

BBA & BBA IBM

VTH SEMESTER SYLLABUS

BBA

S. No.	Course Code	Course Title	Lectures (L) Hours/ Week	Tutorial (T) Hours/ Week	Practical (P) Hours Week	Credits
Core Courses						
1	CMUCBB501T	International Business Management	4			4
Generic Electives (GE)						
2	CMUCBB502T	Indian Economy	2			2
Ability Enhancement Compulsory courses (AECC)						
3	PTSPBB50T	Professional Proficiency – V	2			2
Internship (I)						
4	CMUCBB503P	UG Summer Internship			2	2
Discipline Specific Courses (DSE)						
5		Elective Paper – I (Functional Area A/B/C)	4			4
6		Elective Paper – II (Functional Area A/B/C)	4			4
7		Elective Paper – III (Functional Area A/B/C)	4			4
8		Elective Paper – IV (Functional Area A/B/C)	4			4
Total Credits						26

- Student will opt any two specializations from functional area A, B & C.
- Student will study any two specialization papers from one functional area.

BBA IBM

S. No.	Course Code	Course Title	Lectures (L) Hours/ Week	Tutorial (T) Hours/ Week	Practical (P) Hours Week	Credits
Core Courses						
1	CMUCBB501T	International Business Management	4			4
Generic Electives (GE)						
2	CMUCBB502T	Indian Economy	2			2
Ability Enhancement Compulsory courses (AECC)						
3	PTSPBB50T	Professional Proficiency – V	2			2
Internship (I)						
4	CMUCBB503P	UG Summer Internship			2	2
Discipline Specific Courses (DSE)						
5		Elective Paper – I (Functional Area A/B/C)	4			4
6		Elective Paper – II (Functional Area A/B/C)	4			4
IBM Paper						
7	CMUIBB504T	Predictive Analytics				4
Total Credits						22

- Student will opt any one specialization from functional area A, B & C.
- Student will study any two specialization papers from one functional area.

ELECTIVES – V Semester

S. No.	Code	Subject	Cat	L	T	P	C
FUNCTIONAL AREA A: HUMAN RESOURCE							
1	CMUBB5101T	Training & Development	DSE	4	-	-	4
2	CMUBB5102T	Industrial Relations	DSE	4	-	-	4
3	CMUBB5103T	Team Building & Group Dynamics	DSE	4	-	-	4
4	CMUBB5104T	Workmen Compensation & Rewards	DSE	4	-	-	4
FUNCTIONAL AREA B : MARKETING							
5	CMUBB5201T	Sales & Distribution Management	DSE	4	-	-	4
6	CMUBB5202T	Advertising and Sales Promotion	DSE	4	-	-	4
7	CMUBB5203T	Global Marketing	DSE	4	-	-	4
8	CMUBB5204T	Digital Marketing	DSE	4	-	-	4
FUNCTIONAL AREA C : FINANCE							
9	CMUBB5301T	Global Financial Management	DSE	4	-	-	4
10	CMUBB5302T	Management of Financial Institutions	DSE	4	-	-	4
11	CMUBB5303T	Cost and Management Accounting	DSE	4	-	-	4
12	CMUBB5304T	Working Capital Management	DSE	4	-	-	4

Course Title: INTERNATIONAL BUSINESS MANAGEMENT
Semester: V

Course: BBA
Code: CMUCBB501T
L T P C
4 0 0 4

Course Objective:

- CO1: To give students an understanding of the different principles and theories of international management.
 CO2: To attain familiarity of international commerce, their theories and the ideas that underpin it.
 CO3: To understand the scope and challenges for a company to enter into the international market along with the theories of International Trade.
 CO4: To gain knowledge of various concept related to international business.
 CO5: To learn nature, scope and structure of International Business

Course Learning Outcomes:

After completion of the course student will be able to:

- CLO1: Learn about the fundamentals of international business.
 CLO2: Understand the depth of international business as a subject of study.
 CLO3: Learn the relevant topics in the context of international business.
 CLO4: Outline the major business domains' roles in international trade.
 CLO5: Learn about the International Financial Institutions

Credit: 4

Total hours: 50

Unit	Content	Hrs
1	INTERNATIONAL BUSINESS: AN OVERVIEW Evolution of International Business, Drivers of Globalization, Influences of International Business, Stages of Internationalization, Differences between Domestic and International business, international business approaches, advantages of international business.	10
2	THEORIES OF INTERNATIONAL TRADE Mercantilism, Theory of absolute cost advantage, Comparative cost advantage theory, Relative factor endowment theory, Country similarity theory, Product life cycle theory.	10
3	MODES OF ENTERING INTERNATIONAL BUSINESS Modes of Entry, Exporting, licensing, franchising, contract manufacturing, management contracts, turnkey projects, foreign direct investment, alliances like mergers and acquisitions, joint ventures. Foreign Direct Investment – Factors Influencing FDI, Reasons for FDI, Costs and Benefits of FDI, Trends in FDI, Foreign Direct Investment in India.	10
4	INTERNATIONAL FINANCE, HR, PRODUCTION AND RELATED CONCEPTS Introduction to International Financial Management, Balance of Trade and Balance of Payment, Determination of Exchange Rate; Financial Markets and Instruments, Methods of Payment in International Trade, International Production & Logistics Management	10
5	INTERNATIONAL TRADE BLOCKS World Trade Organization – General Agreement on Tariffs and Trade (GATT), Establishment of World Trade Organization, The Uruguay Round Package: Organization Structure of the WTO, WTO – The Third Pillar in the Global Business, International Financial Institutions and Liquidity – IMF, World Bank, International Development Association, International Liquidity and SDR International Finance Cooperation. NAFTA, ASEAN, SAARC, EU. International Institutions - WTO, GATT, IMF, Asian Development Bank and World Bank. FEMA, FERA Acts.	10

Text Book:

1. International Business-by John Daniels (TMH, 6th Ed.)

Reference Book:

1. Agarwal Raj - International Trade
2. Jaiswal Bimal - International Business (Himalaya Publication)
3. Hill C.W. - International Business (TMH, 5th Ed.)
4. Kumar R and Goel, International Business, (UDH Publications, edition 2013)
5. Cherunilam F - International Trade and Export Management (Himalaya, 2007)
6. Varshney R.L, Bhattacharya B - International Marketing Management (Sultan Chand & Sons, 9th Ed.)

Course Title: INDIAN ECONOMY
Semester: V

Course: BBA
Code: CMUCBB 502T
L T P C
2 0 0 2

Course Objective:

- CO1: To provide fundamental knowledge and exposure to the concepts, theories and practices of economics in the field of management.
CO2: To attain familiarity of market forces i.e. demand & supply and its mutual influence on the market.
CO3: To understand the production and cost concept applied in the production of product and services.

Course Learning Outcomes:

After completion of the course student will be able to:

- CLO1: Understand the essential ideas in Managerial Economics pertinent to consumer, producer, and wealth-owner, including concepts, theories, and rules of utility and indifference curve.
CLO2: Understand and apply demand ideas and laws
CLO3: Application of concept of production function and laws of production, various cost functions and curves.

Credit: 2

Total hours: 30

Unit	Content	Hrs
1	Basic Issues in Economic Development, Concept and Measures of Development and Underdevelopment; The concept of economic growth and development, India's recent position in the world economy (based on World Bank GNI per capita), Human Development- concept, the Human Development Index – interpretation of indicator and value & rank of the indicator for India in the world context.	9
2	Basic Features of the Indian Economy Composition of national income and occupational structure, per capita income, inflation, unemployment, income distribution, poverty; India's population demographics, infant mortality rate, literacy rate, gender composition-female male ratio (issue of missing women) and age structure- concept of demographic dividend.	9
3	Policy Regimes, Growth, Development & Structural Change, Policies for Agricultural and Rural Development (since Green Revolution till recently), Major Industrial policies under planning- Nehru-Mahalanobis Model and Liberalization, Globalization and Privatization (LPG) model of industrial growth. Evolution of Disinvestment policy of Government, Economic Reforms since 1991 – in banking sector (Narasimham Committee report main suggestions), FDI, FPI entry in domestic sectors.	12

Text Books:

- Mishra S K and Puri V. K. 2015, Indian Economy, Himalaya Publishing Co., Mumbai. 33rd edition.
- Datt R. and Sundaram K.P.M., 2015, Indian Economy, S. Chand and Co., New Delhi. 71st edition.
- Ghosh A. (Latest Edition), Indian Economy, World Press, Calcutta.
- Ahluwalia I.J. & I.M.D. Little 1998, India's Economic Reforms & Development: Essays for Manmohan Singh, Oxford University Press, Delhi.
- Kapila Raj and Kapila Uma 2001, India's Economy in the 21st Century: Collection of Select Articles, Academic Foundation, Ghaziabad.

