and describe the functionality of constraints in a relational database.

CO3. Demonstrate the ability to write simple and complex SQL queries for database management

CO4. Analyze and evaluate the normalization of a given relational database schema and convert to appropriate normal form optimize schema.

Course Contents

Unit I

Database Concepts and Database Design:

Requirement of databases, Characteristics of the database, Relational databases schemas, and instances. Three schema architecture and Data independence. Data models, Database architecture: Two-tier, Three-tier, Database System utilities. Database Design: Overview, ER-Model, Constraints, ER-Diagrams, ERD Issues, Weak Entity Sets, Codd's rules, Relational Schemas, Introduction to UML. **(15 Hours)**

Unit Il

Relation data model and constraint & SQL:

Domain, Attributes, Tuples and Relations, Entity, Entity type, Relationship types, and Degree.
SQL: Introduction, Types of constraints, Integrity constraints, data language: DML, DDL, DCL, implementing constraints like primary key, Not null, Check, Foreign key and unique, Indexing, Aggregate function, Null Values, Working with views, Queries, Nested queries, Joins and triggers.

(15 Hours)

Unit IlI

Normalization -First normal form, Second normal form and Third normal form, Boyce-Codd normal form, Functional dependencies, Algorithm for relational database schema design, Forth normal form, Join dependencies and Fifth normal form. **(15 Hours)**

Unit IV

Relational Algebra: Relational algebra: Introduction, Selection and Projection, Set operations, Renaming, Joins, Division, Syntax, Semantics. Operators, Grouping, Relational comparison.
Relational Calculus: Tuple relational calculus, Domain relational Calculus, Calculus vs algebra, Computational capabilities. **(15 Hours)**

Suggested Readings: (All latest editions)

1. Date, C. J., An Introduction to Database System, Addition Wesley Publishing Company.
2. Ramakrishnan R. & Gehrke, J., Database Management Systems, Mc-Graw-Hill Company, Higher Education.

3. Korth F., Database System Concepts, Mc-Graw-Hill.
4. Elmarsi, R. & Navathe, S.B., Fundamentals of Database Systems, Pearson.
5. Singh S.K.., Database System Concepts, design and application, Pearson Education.
6. Desai, Bipin, An Introduction to Database Systems", Galgotia Publications.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gain knowledge and describe key concepts related of database systems, types of data models, and the components of relational database schemas.	3	2	2	2	1
CO2	Explain the principles of database design and describe the functionality of constraints in a relational database.	3	2	3	1	2
CO3	Demonstrate the ability to write simple and complex SQL queries for database management	1	3	3	3	3
CO4	Analyze and evaluate the normalization of a given relational database schema and convert to appropriate normal form optimize schema.	2	3	3	2	3
Average		**2.25**	**2.5**	**2.75**	**2**	**2.25**

BBA-CAM 203: Decision Techniques for Business

L-4,T-0 **Credit-4**

Course Objective: The objective of this paper is to develop student's familiarity with the basic concept and tools in statistics and operations research. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers.

Course Outcomes

CO1. Gains understanding and demonstrates a comprehensive understanding of statistical concepts as well as various methods of data collection and presentation

CO2. Apply correlation and regression analysis techniques to real-world datasets to make informed decision-making

CO3. Formulates and solves linear programming problems, synthesizing various problem-solving methods and evaluating their effectiveness in business decision-making contexts

CO4. Analyze problems to identify optimal solutions, and critically evaluate its implications in operational scenarios

Course Contents

Unit 1

Statistics: Definition. Importance & Limitation, Collection of data and formation of frequency distribution, Graphic presentation of Frequency distribution - Graphics, Bars, Histogram.
Measures of Central Tendency - Mean Median and Mode, Partition values - quartiles, deciles and percentiles; Measures of variation - Range, IQR, quartile, deciles and percentiles, mean deviation and standard deviation. Normal distribution curves. **(15 Hours)**

Unit II

Correlation Analysis: Correlation Coefficient; Assumptions of Correlation Analysis; Coefficients of Determination and Correlation; Measurement of Correlation- Karl Person's Methods: Spearman's Rank correlation; Regression: meaning, assumptions of regression, regression lines, ordinary least square method of regression; Pitfalls and Limitations Associated with Regression and Correlation Analysis.
(15 Hours)

Unit III

Linear Programming: Concept and Assumptions, Usage in Business Decision Making, Linear Programming Problem: Formulation, Methods of Solving: Graphical and Simplex, problems with mixed constraints: Duality. **(15 Hours)**

Unit IV

Transportation and Assignment problems: General Structure of Transportation Problem, Methods for Finding Initial Solution and Testing for Optimality. **Assignment Problem:** Hungarian Assignment Method, unbalanced assignment problems, restrictions in assignment, Travelling Salesman Model. **(15 Hours)**

Suggested Readings: (All latest editions)

1. Vohra, N.D., Quantitative Techniques in Management, McGraw Hill Education.
2. Gupta, SP and Gupta, P.K.. Quantitative Techniques and Operation Research, Sultan Chand.

3. Rajagopalan, S. &Sattanathan, R., Business Statistics & Operations Research, McGraw Hill Education.
4. Sharma, J.K., Operations Research: Problems & Solutions, Macmillan India Ltd.
5. Render, Barry, Stair, R.M., Hanna, M.E., Quantitative Analysis for Management, Pearson Education.
6. Bajpai, Naval, Business Statistics, Pearson Education.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Gains understanding and demonstrates a comprehensive understanding of statistical concepts as well as various methods of data collection and presentation	3	3	2	2	1
CO2	Apply correlation and regression analysis techniques to real-world datasets to make informed decision-making	1	3	2	2	3
CO3	Formulates and solves linear programming problems, synthesizing various problem-solving methods and evaluating their effectiveness in business decision-making contexts	2	3	3	3	3
CO4	Analyze problems to identify optimal solutions, and critically evaluate its implications in operational scenarios	2	3	3	3	3
AVG		2	3	2.5	2.5	2.5

BBA-CAM 205: Business Research Methodology

L-4, T-0 **Credits: 04**

Objective: The course aims to develop research aptitude skills among the learners and to enable them to prepare project report.

Course Outcomes:

CO1. Define and explain the basic concepts and scope of business research.

CO2. Apply research methodologies to real-world business problems and analyze their effectiveness.

CO3. Design a comprehensive research process to address specific business challenges and evaluate its potential outcomes.

CO4. Assess measurement techniques, sampling methods, and hypothesis testing, and prepare a well-structured research report based on findings.

Course Contents

Unit I

Introduction: Meaning of Research; Scope of Business Research; Purpose of Research, Types of Research, Criteria of Good Research, Steps in the Research Process, Unit of Analysis - Individual, Organization, Groups, and Data Series; Concept, Construct, Attributes, Variables, and Hypotheses. **(15 Hours)**

Unit II

Data Collection: Primary and Secondary sources of Data; Qualitative Vs Quantitative data; Methods of data collection. Research Methods- Field Study, Laboratory Study, Survey Method, Observational Method, Existing Data Based Research, Longitudinal Studies, Panel Studies, Univariate & Bivariate Analysis. **(15 Hours)**

Unit III

Measurement: Definition; Designing and writing items; Uni-dimensional and Multidimensional scales; Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking Scale, Thurston, Likert and Semantic Differential scaling, Paired Comparison, Questionnaire Design, Development and Testing, Reliability and Validity. **Sampling** -Steps, Types, Sample Size Decision; **Hypothesis Formulation and Testing:** Tests concerning means and proportions; Regression, T Test, Z Test, ANOVA, Chi-square test. **(15 Hours)**

Unit IV

Report Preparation: Meaning, types and layout of research report; Steps in report writing ; Literature review and its significance, Citations Styles, Bibliography and Annexure in report, Essentials of good research report, presentation of a report, Ethics in Research, Plagiarism Check. **(15 Hours)**

Suggested Readings: (All latest editions to be referred)

