

**DR. HARI SINGH GOUR UNIVERSITY
SAGAR (M.P.)**
(A Central University)



Department of Business Management
LOCF Syllabus
of

BACHELORS OF BUSINESS ADMINISTRATION (HONS.)
(As per UGC model Syllabus)

BBA (Hons.) First Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- AECC-111	English and Managerial Communication	100	2	2	0	0	2
2.	BUM- AECC-112	Environmental Management	100	2	2	0	0	2
3.	BUM- CC-113	Principles of Management	100	4	3	1	0	4
4.	BUM- CC-114	Fundamentals of Accounting	100	4	3	1	0	4
5.	BUM- CC-115	Business Statistics	100	4	3	1	0	4
6.	BUM- SEC-116	Introduction to Computer	100	2	2	0	0	2
	Total		600	18	-	-	-	18

BBA (Hons.) First Semester
BUM – AECC - 111
Title: English and Managerial Communication

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- AECC-111	English and Managerial Communication	100	2	2	0	0	2

Course Objective: *The objective of this course is to develop effective business communication skills among the students.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Importance of English Language: Grammar: Article, Preposition, Determinants, use of Tenses, Common errors in English.	To understand the importance of English language in business communication and use of appropriate grammar in English
II	Presentation Plan, Notice, Agenda and Minutes, Preparing the resume, Précis Writing.	To learn and develop the presentation skills and to know how to write agenda, minutes and notices
III	Meaning and Significance of Communication in Business, Process of Communication, Channels and Media in Communication, Contents of Upward, Downward and Criss -Cross Communication, External & Internal Communication, Communication Networks, Principles of Effective Communication, Barriers of Communication.	To comprehend the concept of business communication, types and barriers in communication
IV	Speaking skills, Guidelines to effective public speaking, Group Discussions, Effective Listening, Performance in Job – Interview, Performance in Group Meeting. Types of managerial speeches-speech of introduction, speech of thanks, theme speech.	Enable students to learn speaking skills, group discussion and prepare for effective job interviews
V	Committees, Conferences, Effectiveness of Written Communication, and Structure of business correspondence: inquires and replies, orders and their executions, complaints and adjustments, Report Writing.	To know about how to write different types of business letters, report writing and essential of written communication

BBA (Hons.) First Semester
BUM - AECC - 112
Title: Environment Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM- AECC-112	Environmental Management	100	2	2	0	0	2

Course Objective: *The objective of course is to develop awareness among the students with environment and climate.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	The Multidisciplinary Nature of Environmental Studies: Definition, scope and importance, Need for public awareness, Role of an individual in conservation of natural resources.	Will be familiar with the basics of environmental studies.
II	Renewable and Non-renewable Resources :(a) Forest resources: Use and over-exploitation, deforestation, dams and their effects on forests and tribal people. (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture. (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.	Will acquire knowledge about basics of renewable and non-renewable resources and its problems.
III	Ecosystems: Concept of an ecosystem: - Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids, Introduction, types, characteristic features, structure and function of the following ecosystem:(a) Forest ecosystem(b) Grassland ecosystem(c) Desert ecosystem (d) Aquatic ecosystems. Biodiversity and Its Conservation: Introduction, definition: genetic, species and ecosystem diversity, Biogeographically classification of India, Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, National and local levels, India as a mega-diversity nation, Hot-spots of biodiversity, Threats to biodiversity.	Will gain detailed information on ecosystems and its types.
IV	Environmental Pollution: Definition: Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards. Solid waste management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Disaster management: Floods, earthquake, cyclone and landslides.	Will get an understanding of various types of environmental pollution and how to control it.
V	Social Issues and the Environment: From unsustainable to sustainable development, Urban problems related to energy. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion. Environment Protection Act: Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act, Forest Conservation Act.	Will gain knowledge on issues related to environment and various environmental protection acts.

BBA (Hons.) First Semester
BUM - CC - 113
Title: Principles of Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM- CC-113	Principles of Management	100	4	3	1	0	4

Course Objective: *The Main objective of this paper is to acquaint the student with the Principles of Management.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Introduction of Management: Concept, Definitions, Essence of Management, Functions of Management, Management as a profession, Managerial Levels and Roles, Managerial Responsibilities; Characteristics of a Good Manager.	will be able to understand the concept and essence of management, basics of management functions, role and characteristics of a manager
II	Management Thoughts and Thinkers: (a) Early Contributions: Robert Owen (Classical Theories – An overview of Scientific Management by Taylor, Management Process School by Henri Fayol (b) Neo-Classical Theories – An overview, Behavioural approach and Hawthorne Experiments. Contingency Approach, System Approach, Trends and challenges of Management Global Scenario, Emerging issues in Management.	will be able to understand the evolution of management thoughts especially classical, neo-classical and modern approach of management
III	Planning: Concept, Nature, Importance, Types, Steps in Planning, Limitations. Organising: Organising defined, Types, Process of Organising, Principles of organizing, Organisational structure. Staffing: concept, definition, Recruitment and Selection, orientation.	In this Unit student will explore the planning and organizing functions of management where they may learn types of planning, process of planning, organizational structure, staffing and recruitment process
IV	Decision making: Types of Managerial decisions, process of quantitative decision making, Management by Course Objective: Meaning, process, Advantages, Disadvantages. Directing Activities: Motivation-concept, Definition, importance, intrinsic and extrinsic motivation, Maslow's need hierarchy theory.	will be able to learn managerial decision making by using quantitative decision making tools, MBO and the concept of motivation
V	Leadership; Communication-Definition, Objectives of Communication, Communication process model, guidelines for effective communication; Controlling: Effective Control System, Control Process, Types of Managerial Control.	will learn about leadership and its styles, communication in the organizational setup and management control system in the organization

BBA (Hons.) First Semester
BUM - CC - 114
Title: Fundamentals of Accounting

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	BUM- CC-114	Fundamentals of Accounting	100	4	3	1	0	4

Course Objective: To enable the student to understand and apply the basic accounting concepts and principles for analysis of the financial reporting in business.

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Financial Accounting: An introduction; Meaning of financial Accounting; Accounting as an Information System; Importance, Scope and limitations of financial accounting. Accounting Concepts and Principles; Accounting Equation, Capital and Revenue items; Generally Accepted Accounting Principles, Accounting Standards, and International Financial Reporting Standards (IFRS).	Understand the purpose of financial accounting, generally accepted accounting concepts and principles applicable to business. Also, to know about the international financial reporting standards.
II	Accounting Process: Recording of Transactions in Primary Books, Special Purpose Subsidiary Books; Cash Book; General Journals; Posting to Ledger Accounts, Preparation of Trial Balance. (Max. 14hrs.)	Know the accounting processes, the recording of financial transaction in the books of accounts.
III	Preparation of Financial Statements including Corporate Entities (Manufacturing Account, Trading Account, Profit and Loss Account and Balance Sheet)	Critically evaluate and compare the final statements of accounts and preparing the final accounts.
IV	Bank reconciliation Statement, Bills of Exchange, Receipt and Payment Account.	preparation of bank reconciliation statement, and financial reporting in banking organisations.
V	Depreciation Accounting: Meaning of depreciation, causes, objects of providing depreciation, factors affecting depreciation, accounting treatment including provision for depreciation accounting. Methods of depreciations: straight line method, diminishing balance method, Change of method as per revised AS-6.	Understand the accounting treatment of depreciation as per revised accounting standards AS-6.

BBA (Hons.) First Semester**BUM - CC - 115****Title: Business Statistics**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
5.	BUM- CC-115	Business Statistics	100	4	3	1	0	4

Course Objective: *The objective of the course is to make the students familiar with basic statistical techniques and their applications in managerial decision making.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Introduction: Origin, Scope and development of Statistics, Managerial Applications of statistics, Types of Statistical Methods, Collection of data -Primary and Secondary data, Classification and tabulation of data, Diagrammatic and Graphic presentation of data.	Learn overview of statistics and its managerial application, types of data, and systematic representation of data.
II	Measure of Central Tendency: Objectives of averaging, Requisites of measure of central tendency. Mathematical averages – arithmetic mean (simple and weighted), geometric mean, harmonic mean. Averages of position-median and mode. Partition values- quartiles, deciles and percentiles. Relationship between mean, median and mode. Comparison between measures of central tendency.	Learn the central tendency and its application in business management
III	Measures of Dispersion- Significance of measuring dispersion (variation). Classification of measure of dispersion, Distance measures- range and interquartile range or deviation. Average deviation measures- mean absolute deviation, Variance and standard deviation, Skewness and Kurtosis.	Learn the extent to which numerical data is likely to vary about an average value
IV	Index Numbers- Meaning of Index number, Uses of Index Number, Methods of construction of Index Numbers, Test of Adequacy of the Index Number Formulae.	Get knowledge about index number, inflation.
V	Analysis of Times Series- Meaning and Definition of Time Series, Components of Time Series, Measurement of Secular Trend, Method of Semi Averages, Moving Average Method, Method of Least Squares.	Learn the forecasting and prediction with help of time series

BBA (Hons.) First Semester**BUM - SEC - 116****Title: Introduction to Computer**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
6.	BUM- SEC-116	Introduction to Computer	100	2	2	0	0	2

Course Objective: To provide computer skills and knowledge to students and to enhance the understanding of computer and its applications for business operations.

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Fundamentals of Computer: An Introduction, Computer Generations, I/O devices, Memory, Central Processing Unit, History of Computer in India, Role and importance of Computer. Number System: Binary, Octal, Hexadecimal, Applications and Inter-conversions, Computer Languages and its types, Hardware, Software, Data.	Will learn about the basic knowledge of computers, past of computer system, components of computer.
II	Application: Flow Charting, Software and its types, Computer Hardware and Storage device. Operating System: Fundamental and Role of O.S., Elements of DOS, and WINDOWS, Computer in Business, Emerging Techniques in Computing.	Will learn about the basic knowledge of computers components, hardware, and software.
III	Introduction to Essential Tools: MS- Word: Working with word document, Inserting, filling and formatting a table, Mail Merge including linking with Access Database, MS-Excel: Creating a work book, Rearranging Worksheet, Organizing Charts and graphs, Ranges and Functions & Formulae: Mathematical, Statistical Financial Functions.	Will get the knowledge about document software like MS – office and data Softwares like MS-Excel. And editing documents.
IV	PowerPoint: Preparing Presentations, Slides, Handouts, Speaker's Notes - Outlines - Media Clips - Charts – Graphs, Adding the Transitions to the Slide Show - Special effects in detail, - Setting Slide timings.	Will learn how to make power point presentations and various tools of MS-Power point
V	Internet: Intranets and Extranets; Application of Internet technology in organizations. Data Communications. Networking: LAN & WANs. Applications Service Providers and Internet Service Providers.	Will be able to learn basic networking, tools of networking, intranet and about internet.