Reference Books:

- Patel, I.G. 1998 Economic Reforms and Global Change, Macmillan, Delhi.
- Patnaik, Prabhat. Some Indian Debates on Planning. T. J. Byres (ed.). The Indian Economy: Major Debates since Independence, OUP.
- Rangarajan, C. and N. Jadhav. Issues in Financial Sector Reform. Bimal Jalan. (ed). The Indian Economy. Oxford University Press, New Delhi.
- Tandon B.B. and Tandon K.K. 2015, Indian Economy, Tata McGraw Hill, New Delhi.

Course Title: PROFESSIONAL PROFICIENCY - V
Semester: V

Course: BBA
Code: PTSPBB50T
L T P C
2 0 0 2

Course Objective:

- CO1: To help students do Self Analysis and to help them strengthen their Written Communication Skills.
CO2: To teach them Professionals Skills and Interview Skills to become job ready.
CO3: To enable the students to refine their mathematical, logical and analytical skills

Course Learning Outcomes:

After completion of the course student will be able to:

- CLO1: Identify their strengths, Weaknesses & Goals and will be able to write an effective Resume.
CLO2: prepare them for the transition from campus to Corporate.
CLO3: Examine their employability skills.

Credit: 2

Total hours: 30

Unit	Content	Hrs.
1	Smart Goals, Table etiquettes, Careers Objective: Framing the career Objective, finding relevant competencies – skills, aptitude and qualities, achievements, projects, internship, extracurricular activities. E-mail Writing: Email format, Application Format, E-mail etiquette and practice of writing application & E-mails.	10
2	Group Discussion (Abstract, Current Affairs Based, Management Related, and Case Based GD): Practice of GD, Interview Skills: Interview Question & Answers – Types & structuring of answers, giving relevant examples handling situational questions. Telephonic Interview/Skype Interview Tips: Reasons for telephonic/Skype interview, rules to be observed& practice. Mock Interview – (HR, Technical, Behavioural& Situation Based): Panel interview practice Qualities in the New millennium Professional: Qualities needed in the New Millennium Professional Creativity	9
3	Statement argument, Statement conclusion, Simple and compound interest, Allegation and mixture, Non-verbal reasoning	11

Text Books:

1. The SWOT Analysis – Lawrence G Fine
2. Goal setting: How to create an action plan and achieve your goals – M.S. Dobson Business communication with writing Improvement Exercises – Phyllis Davis Hemphill, Donald W. McCormick, Prentice Hall Publications.
3. R.S. Agrawal, m tyra quicker maths

Reference Books:

1. Personality Development by Rajiv Mishra-2014 Edition
2. Facing the corporate Interviews By S. Hundiwalla, Arihant Publications

Course Title: TRAINING & DEVELOPMENT
Semester: V

Course: BBA
Code: CMUBB5101T
L T P C
4 0 0 4

Course Objective:

- CO1: To provide fundamental knowledge and exposure to the concepts of Training & Development.
CO2: To attain familiarity of Training & Development.
CO3: To understand the Training & Development process.
CO4: To gain knowledge of Training & Development and it's working in business world.
CO5: To conquer the information of new Training & Development shift.

Course Learning Outcomes:

- After completion of the course student will be able to:
CLO1: Understand the essential ideas in the process of Training & Development.
CLO2: Understand and apply ideas related with Training & Development
CLO3: Application of concept of Training & Development and its functions.
CLO4: Analysis of Training needs & employee Development in relation to compensation decision.
CLO5: Evaluation of Training & Development cost and its performance in current scenario.

Credit: 4

Total hours: 50

Unit	Content	Hrs.
1	INTRODUCTION Concepts of Training & Development, Definition, Meaning, Need for training, Importance of training, Objectives of training, Overview of training functions, Types of training, Training and learning, Principles of learning,	10
2	TRAINING NEEDS ASSESSMENT Organizational analysis, operational analysis, person analysis; Designing the training programme, attributes and factors influencing training design Behavioral skills and profile of trainer.	10
3	TECHNIQUES & HRD Types of training, Techniques of on the job training, off the job training. Technology in Training: CBT, Multimedia training, e- learning/online learning.	10
4	HRD Training environment, Areas of training, Training aids, how to improve effectiveness of training programmes by applying learning principles, Human Resource Development concept- HRD at micro and macro levels, Management development programmes.	10
V	TRAINING EVALUATION Reasons for evaluating training, Overview of the evaluation process, Outcomes used in the evaluation of training programs, Models of training evaluation, Considerations in choosing an evaluation design, Measurement of effectiveness of training,.	10

Text Books

1. Ashwathapa, K. Human Resource Management. New Delhi: Tata McGraw Hill.

Reference Books

1. Bhatia, S. K. Training & Development. New Delhi: Deep & Deep Publication.

Course Title: INDUSTRIAL RELATIONS
Semester: V

Course: BBA
Code: CMUBB5102T
L T P C
4 0 0 4

Course Objective:

- CO1: To provide fundamental knowledge and exposure to the concepts of Industrial Relations.
 CO2: To attain familiarity of Industrial Relations.
 CO3: To understand the Industrial Relations process.
 CO4: To gain knowledge of Industrial Relations and its working in business world.
 CO5: To conquer the information of new Industrial Relations and its shift.

Course Learning Outcomes:

After completion of the course student will be able to:

- CLO1: Understand the essential ideas in the process of Industrial Relations.
 CLO2: Understand and apply ideas related with Industrial Relations.
 CLO3: Application of concept of Industrial Relations and its functions.
 CLO4: Analysis of Industrial Relations to compensation decision.
 CLO5: Evaluation of Industrial Relations and its performance in current scenario.

Credit: 4

Total hours: 50

Unit	Content	Hrs.
1	INTRODUCTION TO INDUSTRIAL RELATIONS Meaning, objectives, scope, determinants of Industrial relations, Factors affecting Industrial relation. Approaches to Industrial relation: Psychological, Sociological, Human Relation, Socio-ethical, Gandhian, system Approach. Trade Unionism- Concept, objectives of Trade Unions and Methods of achieving the objectives; Features and functions of trade unions.	10
2	INDUSTRIAL DISPUTES Concept, Features, causes, classification of industrial disputes. Methods of prevention of Industrial Disputes: Tripartite and Bipartite bodies, Standing orders and grievance procedure, Ethical codes, collective bargaining.	10
3	INDUSTRIAL DISPUTE SETTLEMENT MACHINERY (conciliation, arbitration and adjudication) - Work Committees, Conciliation, Board of Conciliation, Court of enquiry, Labour Court, Industrial Tribunal, National Tribunal, Grievance handling.	10
4	WORKERS' PARTICIPATION IN MANAGEMENT Concept, purpose and significance of participation; Forms of participation: information sharing, consultation, association of workers, joint decision- making and Board of Directors.	10
5	INTERNATIONAL LABOR ORGANIZATION An Introduction to ILO: origin, objectives and structure of ILO. Impact of Globalization & Information Technology on IR, Role of Human Resource Development in Developing Industrial Relation.	10

Reference Books/ Text Books / Cases:

1. Mamoria, C. B., Mamoria, S., & Gankar, S. V. Dynamics of Industrial Relations. New Delhi: Himalaya Publishing House.
2. Monnapa, A. Industrial Relations. New Delhi: Tata McGraw Hill.

Course Title: TEAM BUILDING & GROUP DYNAMICS
Semester: V

Course: BBA
Code: CMUBB5103T
L **T** **P** **C**
4 **0** **0** **4**

Course Objective:

- CO1: To impart knowledge about team building and the basics of groups.
CO2: To acquaint students the importance of team building and the basics of groups in work life.
CO3: To understand activities regarding teams.
CO4: To understand formation of group, factors for their success or failure
CO5: To impart knowledge about group characteristics.

Course Learning Outcomes:

- After completion of the course student will be able to:
CLO1: Discuss the fundamental concepts of group/team functions.
CLO2: Outline the value of managing capability through team building and group dynamics.
CLO3: The latest developments in team building are discussed, as well as the future model of team building.
CLO4: Understand the conditions for establishing an effective group and team building.
CLO5: Discussion on latest trends and future model of team building and group formation.

Credit: 4

Total hours: 50

Unit	Content	Hrs
1	Introduction Team Building Process: Overview of team; Difference between Groups and Teams. Types of teams- Problem-solving Teams, Self-Managed Teams, Cross-functional teams, Virtual Teams.	10
2	Goal Setting of Team: Defining roles and responsibility of team members; External and Internal factors affecting team building; Handling conflicts in a team; Ingredients of Effective teams and Potential team Problems.	10
3	Overview of Group: Meaning of Group and Group Dynamics; Difference between Groups and Teams. Formation of group; Group Properties- Roles, Norms, Structure, Size and Cohesiveness.	10
4	Stages of Group Development The five-stage Model, Forming, Storming, Norming, Performing; Adjourning An alternative Model: for temporary groups for deadlines.	10
5	Types of Group Formal groups and Informal groups; Characteristics of an Effective Group. Group Cohesiveness: Size of the Group; Homogeneous Character of Group Members; Success of the Group; Competition with others Group; Exclusiveness of the Group	10

Text Books

1. Rao, V.S.P. Human Resource Management, New Delhi. Excel Books.

Reference Books:

2. Bhattacharya, D. K. Organizational Change & Development. New Delhi: Oxford University Press.
3. Press.
4. Robbins, S. P., Sanghi, S., & Judge, T. A. Organizational Behavior. New Delhi: Pearson Education

Course Title: WORKMEN COMPENSATION & REWARDS

Course: BBA

Semester: V

Code: CMUBB5104T

Course Objective:

L	T	P	C
4	0	0	4

CO1: To impart understanding regarding issues related to compensation in corporate sector

CO2: To acquaint students about how the compensation affects the overall scheme of things

CO3: To understand compensation management policies and strategies.