1. Deepak, C. and Neena, S. Vikas Publishing House.
2. Cooper, Donald R. and Schindler, Pamela S, Business Research Methods, McGraw Hill Education.
3. Kumar, Ranjit, Research Methodology: A step by step guide for Beginners. Pearson Educaion.
4. Kumar V., Marketing Research: A Global Outlook, Sage Publications.
5. Levin, Richard and Rubin, DS, Statistics for Management, Pearson Education.
6. Beri, G.C., Marketing Research, McGraw Hill Education.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Define and explain the basic concepts and scope of business research.	3	2	2	1	1
CO2	Apply research methodologies to real-world business problems and analyze their effectiveness.	2	3	3	3	3
CO3	Design a comprehensive research process to address specific business challenges and evaluate its potential outcomes.	2	3	3	3	3
CO4	Assess measurement techniques, sampling methods, and hypothesis testing, and prepare a well-structured research report based on findings.	1	3	3	3	3
AVG		**2**	**2.75**	**2.75**	**2.5**	**2.5**

Note:

1. **This course has the combination of lecture and practicum credits. Hence, due weightage in the internal marks to be provided for the lab component**
2. **The practicum will cover various aspects of research, identification and use of various statistical tests using software tools available to a researcher such as Excel / SPSS / R / Python / any other analytical software.**

BBA-CAM 207: Computers Network

L-4, T-0 **Credit-4**

Objective: The main objective of this course is to introduce the understanding of the concept of computer networking with its layers, topologies, protocols & standards, IP addressing, routing, and latest Networking Standards.

Course Outcomes:

CO1. Understand and describe fundamental concepts & types of computer networks, with topologies and networking devices and their relevance to business operations

CO2. Assess the OSI Reference Model and TCP/IP Model, articulating their significance in ensuring effective communication within organizational frameworks

CO3. Demonstrate practical skills in configuring network addressing and routing protocols, highlighting their applications in enhancing business connectivity and efficiency.

CO4. Analyze various transport layer protocols and their implications for business applications, evaluating their performance in terms of reliability and speed for operational needs.

Course Content

Unit I

Introduction to Computer Network, Definitions, Uses, Benefits, Overview of Network Topologies (Star, Tree, Bus), Overview of Network Types (PAN, LAN, CAN, MAN), Networking Types (Client/Server, P2P), Overview of Protocols and Standards, OSI Reference Model, TCP/IP Model and its comparison with OSI, Analog and Digital data.

Physical Layer and Network Media: Network Devices: Reapeater, Hub, Switch, Bridge, Router Different types of transmission medias (wired: twisted pair, coaxial, fiber optic, wireless: radio waves, microwaves, infrared, Ethernet cable standards (UTP; Fiber cable standards), Circuit, Message; Packet Switching **(15 Hours)**

Unit II

Data Link Layer: Function of Data Link Layer (DLL), Overview of Logical Link Control (LLC) and Media Access Control (MAC), Framing and Flow Control Mechanisms, Error Detection and Correction techniques, Channel Allocation Techniques (ALOHA, Slotted ALOHA), Ethernet Standards (802.3 CSMA/CD, 802.4 Token Bus, 802.5 Token Ring), Wireless LAN: Spread Spectrum **(15 Hours)**

Unit III

Network Layer: Introduction and Functions, IPv4 Addressing; Sub-netting, Class-full and Classless Addressing, IPv6 Addressing and its Features, Unicast, Multicast and Broadcast Routing: Introduction and Definition, Types of Routing (Static vs Dynamic, Unicast vs Multicast, Link State vs Distance Vector, Interior vs Exterior), Path Computation Algorithms: Dijkstra, Routing Protocols: RIP, OSPF; BGP **(15 Hours)**

Unit IV

Transport Layer: Introduction, Functions and Services, Transport Protocols: TCP, UDP and Their Comparisons, Connection Oriented and Connectionless Services Application, Presentation & Session Layer: Introduction and Functions, Web & HTTP, DNS and the Query Types, File Transfer and Email Protocols: FTP, SFTP, SMTP etc. **(15 Hours)**

Suggested Readings: (Latest Editions)

1. Forouzan, Behrouz A., Data Communication and Networking, Tata McGraw-Hill.
2. Tanenbaum, A.S., Computer Networks, Prentice Hall.
3. Hayes, J.F., Modelling and Analysis of Computer Communication Networks, Plenum Press.
4. Comer, D.E., Internetworking with TCP/IP, Prentice Hall, India.
5. Stallings, William, Data and Computer Communications, Pearson Education Asia.
6. Peterson, L.L., Davie, B.S., Computer Networks: A Systems Approach, Morgan Kaufman publishers.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Understand and describe fundamental concepts & types of computer networks, with topologies and networking devices and their relevance to business operations	3	2	1	1	1
CO2	Assess the OSI Reference Model and TCP/IP Model, articulating their significance in ensuring effective communication within organizational frameworks	3	3	2	3	2
CO3	Demonstrate practical skills in configuring network addressing and routing protocols, highlighting their applications in enhancing business connectivity and efficiency.	1	3	3	2	3
CO4	Analyze various transport layer protocols and their implications for business applications, evaluating their performance in terms of reliability and speed for operational needs.	2	3	3	3	3
Average		**2.25**	**2.75**	**2.25**	**2.25**	**2.25**

BBA-CAM 209: Database Management Systems Lab

T/P-4 **Credit-2**

Objective: To be able write SQL queries and retrieving data.

Course Outcomes:

CO1. Perform practical exercises to define and describe database systems
CO2. Create and design databases implementing constraints to ensure data integrity in sample business applications
CO3. Develop proficiency in writing and executing SQL queries
CO4. Analyze and normalize relational database schemas for specific business cases

Lab would be based on the Paper BBA(CAM)-205: DBMS Lab and it will be based on DBMS package.

I. To write SQL queries and retrieving data.
II. SQL: Introduction to tables, Creating Tables, Duplicating tables, modifying tables, dropping tables, rename a tables
III. Records: Inserting and Updating the records in tables, Deleting the records, Viewing a table structure, Introduction to keys, Data integrity constraints
IV. Query: Simple query, Nested query, Joins: Natural join, Inner join, Cross join, Outer join, Full join. Aggregate functions: Group by and having clause, Relational and Logical operators.
V. Views, use of rollback and commit command, save points, Functions: string functions, statistical functions, date functions, Numeric functions conversion function

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Perform practical exercises to define and describe database systems	3	3	3	2	1
CO2	Create and design databases implementing constraints to ensure data integrity in sample business applications	3	3	3	3	3
CO3	Develop proficiency in writing and executing SQL queries	3	3	3	2	3
CO4	Analyze and normalize relational database schemas for specific business cases	2	3	3	3	3
Average		**2.75**	**3**	**3**	**2.5**	**2.5**

BBA-CAM 211: Human Resource Management

L-4,T-0 **Credit-4**

Objective: To develop an understanding of the concepts, techniques and principles to manage human resources of an organization.

Course Outcomes:

CO1. Gains knowledge of functions of HR management and understand policies related to workforce diversity, employee welfare, and social security

CO2. Analyze human resource planning and recruitment processes, evaluating job analysis techniques and selection tools for effective workforce acquisition

CO3. Design training and development programs that utilize various techniques, creating a comprehensive training plan tailored to specific roles and competencies

CO4. Evaluate and appraise performance appraisal methods and compensation strategies

Course Contents

Unit 1:

Introduction to Human Resource Management: Functions of HR Manager; Policies related to Human Resource Management; Emerging challenges of human resource management - Workforce diversity, welfare, health, safety, social security, empowerment, downsizing, VRS, work life balance. Employee code of conduct, Human Resource Information System (HRIS) and e-HRM

(15 Hours)

Unit 2:

Acquisition of Human Resource: Human resource planning- Quantitative and qualitative dimensions; Job analysis – Job description and job specification; Recruitment –sources, process; Selection – process, techniques and tools; induction and orientation; Retention. **(15 Hours)**

Unit 3:

Training and Development: Concept and importance; Role specific and competency-based training; Training and development techniques and programs – Apprenticeship, understudy, Job rotation, vestibule training, case study, role playing, sensitivity training, In- basket, management games, conferences and seminars, coaching and mentoring, management development programmes; Training process outsourcing, Cultural Shock. **(15 Hours)**

Unit 4:

Performance Appraisal and Compensation Management: Performance appraisal- Nature, objectives, process, methods, Employee counselling; Job changes - Transfers and promotions. Compensation - Rules and policies, Base and supplementary compensation; Individual and group incentive plans; Fringe benefits; Performance linked compensation; Employee stock option; Pay band compensation system; HR Audit, Contemporary issues in human resource management.