BBA (Hons.) Second Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-211	Higher Accounting	100	4	3	1	0	4
2.	BUM- CC-212	Marketing Management	100	4	3	1	0	4
3.	BUM- CC-213	Marketing Research	100	4	3	1	0	4
4.	BUM- CC-214	Personnel Management	100	4	3	1	0	4
5.	BUM- GE-215	Managerial Economics	100	4	3	1	0	4
6.	BUM- SEC-216	Seminar & Term Paper /Project Work	100	2	1	1	0	2
	Total		600	22	-	-	-	22

BBA (Hons.) Second Semester**BUM- CC-211****Title: Higher Accounting**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-211	Higher Accounting	100	4	3	1	0	4

Course Objective: This paper has been designed to explain to the learners the accounting procedure regarding admission, retirement and death of a partner through journal and accounting vouchers. This also explains the valuation and recording of Goodwill and revaluation and realisation of assets and liabilities.

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Partnership-General: Meaning, Partnership Deed, Types of Partners, Capital Accounts. Accounting Treatment of the following in the absence of Partnership Deed. a) Distribution of Profits b) Interest on Partner's Loans c) Interest on Capital and Drawings d) Salary and Commission of Partner.	Learn overview of Partnership, Partnership deed, various types of partners & their treatment in partnership account.
II	Admission of Partner: Concept of Admission of Partner, Calculation of Profit-sharing ratio, Revaluation of assets and liabilities, Goodwill: Meaning, Valuation and its recording, Adjustment regarding Adjustments in Partners' capital A/c, Preparation of Revaluation A/c, Partner's Capital A/c and Balance Sheet from the given information.	Learn the Concept of Admission of Partner, Preparation of Revaluation A/c, Partner's Capital A/c and their adjustments in capital accounts & Balance Sheet.
III	Retirement and Death of a Partner: Meaning, Calculation of New Profit-sharing ratio, calculation of Gaining ratio, Recording of goodwill, Revaluation of assets and liabilities, Accumulated reserves and profits, Adjustments regarding partners, Capital Accounts, Calculation of profit upto the date of death of a partner. Preparation of Relevant A./cs and Balance Sheet.	Learn the Preparation of Relevant A./cs and Balance Sheet upon the Retirement and Death of a Partner.
IV	Dissolution of a Partnership Firm: Concept of Dissolution of partner and partnership firm, Realisation of asset and making payment of Liabilities, Treatment of unrecorded Assets and Liabilities, Preparation of Realisation A/c., Partner's Capital A/c and Bank A/c.	Get knowledge about making necessary changes on Dissolution of a Partnership Firm.
V	Company Accounts: Introduction; Issue of shares: calls in arrears; calls in advance etc.	Learn the basics of company accounts.

BBA (Hons.) Second Semester**BUM- CC-212****Title: Marketing Management**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM- CC-212	Marketing Management	100	4	3	1	0	4

Course Objective: To impart basics of Marketing Management, Marketing Environment, Marketing Segmentation, Product Planning and Development, Product pricing, and Channels of Distribution etc. in Notational and International Environment.

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Introduction: Marketing-The components of marketing-Distinction between market and selling, the marketing concepts, Features of integrated marketing concept, Recent trends in marketing, Marketing Management, Function of marketing management.	learn the application of key marketing theories and tools to solve marketing problems.
II	Marketing Segmentation: Bases of Market Segmentation, Benefits, Requisites, marketing mix, Targeting and Positioning strategies in Marketing, Marketing Environment, Marketing Organisation.	Critically evaluate the marketing functions and the role it plays in achieving success for commercial & non-commercial organisations.
III	Product Decision: Concept, Classification, Developing the New Product, Product Life Cycle and Competitive Strategies, Product Mix Pricing Decision: Objectives and Significance of Pricing, Factors affecting pricing decision, Pricing Approaches, Price Discrimination	Critically analysis external and internal environment for designing appropriate segmentation, targeting & positioning strategies eg product pricing, promotion, branding, packaging & labelling.
IV	Place/Distribution Decision: Concept, Functions, Classification of channels, Channel selection process, Factors influencing the channels selection	understand the delivery and distribution system in marketing. Critically analyse the recent trends in marketing.
V	Promotion Decision: Concept, Communication process, Promotion mix, Factors influencing promotion mix, Integrated marketing communication, Branding, Packaging and Labelling.	develop the marketing plans and programs and practically exercise the existing philosophies in present context considering the ethical and environmental considerations.

BBA (Hons.) Second Semester**BUM- CC-213****Title: Marketing Research**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM- CC-213	Marketing Research	100	4	3	1	0	4

Course Objective: *To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of marketing management decision making.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Marketing Research an overview: Conceptual Framework, Historical Development, Scope and Importance of Marketing Research, Organization of Marketing Research Department.	Will be familiar with Marketing Research, its importance and scope
II	Research Methodology: An introduction and Definitions, Defining the research problem, Marketing Research Process, Research Design: An introduction and Definitions, Types of Research Design, Sample Design: Meaning and different types of sample designs.	Will acquire knowledge about Research Methodology, defining research problems, types of research design and Sampling techniques.
III	Data Collection Methods and Techniques: Types and Sources of Data, Methods of Data Collection: Survey, Observation and interviews.	Will gain detailed information on various data collection methods and techniques, different types and sources of data
IV	Questionnaire Method and Questionnaire Design, Attitude Scales	Will get an understanding of Questionnaire Method and Design and Attitude scales
V	Marketing Research Report Preparation and Presentation: Presentation of Written Research Reports, Reading and Interpretation of Reports, role of computer in research.	Will gain knowledge on preparation and presentation of Marketing Research reports and Role of computers in research.

BBA (Hons.) Second Semester**BUM- CC-214****Title: Personnel Management**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	BUM- CC-214	Personnel Management	100	4	3	1	0	4

Course Objective: *The Objectives of this course is to sensitize students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Introduction: Concept, function, Scope of Personnel management, Personnel administration, powers and responsibilities of Personnel Manager, personnel Policies, procedures and programmes, Line-Staff Relationship, Authority, Responsibility and Accountability, Organization of Personnel Department.	Will be able to understand the concept and various functions of personnel management and role of personnel policies
II	Definition and objectives of Human Resource Planning: process of Human Resource planning factors influencing estimation of Human Resources.	To learn about in detail the concept of human resource planning and its process
III	Concept of Recruitment-Recruitment policy, Sources of Recruitment. Selection procedure	Will understand the concept of Recruitment and Selection and related policy and procedures
IV	Employees' Orientation and Training; Identifying training needs; Managerial Development, Training techniques, Promotions, Transfer, Relocation and Job termination.	Acquire knowledge about employee orientation. training and development and other associated concepts
V	Productivity of Workers; Motivation; Incentives; Morale, Performance appraisal Wage administration & Wage Policy, Fringe Benefits & Social Security.	To gain understanding on concept of Motivation. types of incentives and Social security measures

BBA (Hons.) Second Semester**BUM- GE -215****Title: Managerial Economics**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
5.	BUM- GE-215	Managerial Economics	100	4	3	1	0	4

Course Objective: *The objective of this paper is to acquaint the participants with concepts and techniques used in Economic Theory and to enable them to apply this knowledge in business decision-making. Emphasis is given to changes in the nature of business firms in the context of globalization.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Introduction of managerial Economics: Nature and Scope of Managerial Economics; Scope of Economics in Business Decision, Managerial economics and other disciplines.	Know the importance of managerial economics for business decision making.
II	Utility: Total Utility, Marginal utility, Law of diminishing marginal utility, Cardinal and ordinal Utility, Consumer equilibrium. Market Demand Analysis: Concept of Market Demand, Types of demand, Determinants of demand, Demand Function, Elasticity of Demand: - Price elasticity of demand, Income elasticity of demand, cross elasticity of demand.	Know the concept of utility and market demand of the product.
III	Theory of production: Basic Concept of production, Production functions, Production in short run, production in long run, Law of returns to scales; Economies of Scale; Least Cost Factor. Theory of cost: Cost Concept, Cost output relations, Cost Analysis; break even analysis.	Learn the theory of production and cost for optimum utilization of all the inputs.
IV	Market Structure: Introduction, Characteristics of perfect competition, Price determination under Perfect Competition; Pricing under monopoly, types of monopoly, price discrimination, Pricing under Monopolistic Competition, Pricing under oligopoly.	Learn the various kind of market structure for making proper strategies in the competitive market.
V	Profit Management: Nature of Profit, Profit Policies, Profit Planning, Business Cycle.	Learn the profit concept for gaining maximum profit and various stages of business cycle.

BBA (Hons.) Second Semester
BUM- SEC -216
Title: Seminar & Term Paper/Project Work

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
6.	BUM- SEC-216	Seminar & Term Paper/Project Work	100	2	2	0	0	2

Course Objective: *The Main objective of this paper is to groom students for the real-life corporate challenges.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
	The Seminar & Term Paper shall be based on various practical Exercises which, shall comprise of tutorial work, carry home tasks, debates, paper writing, case competition, group discussion, conferences surveys, management games, role-plays, workshops presentation, extempore, prepared speeches, library assignments, company studies project assignment etc. The weight-age of these items will be announced by the teachers concerned in consultation with the Professor & Head/Dean. The plan for the semester will be announced separately. The selected topics shall be from the all subjects that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of total performance of the examinees, for which the scheme of examination and evaluation shall be (40+60) marks. The evaluation is to be made internally out of 40 marks and externally out of 60 marks which will be for project work and Viva-Voce. In Additional to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classroom's sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Visiting Faculty/Consultants add to new knowledge to which the students should acquaint themselves with. Workshops, Group Discussion and Seminars are the additional sources of knowledge.	will be able to dress up in the day-to-day corporate activities, will be able to present talks and conduct meetings, will be able to prepare report on different management functions, will be able to learn working in teams and diverse groups, will learn about multiple skills related to reading, writing and presenting

BBA (Hons.) Third Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-311	Business Environment	100	4	3	1	0	4
2.	BUM- CC-312	Business Legislation	100	4	3	1	0	4
3.	BUM- CC-313	Cost Accounting	100	4	3	1	0	4
4.	BUM- SEC-314	Seminar & Term Paper/ Project Work	100	2	1	1	0	2
	<u>Specialization:</u> <i>Marketing Management</i>							
5.	BUM- DSE-315	Advertising Management	100	3	3	0	0	3
6.	BUM- DSE -316	Sales Management	100	3	3	0	0	3
	<u>Specialization:</u> <i>Financial Management</i>							
5.	BUM- DSE -317	Fundamentals of Financial Management	100	3	3	0	0	3
6.	BUM- DSE -318	Indian Financial Systems	100	3	3	0	0	3
	<u>Specialization:</u> <i>Human Resource Management</i>							
5.	BUM- DSE -319A	Human Resource Management	100	3	3	0	0	3
6.	BUM- DSE -319B	Organizational Development	100	3	3	0	0	3
	Total		600	20	-	-	-	20

BBA (Hons.) Third Semester**BUM- CC-311****Title: Business Environment**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-311	Business Environment	100	4	3	1	0	4