CO4: To enable students impart skills in designing, analysis and restructure compensation management system,

CO5: To analyze effect of compensation and rewards management on organizations.

Course Learning Outcomes:

After completion of the course student will be able to:

CLO1: Discuss the fundamental concepts of group/team functions.

CLO2: Recognize the importance and usefulness of compensation in the workplace.

CLO3: Comprehend the salary and reward management concepts.

CLO4: Design, analyse, and restructure pay packages using your talents.

CLO5: Examine how salary and rewards management affects the organisation.

Credit: 4

Total hours: 50

Unit	Content	Hours
1	Introduction Introduction of Compensation and Reward: Compensation meaning, Objectives, Principles of Compensation, Types of compensations, Wage concepts, minimum, Fair and Living wage, Compensation Benchmarking, Compensation Administration.	10
2	Background theories and competitive imperatives influencing compensation Economic theories related to Compensation, levels of economic studies, assumptions and applicability of theories, internal and external equity in compensation system, productivity, speed and quality of work, services, learning and performance.	10
3	Reward System Meaning and Types of Reward System, Elements of Employee, Rewards. Need, Objectives & Types of Fringe Benefits.	10
4	Job Evaluation; Concept, Process, Methods of Job Evaluation; Alternatives, Methods of Job Assessment.	10
5	Strategic Compensation Management and Innovations in Compensation Meaning of Strategy, Compensation Design and Strategy, Strategic Planning, Strategic Compensation Design, Strategic compensation Policies. Variable Compensation, Retirement Plans, Employees, Benefits-Gratuity computation, Provident fund, Dearness allowance.	10

Text Books

1. Bhattacharya, D.K., Compensation Management, New Delhi: Oxford University Press.

Reference Books:

5. Rao, V.S.P., Human Resource Management, New Delhi: Excel Books.
6. Sharma, A.M., Personnel and Human Resource Management, New Delhi: Himalaya Publishing

Course Title: SALES & DISTRIBUTION MANAGEMENT
Semester: V

Course: BBA
Code: CMUBB5201T
L T P C
4 0 0 4

Course Objective:

- CO1: To provide fundamental knowledge and exposure to the concepts of Sales & Distribution Management.
 CO2: To attain familiarity of Sales & Distribution Management.
 CO3: To understand the Sales & Distribution Management.
 CO4: To gain knowledge of Sales & Distribution Management and it's working in business world.
 CO5: To conquer the information of Sales & Distribution Management and its shift.

Course Learning Outcomes:

After completion of the course student will be able to:

- CLO1: Interpret the basic concepts pertaining to Sales and Distribution
 CLO2: Identify the role of a sales manager and sales force
 CLO3: Discuss awareness about the various concepts and principles related to Sales.
 CLO4: Understand the essential ideas in the process of Sales & Distribution Management.
 CLO5: Discuss sales aptitude as well as attitude.

Credit: 4

Total hours: 50

Unit	Content	Hrs.
1	INTRODUCTION & CONCEPT OF SALES MANAGEMENT Nature, meaning, scope and objectives of Sales Management. Concept and Principles of Sales. Distinction between marketing and sales Management. Preparation, prospecting, pre-approach, sales presentation, closing of sales. Market identification–sales forecasting – qualitative and quantitative methods. After Sales Service	10
2	SALES FUNCTIONS Sales organization its functions and forms. Sales Manager and Sales Force: Qualities, types and their functions/duties. Recruitment, Selection, Training and Remuneration of Sales Force.	10
3	SALES FORCE MOTIVATION Sales Force Motivation: Motivation of Sales force. Supervision and control of Sales force. Sales force Performance and its Evaluation. Sales Territories, Quota and Reports. Sales Promotion, Demonstrations and Conference. Prospecting, Objection Handling.	10
4	SALES PROMOTION Meaning, nature and objectives of sales promotion; Major limitations of sales promotion; Consumer sales promotion: Objectives and tools .Benefits of sales promotion to customers. Trade Promotion: Meaning, objectives and importance; Major trade promotion schemes.	10
5	Distribution Management: Physical Distribution System Meaning and Organization. Types of Channels of Distribution: functions, Selection & motivation of intermediaries. Transport system elements and management: Features, Types & role of different modes of transport	10

Text Books:

1. Belch George and Michael Belch, Advertising and Promotion, Tata McGraw Hill.
2. William Wells, John Burnet, and Sandra Moriarty, Advertising Principles and Practice, Prentice Hall of India.

Reference Books:

1. Kenneth Clow and Donald Baack. Integrated Advertising, Promotion, and Marketing Communication, Pearson, 2014
2. S H H Kazmi and Satish K Batra Advertising & Promotions, Excel, 2009
3. Kruti Shah and Alan D'Souza, Advertising & Promotions: An IMC perspective, TATA McGraw Hill, 2008
4. Terence

Course Title: ADVERTISING AND SALES PROMOTION
Semester: V

Course: BBA
Code: CMUBB5202T
L T P C
4 0 0 4

Course Objective:

- CO1.To give students overview of advertising and marketing fields
- CO2. To understanding of the important and process of promotional activities.
- CO3. Students will be able to determine the size of the advertising budget
- CO4. To know the nature, objectives and limitations of sales promotion
- CO5. To focus towards planning process of advertisement.

Course Learning Outcomes:

After completion of the course student will be able to:

- CLO1. Comprehend fundamental advertising concepts.
- CLO2. Able to Apply and develop various advertising Strategies.
- CLO3. To know about various channels of promotion.
- CLO4. Understand how companies use advertising and marketing to sell product.
- CLO5. Develop skills to understand and evaluate the sales promotion program.

Credit: 4

Total hours: 50

Unit	Content	Hrs.
1	Integrated Marketing Communication (IMC) Meaning and Role of IMC in Marketing process, one voice communication v/s IMC, Introduction to IMC tools, Role of Advertising Agencies and other marketing organizations providing marketing services and perspectives on consumer behavior.	10
2	Introduction to Advertising Management, Setting Goals and Objectives, how advertising works: Segmentation and Positioning. Planning for Marketing Communication (Marcom): Establishing Marcom Objectives and Budgeting for Promotional Programmes – Setting communication objectives, DAGMAR approach for setting ad objectives.	10
3	Message Strategy Attention and comprehension, Associating Feelings with the Brand, Brand Equity, Image and Personality and Group Influence and word of mouth advertising.	10
4	Message Tactics Creative Approaches, The Art of copy testing and Diagnoses, Production and Implementation, Media Strategy and Tactics, Legal, Ethical and Social concerns of Advertising.	10
5	Consumer Promotions and Trade Promotions Their purpose and types How to plan and evaluate a successful promotion, The relationship between advertising and promotions, Introduction to Global Marketing, Advertising and sales promotion.	10

Books

- Advertising Management – Concepts and Cases, Manendra Mohan (Tata McGraw Hill) 2
- Sales Promotion and Advertising Management (6thEd.)Himalaya Publishing House

3. Advertising Excellence by Bovee, Thill, Dovel and Wood (McGraw Hill)
4. Advertising Management – Shelekar, Victor & Nirmala Prasad (Himalaya Publishing House)

Reference Books

1. Foundations of Advertising – Theory & Practice – S.A. Chunawala
2. Brand Positioning – Subroto Sengupta, Tata McGraw Hill
3. Cases in Marketing Management – M.L. Bhasin, Excell Books

Course Title: GLOBAL MARKETING
Semester: V

Course: BBA
Code: CMUBB5203T
L T P C
4 0 0 4

Course Objective:

CO1: To provide fundamental knowledge and exposure to the concepts of global marketing.

CO2: To attain familiarity of global marketing.

CO3: To understand the global marketing process.

CO4: To gain knowledge of global marketing and it's working in business world.

CO5: To conquer the information of new global marketing and current shift.

Course Learning Outcomes:

After completion of the course student will be able to:

CLO1: Understand various aspects related to international marketing.

CLO2: Learn international marketing strategies adopted by the companies.

CLO3: Outline international distribution decisions for full coverage of the segment

CLO4: Understand importance of market and product mix at international level.

CLO5: Apply the evolving concepts in global marketing in world demography.