(1 Hours)

Note: Case Studies are to be covered relevant to the concepts.

Suggested Readings: (All latest editions to be referred)

1. Dessler, Gary, A Framework for Human Resource Management, Pearson Publishers.

2. David A. Decenzo, Stephen P. Robbins, Susan L. Verhulst, Human Resource Management, WileyIndia Private Limited.
3. Bohlendar and Snell, Principles of Human Resource Management, Cengage Learning.
4. Aswathappa,K, Human Resource Management, McGraw Hill Education Company.
5. Robert L. Mathis and Jackson, J., Human Resource Management, South-Western College Publishing.
6. Rao, V. S. P., Human Resource Management: Text and Cases, Excel Books, Delhi

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains knowledge of functions of HR management and understand policies related to workforce diversity, employee welfare, and social security	3	3	2	2	1
CO2	Analyze human resource planning and recruitment processes, evaluating job analysis techniques and selection tools for effective workforce acquisition	2	3	3	3	3
CO3	Design training and development programs that utilize various techniques, creating a comprehensive training plan tailored to specific roles and competencies	1	3	3	3	3
CO4	Evaluate and assess performance appraisal methods and compensation strategies	1	3	3	3	3
Average		**1.75**	**3**	**2.75**	**2.75**	**2.5**

BBA-CAM 213: Marketing Management

L-4,T-0 **Credit-4**

Course Objective:
To provide understanding of the marketing concepts and to familiarize with the emerging trends in marketing.

Course Outcomes:
CO1. Gains knowledge and appraise marketing concepts, and frameworks, and apply these to a new or existing business.
CO2. Analyze the consumer decision-making process and apply market segmentation techniques to identify target markets and effective product positioning
CO3. Develop and evaluate marketing mix strategies related to product and pricing, including product classification, branding decisions, and pricing methods, to effectively meet market demands
CO4. Assess emerging trends in marketing such as relationship marketing, digital marketing, and ethical issues, and formulate innovative strategies that leverage these trends to enhance marketing effectiveness

Course Content
Unit I
Introduction to Marketing Environment & Types: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept; Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context); Market and competition analysis, Market Analysis and Creating and Delivering Customer Value. types of marketing (B2C, B2G, B2B, C2C). **(15 Hours)**

Unit II
Marketing Segmentation & Consumer Behavior: Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets; Consumer Behavior, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behavior, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context, Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer.
(15 Hours)

Unit III
Product, Pricing & Promotion Decisions and Distribution: Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling. Promotion Decisions: Factors determining promotion mix, Promotional Tools –Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.
(15 Hours)

Unit IV

Introduction to Emerging Trends in Marketing: Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps. Contemporary and ethical issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing, Relationship Marketing, Sustainable Marketing, Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only), Role of AI and Robotics in Marketing.

(15 Hours)

Note: Case Studies are to be covered relevant to the concepts.

Suggested Readings:(Latest Editions)

1. Kotler, P., Keller, K.L. , Marketing Management, Pearson Education.
2. Ramaswamy, V.S and Namakumari, S., Marketing Management: A Strategic Decision Making Approach Global Perspective Indian Context, McGraw Hill Education Company.
3. Lamb, C.W, Hair, J.F, Sharma, D. &Mc Daniel C., Marketing- A South Asian Perspective Edition, South-Western Cengage Learning.
4. Baines, P., Fill, C., Page, K., Sinha, P.K., Marketing (Asian Edition), Oxford University Press, New Delhi.
5. Walker 0. C., Mullins J. & Boyd Jr. H. W., Marketing Strategy: A Decision Focused Approach, McGraw Hill Education Company.
6. Panda, T.K,Marketing Management-Text and Cases, Taxmann

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains knowledge and appraise marketing concepts, and frameworks, and apply these to a new or existing business	3	2	3	3	2
CO2	Analyze the consumer decision-making process and apply market segmentation techniques to identify target markets and effective product positioning	2	3	2	3	2
CO3	Develop and evaluate marketing mix strategies related to product and pricing, including product classification, branding decisions, and pricing methods, to effectively meet market demands	2	3	3	3	3
CO4	Assess emerging trends in marketing such as relationship marketing, digital marketing, and ethical issues, and formulate innovative strategies that leverage these trends to enhance marketing effectiveness	3	3	3	3	3
AVG		**2.5**	**2.75**	**2.75**	**3**	**2.5**

BBA-CAM 219: Financial Management

L-4,T-0 **Credit-4**

Objective: The objective of the course is to acquaint the students with the overall framework of financial decision- making in a business unit.

Course Outcomes:

CO1. Gains knowledge and understands the concepts of Financial Management and its applications in business

CO2. Assess sources of long-term financing and calculate the components of the cost of capital and applies capital structure theories in real world business scenarios

CO3. Apply capital budgeting methods for informed decision making, and evaluate investment risks using appropriate assessment techniques

CO4. Examine dividend relevance theories and their determinants, and assess their impact on working capital management

Course Contents

Unit 1:

Introduction: Nature, scope, and objectives of Financial Management- Profit Maximization, Wealth Maximization; Value Maximization- concept and implications, Economic Value Added (EVA), Market Value Added (MVA). Functions and Responsibilities of Finance Manager, Time value of money. **(15 Hours)**

Unit 2:

Cost of Capital and Financing Decision : Sources of long-term financing, Components of Cost of Capital and calculation - Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC) and Marginal Cost of Capital. Capital Structure- Theories of Capital Structure (Net Income, Net Operating Income, MM Hypothesis, Traditional Approach). **(15 Hours)**

Unit 3:

Capital Budgeting : Capital Budgeting Process and methods: Payback Period Method, Discounted Payback Period Method, Accounting Rate of Return (ARR), Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index, Capital budgeting under Risk & Uncertainty-Certainty Equivalent Approach and Risk- Adjusted Discount Rate Method. **(15 Hours)**

Unit 4:

Dividend Decisions and Working Capital Management: Theories for relevance and irrelevance of Dividend Decision- Walter's Model, Gordon's Model, MM Approach, Types of Dividend, Determinants of Dividend policy. **(15 Hours)**

Suggested Readings: (All latest editions to be referred)

1. Khan M.Y, Jain P.K., Financial Management, McGraw Hill Education.
2. Pandey I. M., , Financial Management, Vikas Publishing House.
3. Kapil, Sheeba, , Financial Management, Pearson Education.
4. Chandra Prasanna, Financial Management, McGraw Hill Education.
5. Maheshwari, S.N., Financial Management: Principles and Practice, Sultan Chand.
6. Tulsian, P.C., Financial Management: A self study textbook, Sultan Chand

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Gains knowledge and understands the concepts of Financial Management and its applications in business	3	1	2	2	1
CO2	Assess sources of long-term financing and calculate the components of the cost of capital and applies capital structure theories in real world business scenarios	2	2	3	3	3
CO3	Apply capital budgeting methods for informed decision making, and evaluate investment risks using appropriate assessment techniques	1	2	3	3	3
CO4	Examine dividend relevance theories and their determinants, and assess their impact on working capital management	2	2	3	3	2
AVG		**2**	**1.75**	**2.75**	**2.75**	**2.25**

BBA-CAM 221: Management of International Business

L-4,T-0 **Credit-4**

Course Objectives:
The course aims to help students to understand the evolution and significance of international trade in contemporary business environment and examine various economic integration by analyzing the emerging trends in International Business

Course Outcomes:
CO1. Understand and interpret the fundamental theories of international business and trade
CO2. Examine & analyse Foreign Direct Investment and its impact on various world economy
CO3. Analyse the significance of economic Integration in International Business
CO4. Appraise and develop a comprehensive understanding of global emerging trends and stakeholder engagement

Course Contents :
Unit 1: Introduction to International Business
Introduction to International Business Stages of Internationalization – EPRG Framework-International Trade Theories: Theories of International Trade Mercantilists, Absolute Cost and Comparative Advantage, Factor Proportions, Neo-factor Proportions Theories, Country Similarity Theory, Intra-industry Trade, Tariff and Non-Tariff Barriers in Global Businesses.