Course Objective: *To enable the students to analyse and identify the various elements constituting the external and internal environment affecting the business. Also, to enable them to understand the role of Indian government, its policies and structural reforms.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	The Nature of Business Environment–Significance of Business Environment – Types of Environments: Internal Environment – External Environment, Nature of Modern Business, Liberalization, Privatization & Globalization in India.	analyse the factors and forces constituting the external and internal environment of the business, their impact on business. The liberalization, privatization and globalization in India.
II	Political and Legal Environment of Business: Critical elements of Political Environment – constitutional framework of India – the role of Government in Business –Changing Dimensions of Legal Environment in India – MRTP Act – FEMA Act – Consumer Protection Act – Competition Act.	Examine and evaluate the changing dimensions of political and legal business environment in India. The role of government through enforcement of various acts.
III	Economic Environment of Business: Economic growth & National income -Economic System, Fiscal Policy – Monetary Policy, Elements of Social –Cultural Environment .	Understand the impact of economic environment, monetary & fiscal policies in India.
IV	Consumerism in India – Corporate Social Responsibility, Technological Environment of Business – Patents and Trademarks.	Understand the consumerism in India, corporate social responsibility, the impact of technological environment on business.
V	Govt. & Planning- India's Five Year Plan & Structural Reforms, New Economic Policy, Government's promotional role in Industrial Development, Govt. Policy & Small Scale Industry, Foreign Trade Policy, FDI in India, SEZs: Concept, Role and Impact.	analyse and understand the cross cultural & ethical issues in global markets, foreign direct investments, its implication on Indian industries. The government policies, plans and structural reforms for industrial development.

BBA (Hons.) Third Semester**BUM- CC-312****Title: Business Legislation**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM- CC-312	Business Legislation	100	4	3	1	0	4

Course Objective: *The objective of this paper is to develop conceptual as well as practical understanding of Human Resource Management.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students will be able to:
I	Indian Contract Act,, Nature & Kinds, offer & acceptance, Consideration, Capacity of parties, Consent, Legality of object & Consideration, Void agreements, Voidable agreements.	Assess and Create Commercial contracts
II	Performance & discharge of Contracts, Remedies for breach of contract, Bailment & Pledge, Agency.	Learn the legal formalities associated with contracts and types
III	Law of Sale of Goods : conditions and warranties, transfer of properties, performance of contract of sale, Rights of unpaid seller.	Create contract for movable goods and rules for seller & Buyer.
IV	The Limited Liability Partnership Act, 2008 Salient Features of LLP, Difference between LLP and Partnership, LLP and Company LLP Agreement, Nature of LLP Partners and Designated Partners, Incorporation Document, Incorporation by Registration, Registered office of LLP and change therein Change of name, Partners and their Relations, Extent and limitation of liability of LLP and partners, Whistle blowing, Winding up and dissolution.	Incorporation of LLP, rules for its partners, winding up.
V	IT Act 2008: Definitions under the Act, Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties and adjudication, Appellate Tribunal, Offences.	Rules for digital document creation, its protection and penalties for wrong doing.

BBA (Hons.) Third Semester**BUM- CC-313****Title: Cost Accounting**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM- CC-313	Cost Accounting	100	4	3	1	0	4

Course Objective: *The primary objective of the course is to familiarize the students with the basic cost concepts, Allocation and control of various costs and methods of costing, their uses and limitations will also be emphasized.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students will be able to:
I	Introduction: Meaning, objectives and advantages of cost accounting, difference between cost accounting and financial accounting. Cost concepts and classifications, cost unit, cost centre, cost object.	To present the basics of cost accounting system for manufacturing as well as service concerns with developing understanding of cost ascertainment process as well as difficulties. Further it will also develop understanding for the identification of relevant costs to be used in managerial functions like decision making, planning and controlling. It includes the preparation of accounting statements as well.
II	Methods of Costing: Job Costing, single output and Contract Costing, Process costing, service costing (Transport Costing).	It will help students to understand an overview of different methods of costing which will enlighten them to choose the best costing method according to the requirement.
III	Reconciliation of cost & financial accounts. Marginal Costing: Meaning, Assumptions and uses. Cost-Volume-Profit Analysis: Break-even analysis, Decision making areas - products mix, make / Buy, pricing decisions.	It would help the students in taking the managerial decisions by using various tools of financial statement analysis along with the understanding of marginal costing and Break Even Analysis.
IV	Budgetary Control: Concept of budget and budgetary control, objectives, merits and limitations. Fixed and Flexible budgets, Cash Budget etc.	Learners will recognize the distinctive features of Budget and budgetary control which is an important element of cost accounting.
V	Standard costing & variance analysis.	Learners will familiarize themselves with various aspects of variance analysis and discover the plot of standard costing as well to attain more productivity.

BBA (Hons.) Second Semester
BUM- SEC-314
Title: Seminar & Term Paper/ Project Work

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	BUM- SEC-314	Seminar & Term Paper/ Project Work	100	2	1	1	0	2

Course Objective: *The objective of this paper is to provide the practical knowledge to students in terms of their overall personality development and provide them with the opportunity by assigning research topics and prepare project report.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
	The Seminar & Term Paper shall be based on various practical Exercises which, shall comprise of tutorial work, carry home tasks, debates, paper writing, case competition, group discussion, conferences surveys, management games, role-plays, workshops presentation, extempore, prepared speeches, library assignments, company studies project assignment etc. The weight-age of these items will be announced by the teachers concerned in consultation with the Professor & Head/Dean. The plan for the semester will be announced separately. The selected topics shall be from the all subjects that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of total performance of the examinees, for which the scheme of examination and evaluation shall be (40+60) marks. The evaluation is to be made internally out of 40 marks and externally out of 60 marks which will be for project work and Viva-Voce. In Additional to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classroom's sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Visiting Faculty/Consultants add to new knowledge to which the students should acquaint themselves with. Workshops, Group Discussion and Seminars are the additional sources of knowledge.	Based on various practical Exercises comprising of tutorial work, carry home tasks, debates, paper writing, case competition, group discussion, conferences surveys, management games, role-plays, workshops presentation, extempore, prepared speeches, library assignments, company studies project assignment etc. students will improve their communication skills, presentation skills, leadership skills, writing skills as well as develop their analytical and decision-making skills.

BBA (Hons.) Third Semester
BUM- DSE-315
Specialization: Marketing Management
Title: Advertising Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <u>Marketing Management</u>						
5.	BUM- DSE-315	Advertising Management	100	3	3	0	0	3

Course Objective: The Purpose of this course is to familiarize the students with the role of advertising in context of promoting product and service in to market and help to take key decision for effective advertising management practices:

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Introduction to Advertising: Advertising, Publicity, Propaganda and sales promotion, Role of Advertising in modern business world, Importance of Advertising, Classification of Advertising, advertise Function. Web Advertising: Concept, Importance of online Advertising, Types of online Advertising, Challenges of Online Advertising.	It would provide insight about advertising's function, promotion, publicity and its modern application in business world with the help of to know the role of web advertising.
II	Advertising goals and Objectives, DAGMAR, Advertising as a social and business process. Advertising and cultural value of society, Ethics and truth in advertising, regulatory aspects of advertising.	It will help students to understand an overview advertising in context to social, business cultural, ethics and regulatory aspects.
III	Essentials of advertising programme: Advertising Copy, Advertising Theme, Advertising Appeals, and Advertising Response.	It will help to recognise advertising in context to theme, copy, appeals and advertising responses strategies.
IV	Advertising Media (With their merits and demerits of advertng media): Newspapers, Magazines, Poster Advertising, Sampling; Advertising through internet and interactive media- issues and considerations; Factors influencing media choice; media selection, media scheduling.	Learners will recognize the distinctive features of advertising through newspapers, magazine, media and internet.
V	Functions of Advertising Department, Advertising Organization, Advertising Agencies, Agency Relationship, Advertising Budget, Advertising Regulation.	Learners will familiarize themselves with the various function, budget of advertising with knowing key aspects and role of department, organisation, agency relationship and regulation of advertising.

BBA (Hons.) Third Semester
BUM- DSE-316
Specialization: Marketing Management
Title: Sales Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Marketing Management</i>						
6.	BUM- DSE -316	Sales Management	100	3	3	0	0	3

Course Objective: *The Purpose of this paper is to acquaint the student with the concept which are helpful in developing a sound sales policy and in Organizing and managing sales force.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Introduction, Objectives, Functions and Classification of Sales Management, Selling under the Marketing Concept, Interdependent of Salesmanship and advertising.	Learn the concept of sales in the marketing.
II	The sales organization: Purpose, Principles and policies of sales organization setting up of the sales organization, typical sales organization structure.	Set the typical organizational structure.
III	Sales forecasting and Sales Budget, Meaning of Sales Forecasting, importance of sales forecasting, limitation of sales forecasting, factor affecting sales forecasting in Indian context factors to consider while preparing sales budget.	Get knowledge of preparing the sales budget and forecasting the future sales
IV	The Management of Sales Force: Personnel problems of Sales Management, recruiting and selection, Training and Development, motivating salesman.	Learn the proper management of sales force.
V	sales meeting and contest, compensating sales personnel, evaluating and supervising salesmen.	Get knowledge about conducting sales meetings and process of evaluation of salesman's performance.

BBA (Hons.) Third Semester
BUM- DSE -317
Specialization: Financial Management
Title: Fundamentals of Financial Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Financial Management</i>						
5.	BUM- DSE -317	Fundamentals of Financial Management	100	3	3	0	0	3

Course Objective: *The objective of this paper is to develop conceptual as well as practical understanding of Financial Management.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Finance functions and goals, Long Term sources of finance. Capital Structure decisions, Capital Budgeting: Decision, Process and Technique, Cost of Capital: Meaning and Concept, Adjusting cost of capital for risk, International Dimensions in cost of capital.	Will be familiar with basic terms related to finance and cost of capital.
II	Financial Benchmarking -Concept of shareholder value maximization, Interest rate structuring, Bond valuations, Financial Leverages, Dividend Decisions, Ratio Analysis	Will acquire knowledge about financial benchmarking and dividend decisions.
III	Working Capital Management: Working capital policies, Risk – Return trade off, Credit Management, Working Capital financing, Cash Management, Receivable Management, Inventory Management.	Will gain detailed information on the role working capital management in finance.
IV	Corporate Valuation: Adjusted Book Value Approach, Discounted Cash Flow Approach, Forecasting and Valuation of free cash flows, Economic Value Added.	Will get an understanding of cash flows and corporate valuation.
V	Mergers, Acquisitions and Restructuring, Reasons for mergers and takeovers, Mechanics of mergers and acquisitions, Dynamics of restructuring.	Will gain knowledge on mergers and acquisitions.