Credit: 4

Total hours: 50

Unit	Content	Hrs.
1	INTERNATIONAL MARKETING ENVIRONMENT Influence of physical, economic, socio - cultural, political and legal environments on international marketing decisions; International Market Segmentation, Selection and Positioning; International market entry strategies – Exporting, licensing, contract manufacturing, joint venture, setting -up of wholly owned subsidiaries abroad.	10
2	INTERNATIONAL PRODUCT PLANNING AND PRICING DECISIONS Major Product decisions-product design, labeling, packaging, branding and product support services; Product standardization vs. adaptation; Managing product line; International trade product life cycle; New product development.	10
3	PRICING DECISIONS FOR INTERNATIONAL MARKETS Factors affecting international price determination; International pricing process and policies; Delivery terms and currency for export price quotations; Transfer pricing; Counter trade as a pricing tool- types and problems of counter trading.	10
4	INTERNATIONAL DISTRIBUTION DECISIONS Distribution channel- from traditional to modern Channel structures, Intermediaries for international markets-their roles and functions; Factors affecting choice of channels; International distribution logistics- Issues and Planning.	10
5	INTERNATIONAL PROMOTION STRATEGIES Communications across countries-complexities and issues; Sales promotions in international markets, International public relations, International Advertising decisions, Personal selling and sales management; Developing international promotion campaign. Emerging trends in International Marketing: International Marketing through Internet; Ecological concerns and international marketing ethics.	10

Text Books

1. Keegan, Warran J. and Mark C. Green, Global Marketing, Pearson.

Reference Books

1. Cateora, Phillip R.; Grahm, John L. and Prashant Salwan, International Marketing

Course Title: DIGITAL MARKETING
Semester: V

Course: BBA
Code: CMUBB5204T
L T P C
4 0 0 4

Course Objective:

- CO1: To provide fundamental knowledge and exposure to the concepts of digital marketing.
 CO2: To attain familiarity of digital marketing.
 CO3: To understand the digital marketing process.
 CO4: To gain knowledge of digital marketing and it's working in business world.
 CO5: To conquer the information of new digital marketing and current shift.

Course Learning Outcomes

After completion of the course student will be able to:

- CLO1: Understand various aspects related to digital marketing.
 CLO2: Learn digital marketing strategies adopted by the companies.
 CLO3: Define the concept of digital marketing and its practical implications
 CLO4: Express innovative insights of digital marketing enabling a competitive edge
 CLO5: To understand and being able to create and run digital media based campaigns

Credits: 4

Total Hours: 50

Unit	Content	Hrs.
1	DIGITAL MARKETING Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing; Concept of Search Engine Optimization (SEO); Concept of Pay Per Click.	10
2	SOCIAL MEDIA MARKETING Introduction, Process, Goals, Channels, Implementation, Analysis. Tools: Google and other Search Engines, Facebook, Twitter, Pinterest, Instagram, YouTube and LinkedIn. Issues: Credibility, Fake Narrative, Paid Influencers	10
3	EMAIL AND MOBILE MARKETING Email Marketing: Introduction, Email marketing process, design and content, delivery, discovery, Benefits & Limitations.	10
4	MOBILE MARKETING Introduction and concept, Process of mobile marketing: goals, setup, monitor, analyze; Improving Digital Experiences with Mobile Apps Enhancing, Pros and Cons. Engaging consumers effectively with mobile-based apps.	10
5	TARGETED ADVERTISING. ISSUES Data Collection, Privacy, Data Mining, Money and Apps, Security, Spam. Growth Areas. Managing Digital Marketing: Content Production; Video based marketing; Credibility and Digital Marketing; IoT; User Experience; Future of Digital Marketing: Scope & Challenges Ahead.	10

Text Books

1. Ian Dodson. The art of Digital Marketing. Wiley

Reference Books

1. Philip Kotler. Marketing 4.0: Moving from Traditional to Digital

Course Title: GLOBAL FINANCIAL MANAGEMENT
Semester: V

Course: BBA
Code: CMUBB5301T
L **T** **P** **C**
4 **0** **0** **4**

Course Objective:

- CO1: To provide fundamental knowledge and exposure to the concepts of global financial management.
 CO2: To attain familiarity of global financial management.
 CO3: To understand the global financial management. Process.
 CO4: To gain knowledge of global financial management and it's working in business world.
 CO5: To conquer the information of new global financial management and current shift.

Course Learning Outcomes:

After completion of the course student will be able to:

- CLO1: Identify the changing scenario of the international economic environment
 CLO2: Learn global financial management strategies adopted by the companies.
 CLO3: Understand the various aspects of international financial management
 CLO4: Discuss about the numerous international institutions
 CLO5: Learn about the various international economic groups

Credits: 4

Total Hours: 5

Unit	Content	Hrs.
1	INTRODUCTION International Financial Management and Domestic Financial Management, Nature and Scope of International Financial Management International Monetary System and its evolution – Gold Standard, Bretton Woods System, Exchange Rate Regime.	10
2	INTERNATIONAL FINANCIAL FLOWS Balance of Payment – Structure, Disequilibrium and Adjustment. Foreign Exchange Market: Introduction, Features, Participants, Exchange Rate Quotation, Segments of Foreign Exchange Market, Spot Market, Forward Market, Futures & Options, Concept of Speculation, Arbitrage and Hedging in Foreign Exchange Market	10
3	EXCHANGE RATE DETERMINATION Mechanism, Factors, Theories – PPP & IRP, Exchange Rate Risk: Concept, Types and Risk Management Techniques – Internal & External.	10
4	INTERNATIONAL WORKING CAPITAL MANAGEMENT Overview, International Cash Management, International Receivables Management, International Inventory Management, International Financial Market: Overview, International Equity Market – ADR and GDR, International Bond Market – Foreign Bond & Euro Bond.	10
5	FINANCING OF FOREIGN TRADE Modes of Payments in International Trade – D/A, D/P, Letter of Credit etc. Methods of Trade Financing – Pre-shipment and Post-shipment etc.	10

Text Books

1. Apte, P. G. International Financial Management. New Delhi: Tata McGrawHill.

Reference Books

1. Jain, P. K., Peyrard, J., & Yadav, S. S. International Financial Management. New Delhi: Macmillan Publishers India Ltd.
2. Srivatava, R. M. Multinational Financial Management. New Delhi: Excel Books.

Course Title: MANAGEMENT OF FINANCIAL INSTITUTIONS
Semester: V

Course: BBA
Code: CMUBB5302T
L T P C
4 0 0 4

Course Objective:

- CO1: To provide fundamental exposure to the concepts of management of financial institutions and services.
CO2: To attain familiarity of management of financial institutions and services.
CO3: To understand the management of financial institutions and services.
CO4: To gain knowledge of management of financial institutions and services and it's working in business world.
CO5: To conquer the information of management of financial institutions and services at global shift.

Course Learning Outcomes:

After completion of the course student will be able to:

- CLO1: Predict the basis upon which they can develop into a financial practitioner
CLO2: Learn global financial management strategies adopted by the companies.
CLO3: Understand the various aspects of management of financial institutions and services.
CLO4: Discuss about the numerous international institutions.
CLO5: Learn about the various international economic groups.

Credit: 4

Total hours: 50

Unit	Content	Hrs.
1	INTRODUCTION OF FINANCIAL SYSTEM Characteristics, Significance, Evolution, Regulatory Framework, Major Issues in Indian Financial System. Recent Developments in the Financial System Brief overview of Financial markets and financial instruments	10
2	FINANCIAL INSTITUTIONS Banking and its Structure in India, Commercial Banking - Operating Aspects, Evolving trends, Management of Assets and Liabilities, Basel Norms, Merchant Banking Functions, Issue Management, Underwriting Non-Banking Financial Company-Meaning, Functioning,	10
3	INSURANCE Life and Non-Life Insurance (Marine / Motor / Fire / Health / Pension Plan / Annuity / Rural Insurance) Classification – AFC, IC, LC, IFC, CIC-ND-SI, MFI Insurance: Life and Non-Life Insurance (Marine / Motor / Fire / Health / Pension Plan / Annuity / Rural Insurance)	10
4	OPERATIONAL ASPECTS SPECIAL FINANCIAL INSTITUTIONS Development banks (IDBI, ICICI, IFCI), Sectoral financial institutions (EXIM Bank, SIDBI), Investment institutions (UTI, LIC, GIC) and State level institutions (SFCS, SIDCS)	10
5	FINANCIAL SERVICES Introduction, characteristics, functions and its types (a) Fee based Services –Corporate Advisory Services, Credit Rating, Mutual Funds, and Debt Securitization. Loan syndication, Mergers and acquisitions. (b) Fund based Services – Lease and Hire Purchase, Housing Finance, Credit Cards, Financial Inclusion, Microfinance Venture, Capital, Factoring, Forfeiting, and Bill Discounting	10

Text Books

1. J Frank J. Fabozzi, F. Modigliani, Foundation of Financial Markets & Institutions (Third Edition), Pearson Education.

Reference Books

1. Khan, M. Y. Indian Financial System. Fourth Edition. TATA McGraw Hill.

Course Title: COST AND MANAGEMENT ACCOUNTING
Semester: V

Course: BBA
Code: CMUBB5303T
L T P C
4 0 0 4

Course Objective:

- CO1: To acquaint the students with the core concepts of cost accounting and cost sheet.
CO2: To enable the students, to understand material control, remuneration system and overheads.
CO3: To familiarize students with the fundamental principles of management accounting.
CO4: To gain working knowledge of Cost-Volume-Profit and Standard Costing Techniques.
CO5: To understand the concept and utility of budgets and budgetary control.