(15 Hours)

Unit 2: Introduction of Foreign Direct Investment
Introduction Foreign Direct Investment in the World Economy, Trends in FDI, Theories of Foreign Direct Investment, Greenfield and Brownfield FDI, Benefits and Costs of FDI, International Institutions and the Liberalization of FDI, CAGE Model.

(15 Hours)

Unit 3: Economic Integration
Economic indicators and their impact on international business decisions, Regional Economic Integration and Trade Blocs, Basic Principles of Multilateral Trade Negotiations, Instruments of Trade Regulation, FDA, custom union, common market economic union, Emerging Markets and Developing Economies

(15 Hours)

Unit 4: Emerging Trends in International Business
International Entrepreneurship and Born Global Firms, Ethical Considerations – CSR Frameworks and Approaches and ethical considerations, ESG investing and reporting standards, corporate responses to climate change and social justice issues Implications of Brexit on international business laws, the rise of digital platforms, and ecommerce. Re-shoring and Nearshoring Trend, Impact of pandemic on International Business. Intellectual Property Rights

(15 Hours)

Text Books (Latest Edition):
1. Charles,W.L.,International Business: Competing in the Global Marketplace ,Mc Graw Hill.
2. Sharan,V.,International Business: Concept, Environment and Strategy, Pearson Education
3. Wild,J.J and Wild,K.L., International Business: The Challenges of Globalization , Pearson Education
4. Rakesh, M. J. International Business, New Delhi, Oxford University Press.
5. Aswathappa, A. ,International Business, Tata McGraw-Hill Education.

6. Daniels John, Radebaugh Lee, Sullivan Daniel, Salwan P., International Business, Pearson Education

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Understand and interpret the fundamental theories of international business and trade	3	3	2	2	2
CO2	Examine & analyse Foreign Direct Investment and its impact on various world economy	2	3	3	3	3
CO3	Analyse the significance of economic Integration in International Business	2	3	2	3	3
CO4	Appraise and develop a comprehensive understanding of global emerging trends and stakeholder engagement	2	3	3	3	3
AVG		**2.25**	**3**	**2.5**	**2.75**	**2.75**

BBA-CAM 223: Foundation of Entrepreneurship & Startups

L-4, T-0 **Credit-4**

Course Objective:
To equip students with the knowledge, skills, and mindset required to identify opportunities, launch, and manage successful entrepreneurial ventures within a dynamic startup ecosystem.

Course Outcomes:
CO1: Gains knowledge and understands fundamentals of entrepreneurship.
CO2: Exhibits professional skill & ability to identify business opportunities, conduct market research, and validate its feasibility.
CO3: Equip to apply & create comprehensive business plans and craft business models.
CO4: Gain insights into the various startup ecosystems and evaluate schemes by different institutions.

Course Content
Unit I: Introduction to Entrepreneurship, Meaning and concept of entrepreneurship, the history of entrepreneurship development, role of entrepreneurship in economic development, Myths about entrepreneurs, types of entrepreneurs. **(15 Hours)**

Unit II: The skills/ traits required to be an entrepreneur, Entrepreneurial Competencies, Creative and Design Thinking, the entrepreneurial decision process, entrepreneurial success stories, Women Entrepreneurship, Rural Entrepreneurship, Green Entrepreneurship: Focus on emerging trends in eco-friendly products and services, sustainability as a competitive advantage **(15 Hours)**

Unit III: Crafting business models and business plans: Introduction to business models; Creating value propositions-conventional industry logic, value innovation logic; customer focused innovation; building and analysing business models; Business model canvas, Introduction to lean start-ups, Drafting a Business Plan, Business Pitching. **(15 Hours)**

Unit IV. Institutions Supporting Small Business Enterprises: Central level institutions. State level institutions. Other agencies. Industry Associations. Class exercise- discussions on current government schemes supporting entrepreneurship and finding out which scheme will most suit the business plan devised by the student. **(15 Hours)**

Text Books:
1. Kuratko, D , Hornsby J.S., New Venture Management: Entrepreneur's roadmap
2. Hisrich, R.D., Manimala, M.J., Peters, M.P., Shepherd, D.A.: Entrepreneurship, Tata McGraw Hill
3. Ries, Eric,The lean Start-up: How constant innovation creates radically, Penguin UK
4. S. Carter and D. Jones-Evans, Enterprise and small business- Principal Practice and Policy, Pearson Education
5. Prasad, R.C.A, Start-up sutra: what the angels won't tell you about business and life, Hachette India.
6. Charantimath, P., Entrepreneurship Development: Small Business Enterprises. Pearson

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Gains knowledge and understands fundamentals of entrepreneurship	3	2	2	2	2
CO2	Exhibits professional skill & ability to identify business opportunities, conduct market research, and validate its feasibility	2	3	3	3	3
CO3	Equip to apply & create comprehensive business plans and craft business models	3	3	3	3	3
CO4	Gain insights into the various startup ecosystems and evaluate schemes by different institutions	3	3	3	3	3
AVG		**2.75**	**2.75**	**2.75**	**2.75**	**2.75**

Note: Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills.

BBA-CAM 225: NSS/Club activities

Credit-2

NCC/NSS/ Club Activities are offered so as to enable the students to opt for the same for ability enhancement. The student who has successfully completed the said activities shall be awarded two credits after the same is duly approved by the NSS/NCC Cell/Club Faculty Incharge.
The institute is advised to maintain the records of all students in the following format

I. Date of Activity
II. Place of Activity
III. Working Hours
IV. Details of Activity

Note:

1. **For NSS/NCC, institute shall follow the guidelines as prescribed by these bodies**
2. **All club activities undertaken by students should be recorded w.e.f first semester with total hours of engagement of minimum 60 hours**

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SEMESTER -IV

BBA-CAM 202: Business Environment and Law

L-4, T-0, **Credits: 04**

Objectives: The objective of the course is to impart understanding of legal environment of business and familiarize with legal agreements to understand the process of establishing legal relationships

Course Outcomes:

CO1. Understand the concept and importance of the business environment, including economic, socio-cultural, and political factors, and their impact on business.

CO2. Analyze government policies, business laws, and their effects on business operations and compliance.

CO3. Evaluate core business laws like contracts, companies, and labor laws, and their implications for business.

CO4. Develop strategies for addressing emerging laws like consumer protection, digital contracts, and environmental regulations.

Course Content:

Unit 1:

Business Environment : Introduction to Business Environment:Concept, Scope, and Importance, Components: Internal and External Environment,Economic Environment: Economic Systems: Capitalism, Socialism, Mixed Economy, Role of Government in Business, Economic Reforms: Liberalization, Privatization, and Globalization (LPG); Socio-Cultural Environment: Impact of Culture on Business, Corporate Social Responsibility (CSR) **(15 Hours)**

Unit 2:

Political and Legal Environment: Political Environment: Political Systems and their Impact on Business, Government Policies and Business Strategies; Legal Environment: Introduction to Business Laws, Importance of Legal Compliance, Impact of Laws on Business Operations **(10 Hours)**

Unit 3:

Core Business Laws: The Indian Contract Act, 1872: Essentials of a Valid Contract, Types of Contracts, Breach of Contract and Remedies; The Companies Act, 2013: Types of Companies, Formation, Management, and Winding Up; The Sale of Goods Act, 1930: Essentials of a Contract of Sale, Conditions and Warranties, Transfer of Ownership; Labour Laws: The Industrial Disputes Act, 1947, The Factories Act, 1948, The Minimum Wages Act, 1948 **(20 Hours)**

Unit 4:

Emerging Business Laws and Consumer Protection: Consumer Protection Act, 2019:Consumer Rights and Responsibilities, Grievance Redressal Mechanisms; Information Technology Act, 2000: Digital Contracts, Cybersecurity and Penalties; Environmental Laws:The Environment Protection Act, 1986, Corporate Responsibility for Environmental Protection **(15 Hours)**

Note:

1. **Case Studies are to be covered relevant to the concepts to enhance critical thinking and ethical practices.**
2. **Any important act announced in recent years should also be covered**

Suggested Readings: (latest editions to be referred)

1. Cherunilam, F. Business environment and law. Mumbai: Himalaya Publishing House.
2. Pathak, A. Legal aspects of business, New Delhi: McGraw Hill Education.
3. Kuchhal, M. C. Mercantile law, New Delhi: Vikas Publishing House.
4. Jain, S. P., & Narang, K. L, Industrial and labour laws, New Delhi: Dhanpat Rai & Co.
5. Singh, A, The Consumer Protection Act, 2019: An insight. Lucknow: Eastern Book Company.
6. Divan, S., & Rosencranz, A., Environmental law and policy in India, New Delhi: Oxford University Press.