BBA (Hons.) Third Semester
BUM- DSE -318
Specialization: Financial Management
Title: Indian Financial Systems

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Financial Management</i>						
6.	BUM- DSE -318	Indian Financial Systems	100	3	3	0	0	3

Course Objective: *The objective of this paper is to develop conceptual as well as practical understanding of Indian Financial Systems.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Introduction, Functions, Importance, Concepts & Structure and assets of Financial System.	Will be familiar with basic terms related to Indian Financial system & structure of financial system.
II	Financial Market: Money Market, Capital Market Gov. Securities Market & Foreign Exchange Market.	Will acquire knowledge about working of money market, capital market.
III	Financial Instruments Primary market- Instruments, Secondary Market-Instruments, short- term, medium term and long term instruments.	Will gain detailed information about financial instruments and their trading in financial markets.
IV	Fundamentals of Financial Institutions and Financial Services.	Will get an understanding of basics of Financial Institutions and Financial Services.
V	Recent trends in Indian Financial System.	Will gain knowledge about recent policies changes related to financial system around the world.

BBA (Hons.) Third Semester
BUM- DSE -319A
Specialization Human Resource Management
Title: Human Resource Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Human Resource Management</i>						
5.	BUM- DSE -319A	Human Resource Management	100	3	3	0	0	3

Course Objective: *The objective of this paper is to develop conceptual as well as practical understanding of Human Resource Management and to familiarize the students about the different aspects of managing people in the organizations from the stage of acquisition to development and retention.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Nature & functions of Human Resource Management; Role of Human Resource Manager; Human Resource Planning: concept & process of Human Resource Planning; Recruitment & Selection: Test and Interviews	Learn concepts of HRM, and able to apply it in organizations. Analyse the need and methods adopted for recruitment and selection, training and development in organization.
II	Strategic approach of HRM: Stability strategies, Growth strategies, Retrenchment strategies, Combination Strategies. Job Analysis & job Evaluation: Methods & uses; Training & Development: Training Methods & Management Development	Able to do manpower planning, job analysis and forecast the need for proper functioning
III	Performance Appraisal: Importance, & methods of Performance Appraisal, Self-Appraisal, Assessment Center, 360' performance appraisal; Leadership: need for leadership, Characteristics of effective leaders. Effective leadership styles; Motivation, Incentives & Morale.	. Able to design and develop effective leadership styles and motivational strategies with organizational goals. Also develop the performance management system and appraisals
IV	Worker's participation in Management: Forms of work participation, in India, Work committees Joint Management Council (JMC), Shop council, Unit council.	Facilitate and support effective employee and labour relations in both non-union and union environments.
V	Stress, Conflict Management and Counselling	Able to manage the stress, conflict and also make application of counselling skills.

BBA (Hons.) Third Semester
BUM- DSE -319B
Specialization Human Resource Management
Title: Organizational Development

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Human Resource Management</i>						
6.	BUM- DSE -319B	Organizational Development	100	3	3	0	0	3

Course Objective: *The objective of this course is to familiarize with basic organizational processes to bring about organizational development.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Introduction and Conceptual framework of Organizational development, Theory and Management of OD, Organization design and culture, Organization change and strategy for managing change in times of turbulence.	To understand the basic concept of OD and theories upon which the field of OD is based and managing organisation change
II	Organizational development: Definition, Assumptions, goals, process, objectives; Strategies: Techniques of Organizational Diagnosis, Team Building, Survey Feedback, Process Consultation, Action Research and OD.	To develop an understanding of strategies and techniques of organisation diagnosis and learn about action research and OD
III	OD Interventions: Change agents-Role, Skills and Types of change agents, Team Building Interventions, Structural Interventions, Transactional analysis and Inter group interventions.	To gain the knowledge about various OD interventions process and its implementation
IV	Organizational conflicts & Trends in OD: Causes, nature, measures to resolve organizational conflicts; Managerial Grid.	To acquire knowledge about emerging trends in OD and analyse role of managerial grid in OD
V	Sensitivity training, employee empowerment, OD-HRD Interface, Challenges and future of OD.	To learn an understanding of the challenges of OD and understanding OD & HRD interface

BBA (Hons.) Fourth Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-411	Organisational Behaviour	100	4	3	1	0	4
2.	BUM- CC-412	Indian Ethos	100	4	3	1	0	4
3.	BUM- CC-413	Income Tax	100	4	3	1	0	4
4.	BUM- SEC-414	Seminar & Term Paper/ Project Work	100	2	1	1	0	2
	<u>Specialization:</u> <i>Marketing Management</i>							
5.	BUM- DSE-415	International Marketing	100	3	3	0	0	3
6.	BUM- DSE -416	Consumer Behaviour	100	3	3	0	0	3
	<u>Specialization:</u> <i>Financial Management</i>							
5.	BUM- DSE -417	Security Analysis and Portfolio Management	100	3	3	0	0	3
6.	BUM- DSE -418	Management of Financial Institutions and Financial Services	100	3	3	0	0	3
	<u>Specialization:</u> <i>Human Resource Management</i>							
5.	BUM- DSE -419A	Industrial Relation	100	3	3	0	0	3
6.	BUM- DSE -419B	Labour Legislation	100	3	3	0	0	3
	Total		600	20	-	-	-	20

BBA (Hons.) Fourth Semester
BUM- CC- 411
Title: Organisational Behaviour

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-411	Organisational Behaviour	100	4	3	1	0	3

Course Objective: *The objective of this paper is to develop conceptual as well as practical understanding of Human Resource Management.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Introduction to Organisational Behaviour: Nature and Significance: Perception, Attitudes and Values, Personality, Learning and Learning theories.	Will be familiar with factors affecting human behaviour.
II	Motivation: Basic concepts and Theories of Motivation; Basic Concepts and Theories of Leadership and their Application.	Will acquire knowledge about motivation and leadership
III	Interpersonal Communication; Interpersonal Conflict, Coaching and Mentoring, Power and Politics in Organizations.	Will gain detailed information on the role of interpersonal communication skills on self and career development
IV	Foundation of Group Behavior: Defining and Classifying Groups, Why do people join Groups, Stages of Group Development; Workshop Behavior. External Conditions imposed on Groups, Group member Sources, Group Processes, Group task, Group Cohesiveness, Group Decision Making, Group Think.	Will get an understanding of group dynamics and its decision-making process
V	Organization Culture, Work Stress, and Managing Change.	Will gain knowledge on Organisational culture and work stress.

BBA (Hons.) Fourth Semester**BUM- CC- 412****Title: Business Ethics and corporate Governance**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM- CC-412	Business Ethics and corporate Governance	100	4	3	1	0	3

Course Objective: *The course seeks to bridge the gap between the ethical behavior of the individuals and challenges posed by organized business activity in the global marketplace. To encourage their ethical and moral sensitivity in every day decision making. It further seeks to educate participants about the legal, social and ethical matters in business, and to make them sensitive to the consequences of their decisions.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Conceptual framework: Ethical considerations in everyday business, Business ethics as corporate governance tool, the cost of being unethical, Nature of business purpose and goal: profit maximization versus corporate social responsibility.	Understand the importance of ethics in everyday business & social responsibility of business, corporate governance, ethical considerations in managerial decision making and consequences of being unethical.
II	Philosophical framework for ethical decisions: Normative theory of ethics- Utilitarianism and Kant's ethos, Islam and business ethics, Asian spiritual philosophy of Vedanta and Buddhism.	understand and gain insight into the philosophical framework and ethical theories from the world religions and relate these to ethical culture of the business organisations.
III	Job discrimination: Gender and caste issues, Sexual harassment, Ethical choices facing employees: obligations and loyalty to the firm, abuse of official position- insider trading and proprietary data, bribes and kickbacks, gifts and entertainment, whistle blowing.	understand the Western & eastern Asian vedantic and Buddhist philosophies and their application in ethical management.
IV	Corporate Governance: Theories, guidelines and practices, corporate disclosure practices. SEC and SEBI codes, ICRA ratings etc.	Identify the Unethical practices, analyse the ethical dilemmas in business and organisations, whistle blowing, Corporate Governance theories and practices.
V	Ethical issues in MNC's, Ethical audit.	know about the various ethical issues in MNCs and dealing techniques & organisational processes eg ethical auditing.

BBA (Hons.) Fourth Semester

BUM – CC - 413

Title: Income Tax

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM- CC- 413	Income Tax	100	4	3	1	0	3

Course Objective: To enable the student to know the basics of Income tax Act and implications of various tax provisions in computation of total income and tax liability of individuals.

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Basic Concepts: Income, agricultural income, casual income, assessment year, previous year, person, gross total income, total income. Basis of charge: Residence and tax liability, income which does not form part of total income. Taxable income under the head of salary.	understand the basic concepts of Income tax and computation of total income of an individual under various heads, identifying his residential status.
II	Taxable Income under the head of house property, Business or Profession, Capital gains.	Computing the tax liability of individual after applying the various provisions concerning income from Business professions and capital gains and other sources, clubbing provisions of income.
III	Income from other sources. Set off & carry forward of losses. Deductions from Gross total income, Computation of total income.	Know and apply the exemption and deductions provisions, various charges and rates of taxes for computing total income under different heads, set off and carry forward of profit and losses.
IV	Tax planning, Scope of tax management, Tax deducted at source, advance payment of tax.	Understand Tax planning and Tax management and advance tax payment system.
V	Income Tax Authorities.	The students will be acquainted with the system of income tax authorities of India.