Course Learning Outcomes:

After completion of the course student will be able to:

- CLO1: Identify and explain various concepts and tools of cost accounting.
CLO2: Classify and elucidate the concepts and classification of costing elements.
CLO3: Apply the accounting tools for various business decisions making process.
CLO4: Analyse quantitative and qualitative information to for effective cost planning.
CLO5: Illustrate the motive behind preparing the various types of budgets.

Credit: 4

Total hours: 50

Unit	Content	Hrs.
1	Cost Accounting – Basics: Costing Concepts: Meaning, Objectives and Functions; Concepts of Costs, Classifications of Cost, Elements of Cost; Meaning of Cost Centre and Unit; Costing Methods & Techniques Elements of Cost: Materials – Concept, Types, Inventory Control; Labour Cost: Meaning; Popular Wage System, Labour Turnover; Overhead Cost: Meaning, Classification, Preparation of Cost Sheet – adjustments of raw-material, semi-finished and finished goods	10
2	Cost Accounting – Analyses of Elements of Cost: Materials Cost: Techniques of Inventory Control – ABC Analysis, VED Analysis, Stock Levels – Minimum, Maximum, Reordering, Danger Levels; Inventory Turnover Ratio Material Pricing – First-in-First-out (FIFO), Last-in-First-out (LIFO); Labour Cost: Methods of Remuneration System, Popular Incentive & Bonus Plans; Overhead Cost: Meaning of Allocation and Absorption of Overheads.	10
3	Management Accounting – Introduction: Nature & Relevance: Meaning, Characteristics, Objectives, Scope; Tools and Techniques of Management Accounting; Relationship: Cost & Management Accounting, Financial and Management Accounting; Decision-Making: Techniques of Decision Making, Role of a Management Accountant	10
4	Management Accounting – Techniques: Marginal Costing Analysis - Meaning of Marginal Cost, Cost-Volume-Profit Analysis: Profit-Volume Ratio, Break Even Sales, Margin of Safety, Contribution Analysis Standard-Costing/Variance Analysis - Meaning of Standard Cost, Material Cost Variance Analysis, Labour Cost Variance Analysis, and Overheads Cost Variance.	10
5	Management Accounting – Budgeting & Budgetary Control: Concept of Budget, Budgetary Control, Objectives, Essentials of Effective Control, Advantages and Limitations, Meaning of Zero-Base Budgeting. Project: Students have to select a company and perform a cost analysis on any of the following. Prepare a report, and make a presentation in class. (a) Cost Sheet, (b) Marginal Cost Analysis, (c) Standard Cost Analysis	10

Text Books

1. Jain, S. P. & Narang, K. L. Cost Accounting. New Delhi: Kalyani Publishing House

Reference Books

1. Khan, M. Y. & Jain, P. K. Management Accounting. New Delhi: Tata McGraw Hill
2. Kishore, R. M. Cost accounting. New Delhi: Taxmann Publishing

Course Title: WORKING CAPITAL MANAGEMENT
Semester: V

Course: BBA
Code: CMUBB5304T
L T P C
4 0 0 4

Course Objective:

- CO1: To provide fundamental exposure to the concepts of working capital management.
CO2: To attain familiarity of working capital management.
CO3: To understand the working capital management
CO4: To gain knowledge of working capital management and it's working in business world.
CO5: To conquer the information of working capital management

Course Learning Outcomes:

- After completion of the course student will be able to:
CLO1: Define the basic working capital management & Preparation of working capital Sheet
CLO2: Classify the principles and techniques used in recording, analyzing and reporting working capital management.
CLO3: Describe the principles and techniques used in working capital management for managers
CLO4: Discuss about the numerous working capital management tools.
CLO5: Discuss about cash management and determining Optimum Cash Balance.

Credit: 4

Total hours: 50

Unit	Content	Hrs
1	Introduction – Meaning and Components of Working Capital, Gross and Net Working Capital, Permanent and Temporary Working Capital, Positive and Negative Working Capital, Objectives of Working Capital Management.	10
2	Operating Cycle Concept – Reasons for Prolonged Operating Cycle, How to reduce Operating Cycle. Working Capital Requirement – Factors determining Working Capital, Working Capital in Seasonal Industries, Working Capital during Inflation, and Working Capital in Industries with shift working.	10
3	Inventory Management – Meaning and Nature of Inventory, Purpose / Benefits of Holding Inventory, Risk and Costs of Holding Inventories, Meaning and Objectives of Inventory Management.	10
4	Tools and Techniques of Inventory Management - Determination of Stock Levels, Determination of Safety Stocks, Ordering systems of Inventory, Economic Order Quantity, ABC Analysis, VED Analysis, FNSD Analysis, Inventory Turnover Ratios, JIT Control System. Numerical on Stock Levels, Economic Order Quantity.	10
5	Receivables Management – Meaning of Receivables, Cost of Maintaining Receivables, Factors influencing size of Receivables, Forecasting the Receivables, Meaning and Objectives of Receivables Management, Dimensions of Receivables Management: Forming of Credit Policy, Executing the Credit Policy, Formulating and Executing Collection Policy. Cash Management – Nature of Cash, Motives of Holding Cash, Cash Management, Managing cash flows, Determining Optimum Cash Balance.	10

Text Books

1. Bhattacharya, H. *Working Capital Management*. New Delhi: Prentice-Hall of India

Reference Books

1. Kishore, R. M. *Financial Management*. New Delhi: Taxmann Publication
2. Mathur, S. B. *Working Capital Management & Control*. New Delhi: New Age Internat

Course Title: PREDICTIVE ANALYTICS
Semester: V

Course Code: CMUIBB504T

L T P C
4 0 4 4

Course Objective:

To provide an overview of an exciting field of Predictive Analytics. To introduce the tools required For the Predictive Analytics. Review and explore data to look at data distributions and to identify data problems, including missing values. To enable students to have skills that will help them to solve complex real-world problems in for decision support.

To study, understand and implement each unit according to National Education Policy 2020 and Bloom's Taxonomy.

Course Content

Unit	Content	Hours
I	ANALYTICS OVERVIEW Definition of business Analytics with real time examples, How Predictive analytics: Transforming data into future insights, Analytics trends: Past, Present & Future, Towards a Predictive enterprise.	9
II	IBM SPSS MODELER & DATA MINING What is a Data Mining applications? Strategy for data mining: CRISP-DM, Identify nodes and streams, The framework of a Data – mining project, Brief the unit of analysis, Explain the type of dialog box.	9
III	UNIT OF ANALYSIS Concepts of Unit of analysis (Distinct, Aggregate, SetToFlag), Integrate data, CLEM Expression, Role of Relationship between two fields, Identifying the modeling objective.	9
IV	ADVANCED DATA PREPARATION WITH IBM SPSS MODELER Functions to enrich data, Method to transform data, Cross-record functions, Sampling, Partitioning and sampling data, Improving Efficiency.	9
V	PREDICTIVE ANALYTICS WITH IBM WATSON STUDIO IBM Watson Studio, Watson studio Components, Data preparation, Watson Machine learning, Data Refinery, Watson Studio Neural Network Modeler, IBM Watson Studio jobs, Use case with AutoAI.	9
VI	PROJECT Predicting using IBM SPSS Modeler & IBM Watson with real Case studies.	

Course Outcome:

- The syllabus adhere to all Bloom's Taxonomy Levels and has been prepared in accordance with National Education Policy (NEP). After completion of course, students would be able to:

- Understand and critically apply the concepts and methods of Business analytics. The CLO has been achieved according to BL1 and BL2 in Unit 1.
- To understand and apply IBM SPSS Modeler in Data Mining, what kinds of data can be mined, what kinds of patterns can be mined? The CLO has been achieved according to BL2 and BL3 in Unit 2.
- Applying and analyzing how to use functions, deal with missing values, use advanced field operations, handle sequence data and improve efficiency. The CLO has been achieved according to BL2, BL3 & BL4 in Unit 3 & 4.
- To evaluate the Model on the basis of different Predictive Methods. The CLO has been achieved according to BL2, BL3, BL4 & BL5 in Unit 4.
- Building and create advanced analytical model that leverage historical data to uncover real-time insights to predict future events. The CLO has been achieved according to BL3, BL5 & BL6 in Unit 6.
- Satya Raju, Management- Text & cases, PHI, New Delhi.
- Koontz Harold & Weihrich Heinz – Essentials of management (Tata McGraw Hill, 5th Edition, 2008)
- Principles of Management, George R. Terry & S.G. Franklin, AITBS, Delhi
- L. M. Prasad- Principles and Practices of Management, Sulatn Chand & Sons, 7th edition, 2007.
- N M Khandelwal- Indian Ethos & Values for Management- Himalyan Publishing

Recommended Reference Books:

- IBM Courseware
- Predictive Analytics Mesmerizing & fascinating by ERIC SIEGEL

BBA & BBA IBM

VITH SEMESTER SYLLABUS

BBA

S. No	Course Code	Course Title	Lectures (L) Hours/ Week	Tutorial (T) Hours/ Week	Practical (P) Hours Week	Credits
Core Courses						
1	CMUCBB601T	Business policy and strategy	4			4
Generic Electives (GE)						
2	CMUCBB602T	Introduction to Capital Market	2			2
Dissertation / Project / Seminar Work						
4	CMUCBB604P	UG Dissertation/Research Project			6	6
Discipline Specific Courses (DSE)						
6		Elective Paper – I (Functional Area A/B/C)	4			4
7		Elective Paper – II (Functional Area A/B/C)	4			4
8		Elective Paper – III (Functional Area A/B/C)	4			4
9		Elective Paper – IV (Functional Area A/B/C)	4			4
Total Credits						28

- Student will opt any two specializations from functional area A, B & C.
- Student will study any two specialization papers from one functional area.