Mapping the Course Outcomes with Programme Outcomes:

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Understand the concept and importance of the business environment, including economic, socio-cultural, and political factors, and their impact on business.	3	1	2	2	1
CO2	Analyze government policies, business laws, and their effects on business operations and compliance.	2	3	3	2	1
CO3	Evaluate core business laws like contracts, companies, and labor laws, and their implications for business.	2	3	2	2	3
CO4	Develop strategies for addressing emerging laws like consumer protection, digital contracts, and environmental regulations.	1	3	3	3	3
AVG		**2**	**3**	**2.5**	**2.25**	**2**

BBA- CAM 204: Operating Systems

L-4, T-0 **Credits -4**

Objective: The main objective of this course is to develop expertise related to the functionalities of operating system and understand the concept of process scheduling, memory management, deadlock and file system.

Course Outcomes:

CO1. Gains knowledge and understands fundamental concepts of operating systems emphasizing its importance in business environments

CO2. Demonstrate proficiency in basic Linux commands and directory navigation highlighting its relevance in managing business applications

CO3. Understands & Analyze process synchronization mechanisms and deadlock conditions and their implications for system reliability in business operations

CO4. Evaluates memory management strategies and analyze their impact on system performance in relation to business applications

Course Content

Unit I

Introduction: Operating System, Functions of Operating System, Simple Batch Systems; Multi programmed Batch systems, Time-Sharing Systems, Personal-computer systems, Parallel systems, Distributed Systems, Real-Time Systems.

Processes: Process Concept, Process Scheduling, Operation on Processes, cooperation Process

(15 Hours)

Unit II

CPU Scheduling: Basic Concepts, Scheduling Criteria, Scheduling Algorithms

LINUX: Overview of UNIX and LINUX Architectures, Understanding of common commands like man, date, who am I, who, we, cal, bc, hostname and uname. Basic Linux directory structure and the functions of different directories basic directory navigation commands like cd, mv, copy, rm, and cat command, Permission types, Examining permissions, changing permissions (symbolic method numeric method), vi editor, Shell programming **(15 Hours)**

Unit Ill

Process Synchronization: Background, The Critical-Section Problem, Semaphores

Deadlocks: System Model, Deadlock Characterization, Methods for Handling Deadlocks, Deadlock Prevention, Deadlock Avoidance, Deadlock Detection, Recovery from Deadlock

(15 Hours)

Unit IV

Memory Management: Background, Logical versus Physical Address space, swapping, Contiguous allocation, Paging, Segmentation

Virtual Memory: Demand Paging, Page Replacement, Page-replacement Algorithms, Performance of Demand Paging, Allocation of Frames, Thrashing, Other Considerations

Information Management: Introduction, A Simple File System, General Model of a File System, Types of File System File-System Interface: File Concept, Access Methods, Directory Structure.

(15 Hours)

Suggested Readings: (Latest Editions)

1. Silbersachatz, Abraham & Galvin, P.B., Operating System Concepts, John Wiley & Sons
2. Dhotre, I. A., Venugurlekar, P. A. & Mhatre, H. K., Operating System, Technical Publication.
3. Das, Sumitabha, Unix Concepts and Application, Mc-Graw Hill Education Company.
4. Sivaselvan, B. & Gopalan, N. P., A Beginner's Guide to UNIX, PHI Learning
5. Tanenbaum, Andrew S. & Woodhull, Albert S., Operating Systems Design and Implementation, Pearson & Prentice Hall.
6. Madnick E., Donovan J., Operating Systems, Tata McGraw Hill.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains knowledge and understands fundamental concepts of operating systems emphasizing its importance in business environments	3	1	2	2	2
CO2	Demonstrate proficiency in basic Linux commands and directory navigation highlighting its relevance in managing business applications	2	2	3	2	2
CO3	Understands & Analyze process synchronization mechanisms and deadlock conditions and their implications for system reliability in business operations	3	3	3	3	3
CO4	Evaluates memory management strategies and analyze their impact on system performance in relation to business applications	1	3	3	3	2
Average		**2.25**	**2.25**	**2.75**	**2.5**	**2.25**

BBA- CAM 206: Python Programming

L-4, T-0 **Credits -4**

Course Objective: In this course, the learners will be able to develop expertise related to design Python applications, components of a Python program and to define the structure.

Course Outcomes:

CO1. Gains knowledge and understands the fundamentals of Python programming emphasizing their significance in business applications

CO2. Explain and apply control structures and string manipulation techniques to address business-related problems, demonstrating critical thinking and problem-solving skills

CO3. Utilize various data structures and implement functions in Python to organize and manage business data effectively, highlighting their practical applications

CO4. Analyze and implement object-oriented programming concepts and use libraries for data analysis, showcasing their relevance in supporting data-driven business decisions

Course Content

Unit I

Python Programming Introduction: Evolution, Need of Python Programming, Features, program structure, Identifiers, Escape sequences, IDLE-Python Interpreter Operators: Relational, Logical, Bitwise, comparison operator etc. Variables and assignment statements, Keywords.
Control Structures: if-conditional statements, if - else condition, if-elif-else condition, nested if elif-else condition, Iteration (Loop and while statements), Nested Loops, break, continue and pass statements. Strings: Slicing, Membership, Built in functions (count, find, capitalize, title, lower, upper and swap case, replace, join, isspace (isdigit, split, startswith, endswith). **(15 Hours)**

Unit II

Mutable and Immutable objects: List: List operations, functions-append, extend, count, remove, index, pop, insert, sort, reverse. **Tuples:** Tuple operations, functions- tuple, count, index.
Dictionary: Dictionary operations, functions- get, update, copy. Deletion in dictionary.
(15 Hours)

Unit Ill

Concept of Functions: Functions: Defining, Calling and Types of Functions, Arguments and Return Values, Formal vs. Actual Arguments, Scope and Lifetime, Keyword Arguments, Default Arguments, Recursion. Modules: importing Modules, Math and Random Module, Packages and Composition
File handling: Types of Files (Text file, Binary Files, CSV files), Creation, writing, appending, Insertion, deletion, updating, modification of Data in into the files. Exception Handling.
(15 Hours)

Unit IV

Object Oriented Programming: Classes, Objects, Date Class, Attributes and Methods, Access Specifiers, Constructors, Static Methods, Data Hiding, Encapsulation, inheritance, Composition, Polymorphism, Abstract Classes. **NumPy Library :** introduction to NumPy, Creation of One-Dimensional Arrays, Aggregate Operations, Multi-Dimensional Arrays, Data science Python for data analysis and its applications. **(15 Hours)**

Suggested Readings: (Latest Editions)

1. Summerfield, M., Programming in Python 3: A Complete Introduction to the Python Language, Addisson Wesley.
2. Taneja, S. & Kumar, N., Python Programming: A Modular Approach, Pearson India Education Services Pvt. Ltd
3. McKinney, Wes, Python for Data Analysis: Agile tools for Real World Data, O'Reilly
4. Kanetkar, Y. & Kanetkar,A., Let Us Python, BPB Publications
5. Urban, M., & Murach,J.,Python Programming, Murach publications
6. Lutz, M.,Programming Python, O'Reilly

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		PO1	PO2	PO3	PO4	PO5
CO1	Gains knowledge and understands the fundamentals of Python programming emphasizing their significance in business applications	3	2	2	2	1
CO2	Explain and apply control structures and string manipulation techniques to address business-related problems, demonstrating critical thinking and problem-solving skills	3	2	3	3	3
CO3	Utilize various data structures and implement functions in Python to organize and manage business data effectively, highlighting their practical applications	1	3	3	3	3
CO4	Analyze and implement object-oriented programming concepts and use libraries for data analysis, showcasing their relevance in supporting data-driven business decisions	2	3	3	3	3
Average		**2.25**	**2.5**	**2.75**	**2.75**	**2.25**

BBA-208: MOOC

Credits-2

To remove rigid boundaries and facilitate new possibilities for learners in education system, study webs of active learning for young aspiring minds is India's Nation Massive Open Online Course (MOOC) platform. Massive Open Online Courses (MOOCs) are free online courses which are designed to achieve the three cardinal principles of India's education policy: Access, Equity and Quality. MOOCs provide an affordable and flexible way to learn new skills, career development, changing careers, supplemental learning, lifelong learning, corporate eLearning & and deliver quality educational experiences at scale and more.