BBA (Hons.) Fourth Semester**BUM- SEC- 414****Title: Seminar and Term Paper/ Project Work**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	BUM- SEC-414	Seminar and Term Paper/ Project Work	100	2	1	1	0	2

Course Objectives: *The Purpose of this course is to familiarize the students with the various practical exercise of management practices, It comprises of Tutorial work, Home task, Paper writing, Management games such as role play, debates, extempore, interview skills It will also assist to now student about workshop, seminar presentation, library assignment, speech preparation , various company information, assignment work, reading and solving case studies and may include visiting faculty/ consultant session for betterment of learner's management skills.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
	The Seminar & Term Paper shall be based on various practical Exercises which, shall comprise of tutorial work, carry home tasks, debates, paper writing, case competition, group discussion, conferences surveys, management games, role-plays, workshops presentation, extempore, prepared speeches, library assignments, company studies project assignment etc. The weight-age of these items will be announced by the teachers concerned in consultation with the Professor & Head/Dean. The plan for the semester will be announced separately. The selected topics shall be from the all subjects that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of total performance of the examinees, for which the scheme of examination and evaluation shall be (40+60) marks. The evaluation is to be made internally out of 40 marks and externally out of 60 marks which will be for project work and Viva-Voce. In Additional to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classroom's sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Visiting Faculty/Consultants add to new knowledge to which the students should acquaint themselves with. Workshops, Group Discussion and Seminars are the additional sources of knowledge.	will be able to present talks and conduct meetings, will be able to prepare report on different management functions, will be able to dress up in the day-to-day corporate activities, will be able to learn working in teams and diverse groups, will learn about multiple skills related to reading, writing and presenting

BBA (Hons.) Fourth Semester
BUM- DSE- 415
Specialization: Marketing Management
Title: International Marketing

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Marketing Management</i>						
5.	BUM- DSE-415	International Marketing	100	3	3	0	0	3

Course Objective: *The basic objective of this course is to develop an understanding about the Management of International marketing operations.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	International Marketing- Nature & Process of International Marketing, Domestic Marketing V/s. International Marketing. Characteristics of MNCs. Process of Internationalization, Benefits and challenges of International Marketing.	will be able to understand the nature, concept and process of international marketing, difference between domestic and international marketing, Multinational corporations and the process of internationalization
II	Basis for International Trade, Principle of Absolute Advantage, Principle of Relative Advantage, International Product Life Cycle Theory.	will learn the basis of international trade and related theories as well as the concept of PLC in the context of international marketing
III	Overview of World Marketing Environment-Legal, cultural, social, ethical, demographic, political.	In this Unit student will learn about the international marketing environment and strategies to address it
IV	Planning for International Marketing. Overview of Marketing Research, Market Analysis & Market Entry Strategies, International marketing management.	Planning for International marketing and role of marketing research are the learning from this unit
V	Product Strategies: Basis decisions, Product planning branding and packaging decisions. Direct and indirect distribution channels, Advertising strategies.	will learn about product, price, distribution and brand & advertising strategies in the international marketing

BBA (Hons.) Fourth Semester
BUM- DSE -416
Specialization: Marketing Management
Title: Consumer Behaviour

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Marketing Management</i>						
6.	BUM- DSE -416	Consumer Behaviour	100	3	3	0	0	3

Course Objective: *The basic objective of this course is to develop an understanding about the consumer buying behaviour, decision-making process and its applications in marketing practices of firms.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students will be able to:
I	Consumer Behaviour: Concept, Consumer Behaviour & Marketing Strategies. (Segmentation promotion and Positioning Strategies), Impact of New technologies on Marketing Strategies Consumer Decision Making: Simple Model of Consumer Decision Making and Ethical Dimensions, Models of Consumer Behaviour.	Learn the concept of consumer behavior, various model of consumer behavior which influence the purchasing habits of the consumer.
II	Consumer Research Process, Customer Value, Satisfaction, Trust and Retention, Consumer Motivation, Perception, Personality and Consumer Behaviour, Consumer Learning, Consumer Attitude Formation and Change.	Learn the customer value, customer trust, customer retention, consumer learning, perception motivation, personality, attitude etc.
III	Communication and Consumer Behaviour, Consumer Behaviour and Impact of Culture and Sub-culture, Cross-Cultural issues in Consumer Behaviour, Cultural Aspects of Emerging Markets.	Learn the impact of culture on the consumer behavior of purchasing products.
IV	Reference Groups and Application in Marketing, Family and Social Class, Family Life Cycle, Family Buying Influences.	Learn the impact of reference group , family values and social class on consumer behavior of purchasing products.
V	Consumer Behaviour Application of Social Class, Consumers and Diffusion of Innovation & Opinion leadership.	Learn about diffusion of innovation and role of opinion leadership.

BBA (Hons.) Fourth Semester**BUM- DSE - 417****Specialization: Financial Management****Title: Security Analysis and Portfolio Management**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Financial Management</i>						
5.	BUM- DSE -417	Security Analysis and Portfolio Management	100	3	3	0	0	3

Course Objective: *The basic objective of this course is to develop an understanding about the Security Analysis and Portfolio Management and its applications in stock market.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Security Analysis: Introduction, Investment : Investment process, risks of investment and the common mistakes made in investment management, Investment, Risk, Valuation of equity Shares and bond.	Will be familiar with Investment, its risks and valuation of securities.
II	Fundamental Analysis: Economy analysis, industry analysis and company analysis, weaknesses of fundamental analysis. Technical Analysis: Tools of technical analysis, important chart formations or price patterns and technical indicators Technical Analysis, Efficient Market Theory. Efficient Market Theory: Concept of 'Efficient Market' and its implications for security analysis and portfolio management.	Will acquire knowledge about analysis of Securities and the concept of efficient market.
III	Portfolio Management: Concept of portfolio and portfolio management, types of portfolio management. Markowitz Portfolio Selection Model: Concept of portfolio analysis and diversification of risk. Also discusses Markowitz Model and Efficient Frontier.	Will gain detailed information on management of portfolios and Markowitz Portfolio selection model.
IV	Sharpe-The Single Index Model: Measurement of return on an individual stock, measurement of portfolio return and measurement of individual stock risk. Capital Asset Pricing Model (CAPM): Deals with the assumptions of CAPM and the inputs required for applying CAPM and the limitations of this Model.	Will get an understanding of Sharpe- Single index model and Capital Asset Pricing Model.
V	Factor Models and Arbitrage Pricing Theory: Arbitrage Pricing Theory and its principles, Comparison of Arbitrage Pricing Theory with the Capital Asset Pricing Model. International Portfolio Investments: Investment avenues for foreign portfolio investors, risks and returns associated with such investment.	Will gain knowledge on Arbitrage Pricing Theory and risk and return in International Portfolio Investments.

BBA (Hons.) Fourth Semester**BUM- DSE -418****Specialization: Financial Management****Title: Management of Financial Institutions and Financial Services**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Financial Management</i>						
6.	BUM-DSE-418	Management of Financial Institutions and Financial Services	100	3	3	0	0	3

Course Objective: *The basic objective of this course is to develop an understanding about the Management of Financial Institutions and Financial Services and its applications.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Financial Institutions: Introduction, Classification, Scope, Role in economic growth, Risk faced by Financial Institutions, Challenges.	Will be familiar with introduction of working of financial institutions, their role in economy, & risk & challenges faced by them.
II	Organization and Functioning of RBI, Financial institution in India: - ICICI, IDBI, LIC, IFCI.	Will acquire knowledge about working of RBI, and other financial institutions.
III	International financial Institutions: - IMF, World Bank .	Will gain detailed information on global financial institutions like world bank & IMF
IV	Financial Services: Introduction, Classification, Scope, Innovations, Challenges. Merchant banking, Mutual Funds, venture capital.	Will get in-depth knowledge of various Financial Services.
V	Hire Purchase, Factoring, Securitization of debt, Credit rating, credit card.	Will gain knowledge on financial services like Hire Purchase, Factoring, Securitization of debt, Credit rating, credit card.

BBA (Hons.) Fourth Semester
BUM- DSE - 419A
Specialization: Human Resource Management
Title: Industrial Relations

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Human Resource Management</i>						
5.	BUM- DSE -419A	Industrial Relations	100	3	3	0	0	3

Course Objective: *This course is an attempt to appreciate the conceptual and practical aspects of industrial relations at the macro and micro levels by providing fundamental knowledge and exposure to the industrial relations and related aspects prevailing in industries and to familiarize the students with various Labour Legislations applicable to businesses.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Industrial Relations-Definition, Importance & Scope, content of industrial relations, Objectives and Aspects of industrial relations, global economy and their impact on Industrial relations scenario in India, Contemporary issues in IR.	Be aware of the present state of Industrial relations in India
II	Industrial Democracy and Disputes: Concept and scope of Industrial democracy, Worker's participation strategy, Issues in participation, Strategies for making effective participation. Industrial disputes; Strikes, Lockouts, Layoff and retrenchments, unfair labour practices and methods of industrial dispute Resolutions.	Acquainted with knowledge of settlement of machinery of industrial disputes and strategies of workers participation in management.
III	Industrial Discipline and HRM: Aims, Objectives and Types of Discipline, An overview of Disciplinary enquiries, Disciplinary action and termination of employment contract, Linking IR Strategy and HRM strategy.	Be acquainted with the concepts, principles and issues of Disciplinary actions and role in IR.
IV	Management of Grievances & Collective Bargaining: Causes or Sources of Grievances Need for Grievance Procedure, Grievance Redressal Machinery.	Be acquainted with the concepts, principles and issues, grievance redressal and dispute resolution.
V	Collective Bargaining; Meaning, Characteristics, Need, Importance, Process, Pre-requisites, Role of Government in Collective Bargaining.	Concepts, issues and principles of collective bargaining and its role in IR

BBA (Hons.) Fourth Semester
BUM- DSE -419B
Specialization: Human Resource Management
Title: Labour Legislation

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Human Resource Management</i>						
6.	BUM- DSE -419B	Labour Legislation	100	3	3	0	0	3

Course Objective: Organizational efficiency and performance are intricately interlinked with industrial relations. This course is an attempt to appreciate the conceptual and practical aspects of industrial relations at the macro and micro levels.

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students will be able to:
I	Industrial Legislation: Objective, scope, need. The Factory act: Objective, Application of the Act, Definitions, Approval, Licensing and registration. The Inspecting Staff, Certifying surgeons. Health of workers, Safety of Workers, Welfare of workers, the working hours of adults, holidays, rules regarding employees of young persons, rules regarding employment of women.	Rules regarding work conditions of workers, under Factory's Act, 1948,
II	Workmen Compensation Act: Object, scope, definitions, rules regarding workmen's compensation occupational diseases, other provisions regarding amount of compensation,	Assessment of compensation for varied work injuries, and dependents
III	Trade Union Act: Objective, Scope, Definitions, Registration of trade unions, legal status of the registered unions, rights & privileges, duties & liabilities, amalgamation and dissolution of trade unions.	Learn about labours rights, privilege of being part of a registered Trade Union
IV	Industrial Dispute Act: Objective & Scope, Definitions-Industry, industrial dispute, workmen, employer, wages, bonus, Difference between wage and bonus, gratuity, lockout & strike, Layoff & Retrenchment strike and lockout prohibition in public utility services. Transfer and closing down of undertakings.	Dispute resolution rules and mechanisms, reasons for dispute.
V	Maternity Benefit Act: Scope and coverage, definitions, prohibition of employment, maternity benefit, leave and nursing breaks.	Rules & Laws for protection of Mother, New born and compensation for good and unfortunate situations.