BBA IBM

S. No	Course Code	Course Title	Lectures (L) Hours/ Week	Tutorial (T) Hours/ Week	Practical (P) Hours Week	Credits
Core Courses						
1	CMUCBB601T	Business Policy and strategy	4			4
Generic Electives (GE)						
2	CMUCBB602T	Introduction to Capital Market	2			2
Dissertation / Project / Seminar Work						
3	CMUCBB604P	UG Dissertation/Research Project			6	6
Discipline Specific Courses (DSE)						
4		Elective Paper – I (Functional Area A/B/C)	4			4
5		Elective Paper – II (Functional Area A/B/C)	4			4
IBM Paper						
6	CMUIBB603T	Sectorial Analytics	4			4
Total Credits						24

- Student will opt any one specialization from functional area A, B & C.
- Student will study any two specialization papers from one functional area.

ELECTIVES - VI Semester

S.No.	Code	Subject	Cat	L	T	P	C
FUNCTIONAL AREA A : HUMAN RESOURCE							
1	CMUBB6101T	Negotiation & Conflict Resolution	DSE	4	-	-	4
2	CMUBB6102T	International Human Resource Management	DSE	4	-	-	4
3	CMUBB6103T	Leadership Skills & Change Management	DSE	4	-	-	4
4	CMUBB6104T	Industrial Laws	DSE	4	-	-	4
FUNCTIONAL AREA B : MARKETING							
5	CMUBB6201T	Service Marketing	DSE	4	-	-	4
6	CMUBB6202T	Introduction of Retail Management	DSE	4	-	-	4
7	CMUBB6203T	Brand & Product Management	DSE	4	-	-	4
8	CMUBB6204T	Customer Relationship Management	DSE	4	-	-	4
FUNCTIONAL AREA C : FINANCE							
9	CMUBB6301T	Portfolio Management	DSE	4	-	-	4
10	CMUBB6302T	Tax Planning	DSE	4	-	-	4
11	CMUBB6303T	Behavioural Finance	DSE	4	-	-	4
12	CMUBB6304T	Corporate Accounting	DSE	4	-	-	4

Course Title: BUSINESS POLICY AND STRATEGY
Semester: VI

Course: BBA
Code: CMUCBB601T
L T P C
4 0 0 4

Course Objective:

- CO1: To provide fundamental knowledge of Business Policy
CO2: To attain familiarity with the strategic management process
CO3: To understand the environmental scanning process.
CO4: To attain awareness methods of analysis and diagnosing Corporate Capabilities
CO5: To understand the approaches to Strategy formation.

Course Learning Outcomes

After completion of the course student will be able to:

- CLO1: Conduct an external and internal analysis using appropriate tools, for the purpose of identifying an organization's strategic capability in view of changing conditions. Case studies are used to assess this ability.
CLO2: Experience the process of developing and implementing strategy and the implications for the organization. Exchange.
CLO3: Experience the process of developing and implementing strategy and the implications for the organization.
CLO4: Develop holistic diagnostic, problem-solving and decision making skills.
CLO5: Discuss the advantages and disadvantages of different competitive strategies under changing conditions.

Credit: 4

Total hours: 50

Unit	Content	Hrs.
1	INTRODUCTION Nature, scope and importance of the course on Business Policy; Forecasting, Long-range planning, strategic planning and strategic management.	10
2	STRATEGIC MANAGEMENT PROCESS Formulation Phase – vision, mission, environmental scanning, objectives and strategy; implementation phase – Strategic Activities, Evaluation and Control.	10
3	ENVIRONMENTAL ANALYSIS Need, Characteristics and categorization of environmental factors; approaches to the environmental scanning process – structural analysis of competitive environment; ETOP a diagnosis tool.	10
4	ANALYSIS OF INTERNAL RESOURCES Strengths and Weakness; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis; Methods of analysis and diagnosing Corporate Capabilities – Functional Area Profile and Resource Deployment Matrix, Strategic Advantage Profile; SWOT analysis.	10
5	FORMULATION OF STRATEGY Approaches to Strategy formation; major strategy options – Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy; Choice of Strategy – BCG Model; Stop-Light Strategy Model; Directional Policy Matrix (DPM) Model, Product/Market Evolution – Matrix and Profit Impact of Market Strategy (PIMS) Model	10

Text Book:

1. International Business-by John Daniels(TMh, 6th Ed.)

Reference Book:

2. Agarwal Raj - International Trade
3. Jaiswal Bimal - International Business (Himalaya Publication)
4. Hill C.W. - International Business (TMh, 5th Ed.)
5. Kumar R and Goel, International Business, (UDH Publications, edition 2013)
6. Cherunilam F - International Trade and Export Management (Himalaya, 2007)

Course Title: INTRODUCTION TO CAPITAL MARKET
Semester: VI

Course: BBA
Code: CMUCBB602T
L T P C
2 0 0 2

Course Objective

CO1: To provide fundamental knowledge and exposure to the concepts, theories and practices of Indian financial system.

CO2: To attain familiarity with the functioning of SEBI and Stock Exchange.

CO3: To understand the concept of primary and secondary market.

Course Learning Outcomes

After completion of the course student will be able to:

CLO1: Discuss the mechanism of capital market operations.

CLO2: Create awareness on SEBI, its objectives, powers, management & functions and stock exchange.

CLO3: Apply the practical aspects of primary market operations & book building process.

Credit: 2

Total hours: 30

Unit	Content	Hours
1	THE INDIAN FINANCIAL SYSTEM Meaning, Components, Role and functions, Recent development in the Indian financial system, Capital Market- significance and functions of capital market, Industrial Securities Market, Financial Instruments in Industrial Securities market, Government Securities market	9
2	SEBI Establishment, Objectives, Powers and functions, Stock exchanges – definition - role and functions – stock exchanges in India- NSE, BSE, MCX, and major international stock Exchanges, Recent trends in Indian Capital Market	11
3	PRIMARY MARKET Functions of new issue market,-Methods of floating new issue, IPO, FPO, Public issue, bonus issue, Right issue, Private placement, Book building, ESOP, Intermediaries in the new issue market, Registrars to the Issue, brokers to the issue, Bankers to the issue, Underwriters. Secondary market, Members of the Stock Exchange, listing of securities, Classification of listed securities	10

Text Books

1. Gupta N.K and Monica Chopra : Financial Markets Institutions and services
2. Yogesh Maheswary : Investment Management
3. Kevin. S : Security Analysis and Portfolio Management
4. Preethi Singh : Dynamics of Indian Financial System
5. Sojikummar.K and Alex Mathew : Indian Financial System and Markets

Reference Books

1. Bharathi. V.P.Pathak : Indian Financial System
2. Khan. M.Y : Financial Services.
3. International Trade and Financial Environment.
4. Gupta N.K, Monica Chopra, Financial Markets, Institutions and Services

Course Title: NEGOTIATION & CONFLICT RESOLUTION**Course: BBA****Semester: VI****Code: CMUBB6101T**

L	T	P	C
4	0	0	4

Course Objective

- CO1: To provide fundamental exposure to the concepts of negotiation & conflict resolution.
 CO2: To attain familiarity of negotiation & conflict resolution process in management.
 CO3: To understand the negotiation & conflict resolution.
 CO4: To gain knowledge of negotiation & conflict resolution and it's working in corporate world.
 CO5: To conquer the information of negotiation & conflict resolution.