A student will have the option to earn 2 credits by completing quality –assured MOOC programme of at least 8 weeks offered on the SWAYAM portal or any other online educational platform approved by the UGC / regulatory body from time to time. Completion certificate followed by assignment and exams of opted MOOC should be submitted to respective institute for earning the course credit, i.e. 2.

For August session, tentative list of programmes will be available on the platform from May to August and for January session, tentative list of programmes will be available on the platform from October to January.

BBA- CAM 210: Talent Management

L-4, T-0 **Credits -4**

Course Objective:

To equip students with the knowledge and skills necessary to attract, acquire, and retain talent within organizations.

Course Outcomes:

CO1. Understanding Talent Management Fundamentals
CO2. Developing Effective Talent acquisition strategies
CO3. Implementing Competency-Based Talent Management Practices
CO4. Evaluate the dynamics of succession planning, reward and potential management

Course Content

Unit-1

Introduction to Talent Management and Talent Acquisition strategies

Overview of Talent Management and Factors affecting Talent Management context globally; Need and Type of Talent, Four components of Talent Management; Creating a culture for Talent Management. Difference between Recruitment and Talent Acquisition; Definition and role in Talent Management; Contemporary strategies in acquiring talent-Skilling, Upskilling & Reskilling; Competing value Proposition and role of Employer Branding in Talent Acquisition; Onboarding new Hires and socializing challenges.

(15 Hours)

Unit 2

Talent acquisition and role of Assessment centers

Concept of Assessment centers; Definition and meaning of assessment centers; Use and Benefit of Assessment centers; Outsourcing and use of technology in Assessment centers; Training Assessors, Resources required, Validity and reliability of Assessment centers, Disadvantages of Assessment center; When to use and not to use Assessment centers. through Assessment Centres. Definition of Competencies, Types of competencies; Assessing and developing competencies; Role of training in Competency development; Competency Mapping, at Individual and task level; Use of Competency Framework for developing Talent.challenges.

(15 Hours)

Unit 3

Career Management and Succession Planning, Managing Potential of Key talent

Fundamentals of Career Planning, trends and Best Practices; Models of career Planning; Succession Planning Process and Issues; Challenges pertaining to Succession Planning. Managing Performance and Potential of Key talent, Managing Potential of Key talent.

(15 Hours)

Unit 4

Mentoring Talent, Rewarding talent and Future trends in Talent Acquisition and Management

Mentoring High Potential talent; Process of effective Mentoring; Gender Differences in Mentoring Process; Managing the Reward and Benefits for Talent, building in customized

talent reward strategy for retaining talent, War for talent; Ethics of Managing Talent; Talent and technology trends-AI, Machine Learning, use of Analytics. **(15 Hours)**

Suggested Reading(Latest Edition):

1. Roy,A.B., Roy,S. ,Competency Based Human Resource Management, Sage.
2. Lance A. Berger, Dorothy R. Berger. Talent management Handbook, Association for talent development by Virginia USA
3. Berger,L.A, Berger,D.R., Talent Management Hand Book, McGraw-Hill
4. Hasan, Singh, Talent management in India: Challenges and Opportunities, Atlantic Publication.
5. Joshi, G., Vohra,V, Talent Management, Cengage Learning
6. Hurconomics for Talent Management, Pearson Education

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Understanding Talent Management Fundamentals	3	1	2	2	2
CO2	Developing Effective Talent acquisition strategies	2	3	3	3	3
CO3	Implementing Competency-Based Talent Management Practices	1	3	3	3	3
CO4	Evaluate the dynamics of succession planning, reward and potential management	3	3	3	3	3
AVG		**2.25**	**2.5**	**2.75**	**2.75**	**2.75**

Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills based on current issues.

BBA-CAM 212: Sales & Channel Management

L-4, T-0 **Credits -4**

Course Objective:

The course aims to impart the knowledge and skills needed to manage the sales force and distribution functions in a business organization so as to help gain a competitive advantage.

Course Outcomes:

CO 1. Understanding the various roles & responsibilities of a manager related to sales management

CO 2. Explore the key areas related to the organization, selection, and development of effective sales force

CO 3. Examine and analyze the role and functions of distribution channels and intermediaries

CO 4. Integrate sales strategies with distribution logistics, and addressing ethical and legal issues

Course Contents:

Unit I

Introduction to Sales Management: Evolution of Sales Management, Scope and importance: Skills of a Sales Personnel, Types of Sales Managers; Personal Selling- Theories, Psychology in Selling, Buying Situations, Sales Process; Sales Forecasting; Sales Territory Design.

(15 Hours)

Unit II

Sales Force Management: Sales Organization structure; Sales Force Size; Recruitment, Selection of Sales force; Training, motivation and Compensation of Sales Force; Sales Quotas and Contests; Evaluation of Sales performance. **(15 Hours)**

Unit III

Distribution Channels and Institutions: Functions of Intermediaries; Types and Role of Channel Intermediaries in India for Consumer and Industrial products; Retail -Structure, Types and Role, Strategies, Performance Measures, Franchising, Retail Scenario in India; Wholesaling - Features, Classification, Decisions, Trends and Future Scenario.

(15 Hours)

Unit IV

Distribution Channel - Design, Management and Logistics: Channel Strategy and Design; Selection, Motivation and Evaluation of Intermediaries; Managing Channel Dynamics, Relationships and Channel Conflict; Physical Distribution System -Objectives and Decision Areas; Introduction to Logistics and Supply Chain Management, Green Supply Chain & E-commerce; Integration of Sales and Distribution Strategy. Logistics for sustainability and digital trends Ethical and Legal Issues in Sales and Distribution Management in Indian context.

(15 Hours)

Suggested Readings:

1. Still. K.R., Cundiff. E.W & Govoni.N.A.P,Sales Management. Pearson Education.
2. Rosenbloom, Bert, Marketing Channels:A Management View, Cengage Learning.
3. Jobber, David and Lancaster, Geoffery, Selling and Sales Management, Pearson Education
4. Tanner Jr., J.F., Honeycutt Jr., E.D. and Erfimeyer, R.C., Sales Management:, Pearson Education
5. Panda, T.K.and Sahadev, S, Sales and Distribution Management, Oxford University Press.

Havaldar, K K. and Cavale, VM., Sales and Distribution Management: Text and Cases, Tata McGraw Hill

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Understanding the various roles & responsibilities of a manager related to sales management	3	2	3	1	1
CO2	Explore the key areas related to the organization, selection, and development of effective sales force	3	3	3	3	3
CO3	Examine and analyze the role and functions of distribution channels and intermediaries	2	3	3	3	3
CO4	Integrate sales strategies with distribution logistics, and addressing ethical and legal issues	2	3	3	3	3
AVG		**2.5**	**2.75**	**3**	**2.5**	**2.5**

Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills based on current issues.

BBA- CAM 214: Cost Accounting

L-4, T-0 **Credits -4**

Course Objective:

The course aims to develop proficiency in students towards costing techniques with the aim of cost control and cost management.

Course Outcomes:

CO1. Gains knowledge and understands the components of cost accounting

CO2. Analyze material costs and evaluate inventory control techniques, assessing their impact on cost management

CO3. Develop costing strategies using various methods and create reports on cost determination and profit assessment

CO4. Evaluate labor costs and overheads, applying labor cost control techniques and implementing Activity-Based Costing (ABC) in practical scenarios

Course Content

Unit I

Concept and Nature of Cost Accounting: Concept and significance of cost and costing, Cost classification, Costing System, Cost unit, Cost center, Preparation of Cost Sheet for manufacturing and service sector.