BBA (Hons.) Fifth Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-511	E-Marketing	100	4	3	1	0	4
2.	BUM- CC-512	Accounting and Financial Management	100	4	3	1	0	4
3.	BUM- CC-513	Quantitative Techniques for Managers	100	4	3	1	0	4
4.	BUM- SEC-514	Seminar & Term Paper / Summer Internship	100	2	1	1	0	2
	<u>Specialization:</u> <i>Marketing Management</i>							
5.	BUM- DSE-515	Brand Management	100	3	3	0	0	3
6.	BUM- DSE -516	Service Marketing	100	3	3	0	0	3
	<u>Specialization:</u> <i>Financial Management</i>							
5.	BUM- DSE -517	Stock Market Operations	100	3	3	0	0	3
6.	BUM- DSE -518	Management Control Systems	100	3	3	0	0	3
	<u>Specialization:</u> <i>Human Resource Management</i>							
5.	BUM- DSE -519A	Human Resource Audit & Accounting	100	3	3	0	0	3
6.	BUM- DSE -519B	Training and Development	100	3	3	0	0	3
	Total		600	20	-	-	-	20

BBA (Hons.) Fifth Semester**BUM- CC-511****Title: E-Marketing**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-511	E-Marketing	100	4	3	1	0	4

Course Objective: *To equip the students with analytical tools, skills & knowledge required for conducting online marketing research, and applying it for developing online branding and promotional marketing strategies & programs.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students will be able to:
I	Emergence of E-Marketing, E- Marketing Environment, Environment, Strategy and Performance Model, E-Business Markets, E-marketing Plan, WWW: concept, Technology and Applications, Framework of E-commerce, Internet, Intranet and Extranet, Electronic Payment System.	Gain an in-depth understanding of basic tools and technologies of online marketing. identify and analyse the issues, challenges and opportunities in online marketing.
II	Strategic Planning- SWOT Analysis, Strategic Objective, E-Business Models, Segmentation, Targeting and Positioning Strategies in E-markets, understanding e-Consumer Behaviour and Market Research, Creating Customers value online, Online Benefits Attributes.	Learn to conduct online marketing research for developing appropriate segmentation, targeting and positioning strategies, creating customer value on digital platform.
III	Strategies for Marketing, Sales and Promotion in E-Markets, E-Marketing New Product Trends, Retailing in Electronic market, E-Marketing Communication-Internet Advertising, Sales Promotion Offers, Marketing Public Relations.	Identify & explore career options in online-marketing e-sales promotion & e-public relation.
IV	Internet Distribution Channel, Types of intermediaries, Function of Distribution Channel; Classifying Online Channel Members, e-CRM.	Building e-CRM programs & understand online distribution system.
V	Legal and Ethical Issues in E-markets, Digital Economy and Success Factors.	Learn to analyse the cross cultural, ethical and legal issues in globalised digital marketing & adopting to globalised markets.

BBA (Hons.) Fifth Semester**BUM- CC-512****Title: Accounting and Financial Management**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM- CC-512	Accounting and Financial Management	100	4	3	1	0	4

Course Objective: *The purpose of this course is to acquaint the students with the broad framework of financial decision making of a business unit.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students will be able to:
I	Nature, Scope & objectives of Financial Management, Function of Finance, Functional Areas of Financial Management, Financial Decisions, Financial Environment. Financial information, financial functions in Business.	Will be familiar with terms related to financial management.
II	Capital Structure, Meaning & features and Determinants of Capital Structure, Source of Capital share, debentures long term loans, retained earnings, financial leverage.	Will acquire knowledge about capital structuring.
III	Techniques of Financial analysis, Ratio Analysis, Determination of Ratios, Liquidity ratios, Leverage ratios, Profitability ratios, Activity ratios, capital budgeting process.	Will gain detailed information on the techniques of financial analysis.
IV	Methods of investment evaluation, working capital Management, Cash & Receivables Management.	Will get an understanding of working capital management.
V	Dividend Policy Meaning & Significance of dividend Policy, forms of dividend, Inventory Management.	Will gain knowledge on dividend and inventory management.

BBA (Hons.) Fifth Semester**BUM- CC-513****Title: Quantitative Techniques for Managers**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM- CC-513	Quantitative Techniques for Managers	100	4	3	1	0	4

Course Objective: *The objective of the course is to make the students familiar with some basic statistical and Mathematical techniques. The focus, however, is in their applications in business decision making.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students will be able to:
I	Introduction to Quantitative technique: Concept of Q.T., Nature of Q.T., Role of Q.T. in trade and Industry	Get knowledge about overview of Quantitative Techniques and its uses in business.
II	Set Theory - Types of sets, Venn diagram, Operations of sets, Number of elements in a finite set. Application of set theory. Progressions: Formation of series, Types of Series, Arithmetic Progression, Geometric Progression	Get knowledge about set theory and progression and its application in business.
III	Correlation Analysis- Concept of correlation, positive & negative correlation, Karl Pearson's Coefficient of correlation, Spearman's rank correlation.	Established the relationship between variables for taking proper decision.
IV	Regression Analysis-Concept of regression, Two regression equations, Regression coefficients and properties.	Established the cause-and-effect relationship for forecasting.
V	Linear Programming - Basic Concepts, Features, importance, Application Model Formulation, Solution Methods.	Learn optimum utilization of resources through LPP

BBA (Hons.) Fifth Semester
BUM- SEC-514
Title: Seminar & Term Paper / Summer Internship

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	BUM- SEC-514	Seminar & Term Paper / Summer Internship	100	2	1	1	0	2

Course Objectives: *The Purpose of this course is to familiarize the students with the various practical exercise of management practices, It comprises of Tutorial work, Home task, Paper writing, Management games such as role play, debates, extempore, interview skills It will also assist to now student about workshop, seminar presentation, library assignment, speech preparation , various company information, assignment work, reading and solving case studies and may include visiting faculty/ consultant session for betterment of learner's management skills.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
	The Seminar & Term Paper shall be based on various practical Exercises which, shall comprise of tutorial work, carry home tasks, debates, paper writing, case competition, group discussion, conferences surveys, management games, role-plays, workshops presentation, extempore, prepared speeches, library assignments, company studies project assignment etc. The weight-age of these items will be announced by the teachers concerned in consultation with the Professor & Head/Dean. The plan for the semester will be announced separately. The selected topics shall be from the all subjects that are being taught or any other general topic of academic importance. Marks may be awarded on the basis of total performance of the examinees, for which the scheme of examination and evaluation shall be (40+60) marks. The evaluation is to be made internally out of 40 marks and externally out of 60 marks which will be for project work and Viva-Voce. In Additional to above, students are supposed to use library's reference section of the Departmental and Central Library along with the latest journals, their back volumes, periodicals and cases discussed during the classroom's sessions. Students are supposed to update this knowledge with the new arrivals and study materials distributed in the classroom session. Visiting Faculty/Consultants add to new knowledge to which the students should acquaint themselves with. Workshops, Group Discussion and Seminars are the additional sources of knowledge. <i>In case of Summer Internship/Summer Training students are supposed to complete summer training in a company after fourth semester and before fifth semester, and submit a complete project on their training.</i>	will be able to present talks and conduct meetings, will be able to prepare report on different management functions, will be able to dress up in the day-to-day corporate activities, will be able to learn working in teams and diverse groups, will learn about multiple skills related to reading, writing and presenting

BBA (Hons.) Fifth Semester
BUM- DSE-515
Specialization: Marketing Management
Title: Brand Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Marketing Management</i>						
5.	BUM- DSE-515	Brand Management	100	3	3	0	0	3

Course Objective: *The objective of this paper is to acquaint the student with the concepts of branding which are helpful in developing sound sales and brand management strategies.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Competition and Brand: The economic Ideal, competition Disarms, Product Commonality, Customer Loyalty, Brand Bonds.	will be able to understand the competition and brands, how branding is necessary, customer loyalty and brand bonds
II	Concepts of Brand: Anatomy of brand, Brand perspectives, Meaning of Brand and Making brands succeed.	will learn and understand the anatomy of a brand, brand perspectives and how a brand may succeed
III	Brand Equity: Defining brand equity, Brand Image/ Constellation, Brand Image dimension, Brand Positions.	will learn about brand equity, brand image and different brand dimensions
IV	Brand Extensions: Line extensions, Brand extensions, Types of extensions.	will learn about brand extensions and its types with certain real-world examples
V	Brand extendibility, brand valuation.	will learn about brand valuation and its techniques, why brand valuation is important etc.

BBA (Hons.) Fifth Semester
BUM- DSE -516
Specialization: Marketing Management
Title: Service Marketing

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Marketing Management</i>						
6.	BUM- DSE -516	Service Marketing	100	3	3	0	0	3

Course Objective: To impart basics of Service Marketing Environment, Challenges in service market, which are helpful in developing sound service marketing strategies.

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Concept of Service, Characteristics of services –Intangibility, Inseparability, Variability, Perishability, Heterogeneity, Ownership, The Service Marketing Triangle, Environment of Service, Service as a system, Attitude towards service and service sector, Goods Vs Services.	will be able to understand Concept of Service, Characteristics of services and will be able to differentiate between goods & services.
II	Extended Marketing Mix for services, Elements of Customer Service, Service Classification, Consumer Behaviour in Services, Role of Technology in Services, Service Design and Blueprinting.	will learn and understand the anatomy of a Consumer Behaviour and other aspects of marketing mix.
III	Development of New Service Product, Customer Service Expectations, Designing Service product and Price mix, Designing Service Promotion and Distribution Mix, Managing Demand and Supply of Services.	will learn about the process of developing new services product. Get knowledge of Service Promotion and Distribution Mix, Managing Demand and Supply of Services etc.
IV	Role of service mix in Roadways, Railways, Civil aviation, Telecommunication, Health care, Tourism and Travel, Education, Financial Services, Service Quality Model (SERVQUAL).	will learn about the importance of services in various sectors & get knowledge of various models of service marketing.
V	Customer Retention and Relationship Marketing, Total Quality Management.	will learn about the Customer Retention and Relationship Marketing and their use in applying Total Quality Management.

BBA (Hons.) Fifth Semester
BUM- DSE -517
Specialization: Financial Management
Title: Stock Market Operations

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Financial Management</i>						
5.	BUM- DSE -517	Stock Market Operations	100	3	3	0	0	3

Course Objective: *The objective of this paper is to develop conceptual as well as practical understanding of Stock Market and its Regulations.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Financial Systems- Role /functions of financial system, components of financial system, Classification of Financial Market, Money Market- Features of Money market, Functions of the Money Market, Importance of Money Market, Indian Money Market, Capital Market Structure, Primary Market V/S Secondary Market.	will be able to understand the functions of financial system & importance of various markets in Indian financial system.
II	Stock Exchanges, Listing of securities, Types of issues. Dematerialisation of securities.	will learn and understand about the basics of working of stock exchanges.
III	NSEI, OTCEI, SEBI	will learn about the various types of exchanges.
IV	Security Market Regulations, Securities Appellate Tribunal (SAT) Investor's Protection, Functionaries on Stock Exchanges.	will learn about rules & regulation in stock markets.
V	Depository Systems in India.	will learn about the working of depository system in stock market.

BBA (Hons.) Fifth Semester
BUM- DSE -518
Specialization: Financial Management
Title: Management Control Systems

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Financial Management</i>						
6.	BUM- DSE -518	Management Control Systems	100	3	3	0	0	3

Course Objective: The main objective of the course is to appraise the students the about the concept of management control system as well as its role in efficient management of public system organizations.