Course Learning Outcomes

After completion of the course student will be able to:

- CLO1: Recognize the meaning and necessity of negotiation in the organization.
 CLO2: Understand different stages, approaches and styles of negotiations.
 CLO3: Recognize the role of communication in negotiation
 CLO4: Discuss about the numerous negotiation & conflict resolution tools.
 CLO5: Understand the nature, process and importance of counseling

Credit: 4**Total hours: 50**

Unit	Content	Hours
1	NEGOTIATION Meaning, Nature, Process and types of Negotiation, Strategy and planning for negotiation, Agenda setting, understanding barriers of agreement.	10
2	BARGAINING ZOPA, Expectations & Concessions, Compromise, Collaboration & Multi-tasking, Seven pillars of negotiation.	10
3	Collaboration and Compromises, Types of collaborations, Importance of collaborations, types of compromises, compromising strategies, legal aspects of collaboration, skills of negotiation	10
4	COMMUNICATION AND NEGOTIATION Economical and Socio-Psychological dimensions of negotiation, Contextual nature of negotiation, Role of communication in negotiation, Qualities & Skills of effective negotiation, Interpersonal negotiation.	10
5	COUNSELING Meaning, Nature, Goals and Process of Counseling, Approaches to counseling, Importance of counseling, Variables affecting the counseling process, Evaluation of counseling, Modern trends in Counseling process.	10

Text books

1. Cohen, S. Negotiation Skills for Managers. New Delhi: Tata Mc Graw Hill.

Reference Books

1. Rao, S. L. Negotiation Made Simple. New Delhi: Excel Books.
2. Rao, S. N. Counseling and Guidance. New Delhi: Tata Mc Graw Hill.

Course Title: INTERNATIONAL HUMAN RESOURCE MANAGEMENT**Course: BBA****Semester: VI****Code: CMUBB6102T**

L	T	P	C
4	0	0	4

Course Objective:

- CO1: To provide fundamental exposure to the concepts of international human resource management.
 CO2: To attain familiarity of international human resource management process in management.
 CO3: To understand the international human resource management
 CO4: To gain knowledge of international human resource management and its working in corporate world.
 CO5: To conquer the information of international human resource management

Course Learning Outcomes:

After completion of the course student will be able to:

- CLO1: Understand the Concept and trends of IHRM and appreciate how and why it has become so critical
 CLO2: Understand different stages, approaches and styles of international human resource management
 CLO3: Define issues that impact recruitment, selection and staffing in international context
 CLO4: Highlighting the core concepts of Human Resource Management in International context.
 CLO5: Describe the significance of IHRM with regard to competitiveness

Credit: 4**Total hours: 50**

Unit	Content	Hours
1	Introduction Introduction to IHRM Definition, Approaches to IHRM, Difference between IHRM and Domestic HRM. Traditional and modern perspectives in HRM; Themes in HRM; Contemporary global trends in International- HRM, IHRM trends- Complexities, challenges, and choices in future.	10
2	Recruitment, Selection and staffing in International context: International Managers- parent country nationals, third country nationals, host country nationals, Selection strategies for overseas assignments, International transfers;	10
3	Expatriate Management Problems of repatriation of overseas expatriates and strategies to tackle these problems. Recruitment methods using head-hunters, e-recruitment, international staffing issues.	10
4	Performance Management: performance and appraisal in IHRM appraisal of expatriate, third and host country employees, issues and challenges in international performance management,	10
5	Training and development in international context: training & development of international staff, types of expatriate training, HCN training. International Compensation: Forms of compensation, Approaches to international compensation.	10

Text Books / Cases:

1. Aswathappa, K. International Human Resource Management. New Delhi: Tata McGraw-Hill.

Reference Books:

1. Gupta, S. C. International Human Resource Management. New Delhi: Macmillan Publishing.
2. Rao, P. L. International Human Resource Management. New Delhi: Excel Books.

Course Title: LEADERSHIP SKILLS & CHANGE MANAGEMENT**Course: BBA****Semester: VI****Code: CMUBB6103T**

L	T	P	C
4	0	0	4

Course Objective

- CO1: To provide fundamental exposure to the concepts of leadership skills & change management.
 CO2: To attain familiarity of leadership skills & change management
 CO3: To understand the leadership skills & change management
 CO4: To gain knowledge of leadership skills & change management and it's working in corporate world.
 CO5: To conquer the concept of leadership skills & change management.

Course Learning Outcomes

After completion of the course student will be able to:

- CLO1: Understand the concept of leadership in an organizational context
 CLO2: Classify the leadership skills & change management.
 CLO3: Understand the concept and different theories of leadership.
 CLO4: Identifying the different roles of change agent and understand the threats.
 CLO5: summarizing leadership importance and its effective management

Credit: 4**Total hours: 50**

Unit	Content	Hours
1	INTRODUCTION TO LEADERSHIP Definition, Importance of Leadership, Role of Leader, How is leadership differentiated from Management?	10
2	THEORIES OF LEADERSHIP Contingency & Situational theories of leadership, Leadership Model, Leadership Competencies.	10
3	MANAGING CHANGE The nature of organizational change, How change emerges in organizations, Strategies of change and its communication,	10
4	CHANGE IMPLEMENTATION Enablers and obstacles to change, Successful processes of organizational change, Change implementation and its performance.	10
5	LEADING PEOPLE TO CHANGE Social identity of organizational system: how to investigate it, Individual dimensions of the change process Individual reaction to the change process, Group dynamics in changing, Learning process, change, monitoring, A changing future – preparing for progressive and continual Change, Innovation and trends for the future.	10

Text Books

1. Haldar, U. K. Leadership and Teambuilding. New Delhi: Oxford University.

Reference Books

1. Heighes, R. L. Leadership: Enhancing the Lessons of Empowering. New Delhi: Tata McGraw Hill.
 2. Wailes, S. Organizational Change. New Delhi: Prentice Hall International.

Course Title: INDUSTRIAL LAWS
Semester: VI

Course: BBA
Code: CMUBB6104T
L T P C
4 0 0 4

Course Objective

- CO1: To provide fundamental exposure to the concepts of Labor Legislation & Industrial relations.
CO2: To attain familiarity of Labor Legislation & Industrial relations.
CO3: To understand the Labor Legislation & Industrial relations.
CO4: To gain knowledge of Labor Legislation & Industrial relations and it's working in corporate world.
CO5: To conquer the concept of Labor Legislation & Industrial relations management.

Course Learning Outcomes

- After completion of the course student will be able to:
CLO1: Outline the legal framework within which Indian labor law operates.
CLO2: Understand concepts of industrial relations, employment practice, Labor conditions and social welfare.
CLO3: Discuss the importance of ensuring the health, safety and welfare of the workmen.
CLO4: Describe the Industrial and Labor system of the country.
CLO5: Explain the importance of legal institutions and their application.

Credit: 4

Total hours: 50

Unit	Content	Hours
1	INTRODUCTION TO LABOUR LEGISLATION Labour Laws- Concept, Origin, Objectives and Classification, Philosophy of Labor Laws, Labour Policy, Emerging Issues and Future Trends.	10
2	THE FACTORIES ACT, 1948 Scope definition, approval of licensing and registration of factories, the inspection staff- Powers of Inspectors, certifying surgeons, healthy, safety and welfare provisions, working hours of adults, employment of women and young persons, annual leave with wages, penalties and procedure.	10
3	WAGES AND LABOUR LAWS The payment of Wages act, 1936- Application of the act, rules for the payment of Wages, Deductions from Wages, maintenance of registers and records, Inspectors, Appeal. The Minimum Wages act, 1948- Object, fixation and revision of wages, advisory board and central advisory board, safeguards in payment of minimum wages.	10
4	LABOUR WELFARE AND SOCIAL SECURITY An overview of Employee State Insurance Act 1948 for The workmen' compensation Act, 1923- Defences available to employers before passing the act, scope and coverage of the act, rules regarding workmen's compensation, Amount of compensation, Distribution of compensation. Industrial Relations Law: The Trade union act, 1926- Trade unions, registration of trade unions, cancellation of registration and appeal, Rights and privileges of registered Trade union, Amalgamation and Dissolution of trade union, regulations and penalties.	10

5	THE INDUSTRIAL DISPUTE ACT, 1947 Object, what is an Industrial Dispute, Strikes and Lock-out- Prohibition of strikes and lockouts, lockout in public utility services, strike and lockout in industrial establishments, illegal strikes and lockouts, Lay-off, retrenchment. Brief introduction of Conciliation Machinery, Adjudication Machinery and Voluntary reference of Disputes to Arbitration, Employee Provident Fund Act 1952.	10
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Text Books

1. Goswami, V. G. Labour and Industrial Law. Allahabad: Central Law Agency.

Reference Books

1. Kapoor, N. D. Elements of Merchantile Law. New Delhi: Sultan Chand & Sons.
2. Saiyed, I. A. Labour Laws. Mumbai: Himalaya Publication House.
3. Srivastava, S. C. Industrial Relations and Labour Law. Noida: Vikas Publishing House

Course Title: SERVICE MARKETING
Semester: VI

Course: BBA
Code: CMUBB6201T
L T P C
4 0 0 4

Course Objective:

- CO1: To provide fundamental exposure to the applications of service marketing.
CO2: To attain familiarity of applications of service marketing.
CO3: To understand the applications of service marketing.
CO4: To gain knowledge of applications of service marketing and it's working in corporate world.
CO5: To conquer the concept of applications of service marketing.