Material Cost- Direct and indirect material, Valuation of materials, Inventory control: Just in Time (JIT), Kanban, Kaizen, Economic Order Quantity (EOQ**). (15 Hours)**

Unit II

Employee Cost and Overheads: Meaning and classification of employee cost - Time and piece rate plans, Profit sharing, Employee productivity and cost. Labor cost control techniques, Remuneration and Incentive schemes (Rowan & Halsey Plan only).

Definition, classification, treatment of Production, Administration and Selling & Distribution overheads, treatment of over & under-absorption of overheads, Treatment of Research & Development cost. **(15 Hours)**

Unit III

Methods of Costing I: Meaning, application and differences between Job Costing, Batch Costing, Process costing. Determination of cost in process costing. Normal and abnormal loss and gain, Inter process costing and profit ascertainment. **(15 Hours)**

Unit IV

Methods of Costing II: Methods of cost determination in contract costing, Escalation clause and cost-plus contract. Meaning and scope of service costing, Factors in ascertaining service cost, Concept, significance and salient features of ABC; Stages and flow of costs in ABC; Application of ABC in a manufacturing organization and service industry. **(15 Hours)**

Suggested Readings: (Latest Editions)

1. Arora, M. N. Cost Accounting: Principles & Practice. Vikas publishing house.
2. Lal, J. Cost Accounting. Tata McGraw-Hill Education.

3. Banerjee, B. Cost accounting: Theory and practice. PHI Learning Pvt. Ltd.
4. Kishore, M. R. Cost & Management Accounting. Taxmann Publication Pvt Ltd.
5. Mowen, M. M., Hansen, D. R. Introduction to Cost Accounting. United States: South-Western Cengage Learning.
6. Maheshwari, S. N., & Mittal, S. N. Cost Accounting- Theory & Problems. India: Shree Mahavir Book Depot (Publishers).

Recommended Projects: Students may be encouraged to attempt the following for enhanced learning:

- Prepare a cost statement for manufacturing and/ or service organisation.
- Assess the cost centers and attempt cost control mechanisms.
- Suggest ideal cost system.
- Calculate impact of material consumption, usage and wastages on total material cost.
- Analyze Research& Development cost in pharmaceutical &similar industry and assign the best costing process for such industries.
- Visit a manufacturing and service industry to understand process costing, ABC concept.

Mapping of Course Outcomes with Program level outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Gains knowledge and understands the components of cost accounting	3	1	1	1	1
CO2	Analyze material costs and evaluate inventory control techniques, assessing their impact on cost management	2	3	2	2	2
CO3	Develop costing strategies using various methods and create reports on cost determination and profit assessment	1	3	3	3	3
CO4	Evaluate labor costs and overheads, applying labor cost control techniques and implementing Activity-Based Costing (ABC) in practical scenarios	1	3	3	3	3
AVG		**2.5**	**2.75**	**3**	**2.5**	**2.5**

BBA- CAM 216: International Business Environment and Strategy

L-4, T-0 **Credits -4**

Course Objective:

The objective of this course is to understand the concept of globalization and its impact on businesses worldwide. To analyze the interplay of economic, political, and cultural factors in the global business environment. To evaluate the opportunities and challenges of operating in diverse international markets, develop strategies for managing risks and adapting to changes in the global business landscape. Apply theoretical concepts to real- world case studies and scenarios.

Course Outcome(s):

CO1. Understand and describe the main features of the international business environment and its primary institutions.

CO2. Analyze the political, social, economic, technological, and other configurations that support cross-border trade.

CO3. Examine different modes of international market engagement and their connections to economic, legal, political, and cultural environments for expanding companies.

CO4. Evaluate the key decisions that multinational firms make in relation to the choice of markets and entry strategies

Course Content:

Unit 1

Introduction to the Global Business Environment

Definition and Scope of Global Business: Understanding international markets and operations; Historical Evolution of Globalization: Key phases and milestones in global trade; Key Drivers of Globalization: Technology, trade policies, transportation, and communication; Multinational Enterprises (MNEs): Characteristics, strategies, and market entry modes; Impact of MNEs: Economic, cultural, and environmental influences on host and home countries; Global vs. Transnational Business: Differences, strategies, and organizational structures **(15 Hours)**

Unit 2

Environments of Global Business

Overview of the PESTEL Framework: Understanding the components; Political Environment: Government policies, stability, and international relations; Economic Environment: Economic growth, exchange rates, inflation, and market conditions; Social Environment: Cultural trends, demographics, and consumer behaviors; Technological Environment: Technological advancements, innovation, and digital transformation; Ecological Environment: Environmental regulations, sustainability practices, and impact on business; Legal Environment: Regulatory frameworks, compliance, and legal issues in international business; Case Studies: Application of PESTEL analysis in real-world scenarios **(15 Hours)**

Unit 3

International Organizations and Agreements

General Agreement on Trade and Tariffs (GATT) – Concept; World Trade Organization (WTO)-Functions, Principles, Organizational Structure; The WTO Agreements - A Bird's eye view; Salient feature of Uruguay Round Agreement Dispute Settlement Mechanism, Ministerial Conferences
International Economic Organizations: Introduction, Objectives, Organizational Structure and

Functions; International Monetary Fund (IMF); World Bank Group International Bank for Reconstruction and Development (IBRD) & International Development Association (IDA); Organization for Economic Co-operation and Development (OECD); United Nations Conference on Trade and Development (UNCTAD); IFC International Finance Corporation; Asian Development Bank (ADB)

(16 Hours)

Unit 4

Globalism vs Regionalism

Evolution of regional trade agreements (RTAs); United States–Mexico–Canada Agreement (USMCA), European Union (EU), Association of Southeast Asian Nations (ASEAN), Mercosur (Southern Common Market), Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP); Emerging trends and challenges in global trade governance.

(14 Hours)

Suggested Reading (Latest Edition):

1. Daniels, J. D., Radebaugh, L. H., Salwan P. , International Business: Environment and Operations, Pearson Education.
2. Charles, W. L. Hill, International Business: Competing in the Global Marketplace, McGraw Hill Education.
3. Deresky, International Management: Managing Across Borders and Culture, Pearson Education.
4. Paul, J., International Business, Prentice-Hall.
5. K. Aswathappa., International Business, McGraw Hill Education.
6. Hamilton L. Webster P., The International Business Environment, Oxford University Press

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Understand and describe the main features of the international business environment and its primary institutions	3	2	2	2	1
CO2	Analyze the political, social, economic, technological, and other configurations that support cross-border trade	1	3	3	3	3
CO3	Examine different modes of international market engagement and their connections to economic, legal, political, and cultural environments for expanding companies	3	3	3	3	2
CO4	Evaluate the key decisions that multinational firms make in relation to the choiceof markets and entry strategies	1	3	3	3	3
AVG		**2**	**2.75**	**2.75**	**2.75**	**2.25**

Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills based on current issues.

BBA- CAM 218: Opportunity & Feasibility Analysis

L-4, T-0 **Credits -4**

Course Objective:

To make students understand and discover new business opportunities in ways which are innovative, path-breaking as well as practical

Course Outcomes

CO1: Understands Entrepreneurial Opportunities and niches for new ventures
CO2: Analyzes Opportunity Criteria for businesses and assesses its impact
CO3: Evaluates components Business Plans and its feasibility
CO4: Apply effective marketing and financial strategies in the development of a business plan.

Course Contents

Unit I

Windows of opportunity: Environmental change, Technology- new products and pioneers, Market evolution- niches and opportunities, Industrial development- linkages and opportunities, what type of entrepreneur, should I be?