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Conceptual framework of management control: Nature, Scope and Concept of Management Control Systems. Organization Goals, Understanding Strategies, Strategic Planning and Implementations, Organisation Structure, Contingency Theory.	will be able to understand the Conceptual framework of management control and various aspects of management control system.
II	Management Control Process: Strategic Planning, Management Control and Operational Control, Control Systems, Budget Preparation, Budgetary Planning and Procedures. Analysis of Variances, Analysis and Reporting, Variance Reporting, Analyzing Financial Performance Reports, Flexible Budgeting, Zero-base Budgeting.	will learn and understand the process of management control and various reports related to management control.
III	Management Information Theory: Meaning, Definition, Characteristics, Types: Operating information and accounting information. Management Control Structure: Responsibility Centre, Responsibility Accounting, Revenue and Expense Centers, Profit Centre, Inter-divisional Transfer Pricing, Measurement of Divisional Performance including Performance Evaluation - Qualitative and Quantitative, Investment Centre and Measuring and Controlling Assets Employed.	will learn about the several theories of management information, how the process flows in organizations. And various aspects of Management Control Structure, Performance Evaluation etc.
IV	Strategic Cost Control: Pricing decision including pricing strategies, Pareto Analysis, Just-in-time Approach, Material Requirement Planning, Enterprise Resource Planning, Total Quality Management, Theory of Constraint, Uniform Costing and Inter firm comparison, Profitability analysis - Product wise / segment wise / customer wise.	will learn about Theory of Constraint, various strategies to control cost and will be able to perform Profitability analysis,
V	Working Capital Management Control in Specialized Organisation Services and Non-Profit Organizations.	will learn about management & control of working capital.

BBA (Hons.) Fifth Semester**BUM- DSE -519A****Specialization: Human Resource Management****Title: Human Resource Audit & Accounting**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Human Resource Management</i>						
5.	BUM- DSE -519A	Human Resource Audit & Accounting	100	3	3	0	0	3

Course Objective: *The Purpose of this paper is to acquaint the students with the concepts which are helpful in understanding the Human Resource Accounting and the Auditing of HRD.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Human Resource Development- concept, difference between HRM, HRD, objectives, Mechanism & Association of HRD, Need & Significance of HRD. Qualities of a HRD Manager, Principles of HRD. Contemporary issues in human resource development.	To understand in detail the meaning and concept of HRD and its contemporary issues
II	Human resource accounting; Concept, objectives and scope of HR accounting Human capital investment, Training human capital and productivity, Approaches and Techniques of Human Resource Accounting, HR as an Asset, Rate of return on HR, HR cost analysis. Case studies in the relevant area.	To develop an understanding of HR Accounting and its different techniques. Disuses case study in the related field
III	Trends in Human Resource: Human Capital, Human Resource Information System, Talent Management, Performance management, Total quality Management, Quality Circles, Kaizen, Bench Marking.	To gain the knowledge about emerging trends in HRM and Total quality management
IV	HRD Audit: Concept, objectives, Scope & Significance of HR Audit, OCTAPACE Culture; present scenario & future prospects of human resource audit.	To acquire knowledge about HRD Audit, OCTAPACE culture and HRD future prospects
V	Measures for betterment of HR audit, preparation of Audit reports and its application.	To learn about how to prepare HR audit reports and its various applications

BBA (Hons.) Fifth Semester**BUM- DSE -519B****Specialization: Human Resource Management****Title: Training and Development**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Human Resource Management</i>						
6.	BUM- DSE -519B	Training and Development	100	3	3	0	0	3

Course Objective: *The Purpose of this paper is to provide an in-depth understanding of the role of Training in the Development of HRD, add to enable to course participants to manage the Training systems and processes.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Concept of Training and Learning, the learning process, objectives, need and Importance of Training to organizations, training guidelines and types of training methods, Role and challenges to Training Manager.	Learn concepts of Training, and able to apply it in organizations. Analyse the need and methods adopted for training and development in organization.
II	Case Studies of Training & Development in Indian Organization. Training Function and policy, conceptual framework of Management development programme, Difference between Training and Development, Manpower Training & Development, Training and Development in India.	Understand various training and development methods and their applicability in different organizational situations.
III	Training Need analysis, Identification of Training and Development needs, approaches to Training need assessment, Principles of Training Design and Training process, Training Evaluation and Implementation, methods of training evaluation. Problems of evaluation, Training in Global Business World.	Understand the need and process of training need analysis in organizations as well as Understand the process of designing a training programme and its evaluation
IV	Employee Training and Development Tools for training, Future Prospects of Training and Development, Training Aids, Training & TQM.	Get well acquainted with various training aids and tools for proper implementation.
V	Emerging trends in Training and Development; team training, Six Sigma training, electronic enabled training system and uses of EETS.	Comprehend the emerging tools and techniques of training and development

BBA (Hons.) Sixth Semester

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-611	Strategic Management	100	4	3	1	0	4
2.	BUM- CC-612	Indirect Taxes	100	4	3	1	0	4
3.	BUM- CC-613	Corporate Accounting	100	4	3	1	0	4
4.	BUM- SEC-614	Entrepreneurship Development Management	100	2	2	0	0	2
	<u>Specialization:</u> <i>Marketing Management</i>							
5.	BUM- DSE-615	Retail Management	100	3	3	0	0	3
6.	BUM- DSE -616	Rural Marketing	100	3	3	0	0	3
	<u>Specialization:</u> <i>Financial Management</i>							
5.	BUM- DSE -617	Financial instruments & Derivatives	100	3	3	0	0	3
6.	BUM- DSE -618	International Finance	100	3	3	0	0	3
	<u>Specialization:</u> <i>Human Resource Management</i>							
5.	BUM- DSE -619A	Employee Relations and compensation Management	100	3	3	0	0	3
6.	BUM- DSE -619B	Human Resource Development	100	3	3	0	0	3
	Total		600	20	-	-	-	20

BBA (Hons.) Sixth Semester**BUM- CC-611****Title: Strategic Management**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
1.	BUM- CC-611	Strategic Management	100	4	3	1	0	4

Course Objective: *The objective of this course is to develop a holistic perspective of enterprise, and critical analysis from the point of view of general management. The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Strategic Management: Nature of Strategic Decision Making, Approaches of Strategic Decision Making, Patterns of Strategic Behavior, Process of Strategic Management, Strategist and their Role in Strategic Management.	Understand the basic concepts and principles of strategic management analyse the internal and external environment of business
II	Environmental Analysis and Internal Analysis; SWOT Analysis; Industry Analysis	Describe the practical and integrative model of strategic management process that defines basic activities in strategic management. Understand the analysis of environment and various techniques of environmental scanning.
III	Concept of value chain, Strategic profile of a firm: case study method.	Evaluate and understand the value chain concept and prepare the SAP of a firm.
IV	Competitive Analysis: Framework for analysing competition, competitive advantage of a firm; Strategic Planning: Formulation of Strategies,	Analyse the competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement
V	Strategic Choice and Implementation: Tools and techniques for Strategic Analysis; Impact Matrix, The experience Curve, BCG Matrix, GEC Model.	To evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences

BBA (Hons.) Sixth Semester**BUM- CC-612****Title: Indirect Taxes**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
2.	BUM- CC-612	Indirect Taxes	100	4	3	1	0	4

Course Objective: To familiarize the students about the concepts of the indirect taxes and their practical applications with various applications of the different duties and taxation rules. The students would be able to apply these duties and rules in their working areas.

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Central Excise Duty: Concepts, Basis conditions, important definitions: Goods, Excisable Goods, Manufacturer, Classification of Goods. Principles of Classification- Valuation Rules, Concepts of CENVAT. Exemption to small Scale industries, Administrative Set-up of Central Excise.	will be familiar with concepts, usage and set up of the central excise duty
II	Customs Duty: Nature and types or custom duty, valuation Rules, under customer duty. Procedure for Import and Export-Export Promotion Schemes-Export Oriented unit (EOU), Export Processing Zone (EPZ) Special Economic Zone (SEZ).	will be able to acquire knowledge of customs duties, types and it's different rules and laws on EOU, EPZ and SEZ
III	Central Sales Tax: Introduction, Important terms and Definitions under the Central Sales Tax Act, 1956, Dealer, Declared Goods, Place of Business, Sale, Sale Price, Turnover, Provisions relating to Inter-State Sale, Sales against from 'C' and 'D'. Determination of Gross Turnover and Taxable Sale.	will get an understanding of Central sales tax and it's rules, and provisions related to sale and taxable sale.
IV	Legislative background concept of VAT, Main features of VAT, Important Definitions, Incidence of VAT & Collection, Registration of dealers, Exempted Good under VAT, Rates of VAT, composition of Tax, Input Tax Rebate & Inventory Rebate, Taxable Turnover Under VAT & VAT Payable.	will get detailed information of VAT
V	Recent Development in Taxation Policy.	will gain knowledge of recent reforms and recent changes in government taxation policy

BBA (Hons.) Sixth Semester**BUM- CC-613****Title: Corporate Accounting**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
3.	BUM- CC-613	Corporate Accounting	100	4	3	1	0	4

Course Objective: *This course enables the students to develop awareness about corporate accounting in conformity with the provisions of Companies Act.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Issue, Forfeiture and Re-issue of Shares, Issue of Right and Bonus Share, Buy Back of Shares. Redemption of Preference share.	Acquire the knowledge of company accounts and accounting practices related to issue of right shares & bonus shares, forfeiture of shares.
II	Issues and Redemption of debentures, Disposal of Profits, Valuation of Goodwill, Valuation of Shares.	Know about the accounting practices related to issue and forfeiture of debentures, disposal of profits & valuation of shares.
III	Accounting for Amalgamation of Companies as per Indian Accounting Standard 14; Accounting for internal reconstruction-excluding inter-companies with one subsidiary only.	Understand the accounting treatment in amalgamation of companies and calculation of purchase consideration.
IV	Consolidated Balance sheet of holding companies with one subsidiary only. Relevant Provisions of Accounting Standards:21 (ICAI)	Prepare the consolidated Balance sheets, final accounts of holding and liquidator company.
V	Difference between balance sheet of banking and non-banking company, Prudential norms. Asset structure of commercial bank. Non-performing assets. Statement of Changes in Financial Position- cash basis and working capital basis, Familiarities with Indian Accounting Standard 3, Liquidation of Companies.	Understand the liquidation of companies, balance sheets of banking and nonbanking companies.

BBA (Hons.) Sixth Semester**BUM- SEC-614****Title: Entrepreneurship Development Management**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
4.	BUM- SEC-614	Entrepreneurship Development Management	100	2	2	0	0	2

Course Objective:

The purpose of the paper is to provide orientation towards entrepreneurship as a career option and encourage creative thinking for effectiveness at work and in life.