(15 Hours)

Unit II

Understanding opportunity: Criteria for an opportunity, opportunity evaluation, cost of evaluation, execution trumps opportunity; risk, uncertainty and ambiguity; approaches to opportunity evaluation. **(15 Hours)**

Unit III

Building the Business Plan: Beginning Considerations: Building a competitive advantage. The strategic management processes. Conducting a feasibility analysis. Forms of Business ownership. Franchising and entrepreneurship. Buying an existing business. Class exercise- Use the web to locate several franchises near you. Prepare a report describing the current trends in franchising. **(15 Hours)**

Unit IV

Building the Business Plan: marketing and financial considerations: Building a powerful marketing plan. E-commerce and Entrepreneur. Pricing strategies. Creating successful financial plan. Choosing the right location and layout. Class exercise- select an industry that has several competing small firms in your area. Contact these firms and compare their approaches to determining prices, financial plan and location. Based on this analysis build your "own" business plan**.** **(15 Hours)**

Text Books:

1. Clydesdale,G. Entrepreneurial Opportunity: The Right Place at the Right Time, Routledge
2. Wise.S, Feld. B, Startup Opportunities: Know When to Quit Your Day Job (Techstars),Wiley
3. Timmons, J.A. and Spinelli, S.: New Venture Creation– Entrepreneurship for the 21st century. McGraw Hill
4. Zimmerer, T.W. and Scarborough, N.M., Essentials of Entrepreneurship and Small Business Management, Pearson
5. Galloway, S., Post Corona: From Crisis to Opportunity , Portfolio
6. Singh,R.P., Entrepreneurial Opportunity Recognition Through Social Networks, Routledge

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Understands Entrepreneurial Opportunities and niches for new ventures	3	2	3	3	3
CO2	Analyzes Opportunity Criteria for businesses and assesses its impact	1	3	3	3	3
CO3	Evaluates components Business Plans and its feasibility	1	3	3	3	3
CO4	Apply effective marketing and financial strategies in the development of a business plan	1	3	3	3	3
AVG		**1.5**	**2.75**	**3**	**3**	**3**

Case Studies are to be covered relevant to the concepts to enhance critical thinking and promoting higher order thinking skills.

BBA- CAM 220: Operating Systems LAB

L/P/T-4 **Credits -2**

Objective: The Objectives of Operating Systems Lab is to introduce the concepts of operating systems, designing principles of operating systems and implementation of operating systems.

Course Outcomes:

CO1. Demonstrate proficiency in using basic Unix/Linux commands for file management and system navigation, enabling efficient operation within a business environment

CO2. Create and manage file systems and directories in Unix/Linux, performing operations to support effective data management in business scenarios

CO3. Effectively use the Vi editor for editing text files, applying formatting and editing commands to produce professional documentation relevant to business needs

CO4. Develop and execute basic shell scripts to automate routine tasks, enhancing productivity and operational efficiency in business-related applications

Lab will be based on the subject code BBA(CAM)- 206-Operating System

- Basic commands of Unix/Linux operating system
- Create file systems and directories and operate them
- Vi Editor and Shell Programming

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Demonstrate proficiency in using basic Unix/Linux commands for file management and system navigation, enabling efficient operation within a business environment	3	3	2	3	3
CO2	Create and manage file systems and directories in Unix/Linux, performing operations to support effective data management in business scenarios	3	3	3	3	3
CO3	Effectively use the Vi editor for editing text files, applying formatting and editing commands to produce professional documentation relevant to business needs	2	3	3	3	2
CO4	Develop and execute basic shell scripts to automate routine tasks, enhancing productivity and operational efficiency in business-related applications	2	2	3	3	3
AVG		**2.5**	**3**	**2.75**	**3**	**3**

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BACHELOR OF BUSINESS ADMINISTRATION-COMPUTER AIDED MANAGEMENT

BBA- CAM 222: Python Programming LAB

L/P/T-4 , **Credits -2**

Objective: To be able to introduce core programming basics and program design with functions using Python programming language. To understand a range of Object-Oriented Programming, as well as in-depth data and information processing techniques.

Course Outcomes:

CO1. Demonstrate the ability to use Python programming through hands-on exercises and coding tasks relevant to business scenarios.
CO2. Apply control structures and string manipulation techniques to solve business-related problems, showcasing logical reasoning and coding proficiency.
CO3. Exhibit, implement and manipulate various data structures and create functions to organize and manage business data effectively, focusing on real-world applications.
CO4. Implement object-oriented programming and utilize libraries for data analysis, demonstrating their application in making informed business decisions.

This Lab would be based on the course BBA(CAM) -208 : Python Programming

- Basic principles of Python programming language
- Implement object oriented concepts
- Implement database and GUl applications.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Demonstrate the ability to use Python programming through hands-on exercises and coding tasks relevant to business scenarios.	3	2	3	3	2
CO2	Apply control structures and string manipulation techniques to solve business-related problems, showcasing logical reasoning and coding proficiency.	2	3	3	3	3
CO3	Exhibit, implement and manipulate various data structures and create functions to organize and manage business data effectively, focusing on real-world applications.	2	3	3	3	3
CO4	Implement object-oriented programming and utilize libraries for data analysis, demonstrating their application in making informed business decisions.	2	3	3	3	3
AVG		**2.25**	**2.75**	**3**	**3**	**2.75**

BBA-CAM 224: Sustainability Practices

L-2, T-0 **Credits -2**

Course Objectives: The course aims to equip students with an understanding of Sustainable Development Goals (SDGs) and their application in various management practices, along with addressing contemporary sustainability challenges**.**

Course Outcomes: Upon completion of this course, students will be able to:

CO1. Understand the core principles of sustainability and SDGs.
CO2. Learn to apply sustainable practices across various functional areas of management.
CO3. Analyze the impact of sustainability on globalization.
CO4. Develop the ability to identify and address current issues and challenges in sustainability, proposing solutions to integrate sustainability into decision-making processes.

Unit I:

Overview of SDGs: Introduction to Sustainability and SDGs, Evolution and Importance of SDGs, 17 Sustainable Development Goals, Global Initiatives and Frameworks supporting Sustainability, Role of Governments, Organizations, and Individuals in achieving SDGs, and the link between SDGs and Business Practices. **(7 Hours)**

Unit II:

Sustainable Practices in Management: Sustainability in Human Resource Management, Sustainability in Finance, Sustainable Marketing and Consumer Behavior, Sustainability in Operations and Supply Chain Management, and Sustainable Product Development and Innovation. **(7 Hours)**

Unit III:

Sustainability and Globalization: Impact of Globalization on Sustainability, Sustainable Global Trade Practices, Cross-Cultural Sustainability, International Regulations for Sustainability, Role of Multinational Corporations in Global Sustainability, Challenges of Global Sustainability, Legal Aspects of Globalization, Deglobalization and Its Implications for Sustainability.

(8 Hours)

Unit IV:

Contemporary Challenges and Innovations in Sustainability : Climate Change and Its Impact on Business Practices, Environmental Degradation and Biodiversity Loss, Social Inequalities and Their Impact on Sustainability, Corporate Governance and Ethical Challenges, Innovations and Technologies for Sustainable Development, Policy and Regulation Challenges, AI and Blockchain Technology for Driving Sustainability and Transparency.

(8 Hours)

Suggested Readings (Latest Editions):

1. Sachs, J.D., The Age of Sustainable Development, Columbia University Press.
2. Elkington, J., The Triple Bottom Line: Does It All Add Up?, Routledge.
3. Parris, T., & Kates, R.W., Characterizing and Measuring Sustainable Development, Annual Review of Environment and Resources.
4. Hart, S.L., Capitalism at the Crossroads: Aligning Business, Earth, and Humanity, Pearson Education.
5. Edwards, A., Sustainable Business: Concepts, Methodologies, Tools, and Applications, IGI Global.
6. Chopra, R., Sustainability in Business: An Indian Perspective, Sage Publications.

Mapping the Course Outcomes with Programme Outcomes

Program level Outcomes		**PO1**	**PO2**	**PO3**	**PO4**	**PO5**
CO1	Understand the core principles of sustainability and SDGs.	3	1	1	3	2
CO2	Learn to apply sustainable practices across various functional areas of management.	3	2	2	3	3
CO3	Analyze the impact of sustainability on globalization.	1	1	2	3	3
CO4	Develop the ability to identify and address current issues and challenges in sustainability, proposing solutions to integrate sustainability into decision-making processes.	2	2	3	3	3
AVG		**2.25**	**1.5**	**2**	**3**	**2.75**