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Entrepreneur: Characteristics, Types and Functions. Meaning, elements, determinants and importance of entrepreneurship. Entrepreneurial Challenges, Dimensions of Entrepreneurship, Theories of Entrepreneurship. Entrepreneurial Motivation, Factor affecting Entrepreneurial Growth, Analysis of Entrepreneurial Opportunities, Entrepreneurial Development Programme, Role of Government in Entrepreneurial Development.	Will be able to learn about Introduction to entrepreneurship and what factors affect an entrepreneur growth, opportunities and development programme.
II	Public and Private System of Stimulation, Support and Sustainability of Entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology and industrial accommodation. Role of entrepreneur's associations and self –help groups. The concept, role and functions of business incubators, angel investor, venture capital and private equity funds.	Will be able to learn how and where an entrepreneur can have access to finance, marketing assistance technology and industrial accommodation support from public and private system.
III	Micro, Small and Medium Enterprises: Role, Importance, Performance, Prospects, Problems and Remedial Measures. Growth Strategies and Government Policy of MSME, Sickness in MSME, MSME in International Business, E-Commerce suitability for MSME.	Will be able to learn about Micro, Small, and Medium enterprise, also about growth strategies and government policies.
IV	Sources of Business Ideas and Tests of feasibility. Significance of writing the business plan/project proposal. Contents of business plan/project proposal. Designing business processes, location, layout, operation, planning and control, preparation of project report. Project Submission /presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.	Will be able to learn about how to write business plan/project, and to get appraisal from financial/non-financial institutions.
V	Mobilizing resources for start-up. Basic Start-up problems. Funding Opportunities for start-ups	Will be able to learn about Start-up, opportunities, challenges, resources, etc.

BBA (Hons.) Sixth Semester
BUM- DSE-615
Specialization: Marketing Management
Title: Retail Management

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Marketing Management</i>						
5.	BUM- DSE-615	Retail Management	100	3	3	0	0	3

Course Objective: *The Purpose of this paper is to acquaint the students with the concepts which are helpful in developing a sound retailing policy and in organizing and managing Retail store operations.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Introduction to retailing, Definition and scope of retailing, Functions, Significance of Retailing, Prospects of retailing in India, Retailing environment in India.	will be able to understand the nature and concept of retailing, retail environment, difference between organized and traditional retailing and the significance of retailing
II	Retail Formats: Retail formats and their evolution, store formats is retail parlance, the impact of scalability of store formats. Retail Mix, Theories of Retail Development, The Retail Life Cycle.	will learn and understand the formats of retail, theories of retail development and retail life cycle
III	Merchandise Management: Managing Merchandise Assortments, Merchandise Planning Systems, Buying Merchandise, National brands or Private labels, Retail Pricing.	will learn about merchandise planning, merchandise buying strategies and private and national labels of brands in the store
IV	Store Management: Store planning, Location Planning, Store Layout and Design, retailing image Mix, the space Mix, Visual Merchandising, Retail Communication Mix, Customer Service.	will learn about store location planning, layout setup for different retail formats, visual merchandising and customer service and its elements in retail Planning for International marketing and role of marketing research are the learning from this unit
V	The Retail Strategy: Retail Market Strategy, Financial Strategy, Retail Locations, Human Resource Management, Information Systems and Supply Chain Management. Customer Relationship Management, Customer relationship management, direct marketing, Micromarketing in retailing, micromarketing & efficient consumer response, Advertising in retailing.	will learn about retail strategies, supply chain in retail, CRM and micromarketing in retail setup

BBA (Hons.) Sixth Semester
BUM- DSE -616
Specialization: Marketing Management
Title: Rural Marketing

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Marketing Management</i>						
6.	BUM- DSE -616	Rural Marketing	100	3	3	0	0	3

Course Objective: To impart basics of Rural Marketing Management, Marketing Environment, Marketing Segmentation, Product Planning and Development, Product pricing, and Channels of Distribution etc.

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Introduction, Rural Marketing: The New Discipline. Concept and Scope, Nature of Rural Market, Attractiveness of Rural Market, Rural Vs Urban Marketing.	Get knowledge about rural marketing, and various kinds of opportunities in rural areas.
II	Consumer Behavior, Introduction, Challenge, Models of Consumer Behavior, Marketing Information System - Introduction, Concepts and Significance. Principles and innovations for rural market: - Introduction, reasons for need of innovation for rural Market, Principles of Innovation for Rural Market.	Get knowledge about rural consumer behavior of purchasing products and innovation in rural perspective.
III	Selecting and Attracting Markets, Introduction, Concepts and Process, Segmentation, Degree of Segmentation, Guides to Effective Segmentation, Bases of Segmentation, Targeting, Positioning.	Get knowledge about segmentation, targeting and positioning in rural area.
IV	Product Strategy Introduction, Product Concepts and Classifications, Concept and Significance of Product Strategy, Pricing Policy, Pricing Strategy, Promotion Strategy, Designing Promotional Campaigns, Distribution Strategy.	Learn the strategies of product development, pricing strategies, promotional stratifies and distribution strategies in rural perspective.
V	E-Rural Marketing, E-Governance for rural India, IT for sustainable rural development.	Get knowledge about role of it in rural development, E-marketing E-governance in rural India.

BBA (Hons.) Sixth Semester**BUM- DSE -617****Specialization: Financial Management****Title: Financial Instruments & Derivatives**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Financial Management</i>						
5.	BUM- DSE -617	Financial Instruments & Derivatives	100	3	3	0	0	3

Course Objective: *The objective of this course is to develop Conceptual as well as practical understanding of Financial Instruments and Financial Derivatives.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Introduction of Financial Instrument: Meaning Types of Financial Instruments, Government Securities Instruments and Semi- Government Securities Instruments. Financial Instrument Primary Market- Instruments Secondary Market- Instruments, Short Term, Medium term and long-term Instruments.	will be able to understand the nature and concept of Financial Instrument and various types of financial instruments.
II	Financial derivatives: Meaning & definition, Concept Growth and Evolution, objectives, Functions types players, Components, advantage, Risk Management. Fundamentals of Futures, Options, Swaps warrant, Convertibles, Credit derivatives & Swap options.	will learn and understand the basic concepts of financial derivatives, various Functions, types & players in derivative markets.
III	Introduction to Currency Markets: Introduction to currency markets, exchange rates, factors affecting, currency futures, strategies using currency futures, hedging, speculation, arbitrage and NSE's currency derivatives segment.	will learn and understand the basic concepts of Currency Markets, various strategies using currency futures and knowledge of currency derivatives segment.
IV	Trading, Clearing, Settlement and Risk Management in Currency Futures NSE membership - categories, eligibility and criteria, future contract specifications, trading system, placing orders, client broker relationship.	will be able to understand the nature and concept of Trading system, Clearing & Settlement system and Risk Management in Currency derivative market.
V	Clearing, settlement and risk management system through margins of different kinds, clearing entities and settlement mechanism.	will learn about the use of various kinds of margins in Clearing, settlement and risk management mechanism.

BBA (Hons.) Sixth Semester
BUM- DSE -618
Specialization: Financial Management
Title: International Finance

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Financial Management</i>						
6.	BUM- DSE -618	International Finance	100	3	3	0	0	3

Course Objective: *The Purpose of this paper is to acquaint the students with the concepts of International Finance with its theory and its practical usages.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	International Financial Market & Instruments, Recent Changes in Global Financial Markets, Foreign Exchange: - Introduction, Foreign Exchange Dealing and Transaction: -Exchange rate Mechanism, Spot Market and forward market.	Will be familiar with International Financial and foreign markets.
II	International Monetary System-Introduction, IMF, Foreign Direct Investment, International Portfolio Investment., World Bank Balance of Payments- Components, Deficit & Surplus.	Will acquire knowledge about International Monetary System.
III	Foreign Exchange Market and Rates, Arbitrage in Foreign Exchange Market Purchasing Power Parity Principle, Interest Rate Parity, Risks in Foreign Exchange Market, Managing Exchange Rate Risks.	Will gain detailed information about foreign exchange market.
IV	Currency Future: - Introduction, Future Contract, features of future contract, Currency future contract, uses of currency features.	Will get an understanding of currency future.
V	Currency Options:- An Option Contract, Types of option, Stock option, currency option, Exchange traded vs. OTP options, Call Options, Put options, Uses of option, Combination of options, Exotic options.	Will gain knowledge on various types of currency options.

BBA (Hons.) Sixth Semester**BUM- DSE - 619A****Specialization: Human Resource Management****Title: Employee Relations and compensation Management**

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Human Resource Management</i>						
5.	BUM- DSE -619A	Employee Relations and compensation Management	100	3	3	0	0	3

Course Objective: *The course is designed to introduce students to the concepts of employee relations and compensation. To make students understand about the importance of healthy relationships and resources in the organization.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Employee Relations: Meaning, Approaches, & policies. Employee relation climate, Union recognition & De-recognition.	The students will understand the conceptual knowledge of employee relations, its climate and approaches related to employee relations.
II	Frame work of employee relations: Collective Bargaining, forms of collective bargaining.	The students will be able to comprehend the framework of employee relations. Concepts of collective bargaining and forms of collective bargaining.
III	Employee Morale: meaning, importance, factors influencing morale, Impact of morale, measurement of morale.	The students will be familiarized with the concepts of morale, its impact and factors related to morale also to measure morale.
IV	Compensation Management: Meaning, objectives, principles, components. Fair wage-Living wage concept, wage & Salary determination, factors affecting wages, methods of payment of Wages.	The study of compensation offers students about information on components of compensation, it's objective and factors. Wage and salary determination and payment of wages are also explained.
V	Employee Benefits: Fringe Benefits, Wage Incentives, profit sharing, Labour Co-partnership, Employee Stock option Plan. Types of Retirement benefits.	The students will be able understand the importance and concepts of fringe benefits. The students will get an insight on types of retirement, labor Co-partnership and employee stock option plan

BBA (Hons.) Sixth Semester
BUM- DSE -619B
Specialization: Human Resource Management
Title: Human Resource Development

S. No.	Course Code	Title	Max. Marks	Credits	Distribution of Credits			
					L	T	P	C
		<u>Specialization:</u> <i>Human Resource Management</i>						
6.	BUM- DSE -619B	Human Resource Development	100	3	3	0	0	3

Course Objective: *The objective of the course is to make student aware of the concepts, techniques and practices of human resource development.*

Unit	Course Content	Course/Learning outcomes/ After successful completion of this course, the students:
I	Concept, relationship between human resource management and human resource development, HRD mechanisms, processes and outcomes, HRD interventions and matrix, Role of HR manager and challenges.	To provide an understanding of the HRD framework, HRD mechanisms and HRD interventions
II	Assessing need for HRD, Designing and developing HRD programs, evaluating effectiveness of HRD programs and its implementation, HRD climate and culture.	To develop an understanding of effective design of HRD programs and its implementation.
III	HRD activities- Approaches to employees' development, Functions of HRD, Industrial relations and HRD, Selected Cases covering HRD practices in Indian perspective.	To learn various approaches of HRD, understanding concept of Industrial relations and HRD
IV	HRD Applications and Trends, Performance Management, Career Management and Development.	To gain knowledge about HRD trends, performance management and Career development
V	Balances score card and Competency mapping, employer branding and other emerging trends.	To learn about balance score card and competency mapping