Course Learning Outcomes:

After completion of the course student will be able to:

- CLO1: Identify the concepts & practical applications of service marketing.
CLO2: Outline the role of people, physical evidences & processes in service marketing.
CLO3: Highlight skills for service communication that differs substantially from those of goods marketing.
CLO4: Infer the concept of service quality model and highlights the gaps in service delivery.
CLO5: Interpret applications of service marketing mix in banking, education, telecommunication and hospitality industry

Credit: 4**Total hours: 50**

Unit	Content	Hours
1	INTRODUCTION TO SERVICES MARKETING Definition, Concept & Characteristics of Services, Difference between goods & Service Marketing. Classification of services. Importance of Services Marketing.	10
2	EXTENDED SERVICE MARKETING MIX Service Products, Pricing Decisions of Services, Service Promotion, Place(distribution) in services, People & Internal marketing in Services, Service Processes,	10
3	MANAGING PHYSICAL EVIDENCES IN SERVICES Challenges & issues in services marketing, Service Blueprint Service Marketing Strategies: Segmentation, Targeting, positioning. Understanding customer expectation & zone of tolerance.	10
4	DELIVERING QUALITY SERVICE Challenges faced while measuring service quality, the customer expectation Vs perceived service gap, Measures of service quality, SERVQUAL & GAP model.	10
5	APPLICATION Application of elements of service marketing mix in BFSI sector, Education, Telecom, Hospitality (Travel, Tourism & hotels), Health (Hospitals). Role of IT and emerging technologies in service marketing	10

Text Books

1. Apte, G. Services Marketing. New Delhi: Oxford University Press.

Reference Books

1. Bhattacharya, C. & Shanker, R. Service Marketing. New Delhi: Excel Books.
2. Bitner, Z. Service Marketing. New Delhi: Tata McGraw Hill.
3. Rao, K. R. M. Service Marketing. New Delhi: Pearson Education.

Course Title: INTRODUCTION OF RETAIL MANAGEMENT
Semester: VI

Course: BBA
Code: CMUBB6202T

L	T	P	C
4	0	0	4

Course Objective

- CO1: To provide fundamental exposure to the applications of retail management in marketing.
CO2: To attain familiarity of retail management in marketing.
CO3: To understand the applications of retail management in marketing.
CO4: To gain knowledge of applications of retail management in marketing and it's working in corporate world.
CO5: To conquer the concept of applications of retail management in marketing.

Course Learning Outcomes

After completion of the course student will be able to:

- CLO1: Identify the basic concepts of retail management
CLO2: Classify the various factor affecting location, site and store designing.
CLO3: Report the plans for merchandise management.
CLO4: Infer the concept of retail management in marketing and the gaps in service delivery.
CLO5: Recognize the various elements of retail price and promotional mix.

Credit: 4

Total hours: 50

Unit	Content	Hours
1	INTRODUCTION Retailing concept, nature, scope, and functions, Retailing scenario in India and its future prospects. Types of Retail Outlets. MNC's role in organized retailing.	10
2	SITUATIONAL ANALYSIS Retail institutions by ownership; Retail institutions by store-based strategy mix; Web, non-store based, and Other forms of nontraditional retailing.	10
3	RETAILER RELATIONSHIP Customer Relationship & Channel Relationship. Retail Location & Site Selection: Factors affecting location decision, importance of location to a retailer, types of retail location, trading area analysis, Location based retail Strategies & Site Selection.	10
4	STORE DESIGN Interior & Exteriors, Store layout, Types of layouts, Factors affecting store layout & Display. Store Administration: Space management, Managing store inventories and display. Merchandise Management: Concept, Importance, devising merchandise plans & implementation of these plans	10
5	PRICING IN RETAILING Factors affecting retail price, retail pricing objectives & developing retail price strategy. Retail Communication Mix: elements of retail promotional mix, Planning retail promotional strategy & significance of retail image.	10

Text Books

1. Bajaj C., Tow, R. & Srivatsava, N. V. Retail Management. New Delhi: Oxford University Press.

Reference Books

1. Berman, B. and Evans, J. R. Retail Management. New Delhi: Pearson Education.
2. Nair, S. Retail Management. New Delhi: Himalaya Publishing House Pvt. Ltd.

Course Title: BRAND & PRODUCT MANAGEMENT
Semester: VI

Course: BBA
Code: CMUBB6203T
L T P C
4 0 0 4

Course Objective

- CO1: To provide fundamental exposure to the applications of product and brand management in marketing.
CO2: To attain familiarity of product and brand management in marketing
CO3: To understand the applications of product and brand management in marketing
CO4: To gain knowledge of product and brand management in marketing and it's working in corporate world.
CO5: To conquer the concept of product and brand management in marketing.

Course Learning Outcomes

After completion of the course student will be able to:

- CLO1: Infer the various aspects related to the evolution of a brand.
CLO2: Discuss a framework to understand the new product development process.
CLO3: Apply an understanding in pricing the product .
CLO4: Interpret the dimensions of product management (Tools and metrics for developing product strategies.)
CLO5: Compare the relationship between Corporate Strategy, Product and Brand Management

Credit: 4

Total hours: 50

Unit	Content	Hours
1	INTRODUCTION TO PRODUCT MANAGEMENT What is a Product- Product Personality, Types of Products- Product Line, and Product Mix. Factors influencing design of the product.	10
2	DEVELOPING PRODUCT STRATEGY PLC, Launching Strategies, Portfolio Management-BCG, GE, Porter's Model, Competitor's Analysis, Market potential, Product Demand pattern and Trend Analysis.	10
3	NEW PRODUCT DEVELOPMENT Product Differentiation and Positioning strategies, Market Potential & Sales Forecasting- Forecasting target market potential and sales- Methods of estimating market and sales potential, planning for involvement in international market.	10
4	PRICING THE OFFER Price Elasticity of Demand, Costs, Pricing Strategies. Concept of Product Testing. Test Marketing. Product Launch	10
5	BRAND MANAGEMENT What is a Brand, Types, Brand Development: Extension, Re launch-Product Vs Brands, Goods and services, Retailer and distributors, Brand challenges and opportunities, The brand equity concept, Identity and image, Building global brands, Branding failures, Packaging, Labeling	10

Text Books

1. Chunnawalla, S. A. Brand Management. Himalaya Publishing House.

Reference Books

1. Kapferer, J. The New Strategic Brand Management. New Delhi: Viva Books.
2. Pati, D. Branding Concepts. New Delhi: Macmillan Publishing.

Course Title: CUSTOMER RELATIONSHIP MANAGEMENT
Semester: VI

Course: BBA
Code: CMUBB6204T
L T P C
4 0 0 4

Course Objective

- CO1: To provide fundamental exposure to the applications of customer relationship management in marketing.
CO2: To attain familiarity of applications of customer relationship management in marketing
CO3: To understand the applications of customer relationship management in marketing
CO4: To gain knowledge of customer relationship management in marketing
CO5: To conquer the concept of applications of customer relationship management in marketing.

Course Learning Outcomes

After completion of the course student will be able to:

- CLO1: Understand about the concept and significance of CRM.
CLO2: Identify and understand about the various tools and techniques for implementing CRM
CLO3: To understand marketing aspects of Customer relationship management
CLO4: Discuss To understand about the various current trends in CRM.
CLO5: Describe the concept of Customer relationship cycle

Credit: 4

Total hours: 50

Unit	Content	Hours
1	INTRODUCTION AND SIGNIFICANCE OF CRM CRM Concepts; benefits of CRM; challenges for CRM; CRM Model; CRM: success factors, the three levels of Service / Sales; The Myth of Customer Satisfaction; Understanding Principles of Customer Relationship; Relationship Building Strategies; Building Customer Relationship; Management by Customer Retention; Stages of Retention; Understanding Strategies to Prevent Defection and Recover Customers; CRM as a strategic marketing tool; CRM significance to the stakeholders.	10
2	CRM PROCESS Introduction and Objectives of a CRM Process; an Insight into CRM; The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase; Modules in CRM(sales force automation and call center), 4C's (Elements) of CRM Process; CRM Process for Marketing Organization; CRM Affiliation in Retailing Sector.	10
3	IMPLEMENTATION AND TRENDS IN CRM Choosing the right CRM Solution; Framework for Implementing CRM: a Step-by-Step Process: Five Phases of CRM Projects; Development of Customizations; power user Beta Test and Data Import; Train and Retain; Roll out and System Hand-off;	10
4	CRM IN MARKETING One-to-one Relationship Marketing, Cross Selling & up Selling, Behavior Prediction, Customer Profitability & Value Modeling, Channel Optimization, Event-based marketing.	10
5	CRM CURRENT TRENDS e-CRM/online CRM, Key e-CRM features, Data Warehousing – Data mining for CRM, an introduction to CRM software packages	10

Text Book

1. Kumar, V. & Werner, J. Customer Relationship Management - A Database

Reference Book:

1. Mohammed, H. P. & Sagadevan, A. Customer Relationship Management. Noida: Vikas Publishing House.
2. Paul, G. CRM-Essential Customer Strategies for the 21st Century. New Delhi: Tata McGrawHill.

Course Title: PORTFOLIO MANAGEMENT
Semester: VI

Course: BBA
Code: CMUBB6301T
L T P C
4 0 0 4

Course Objective

- CO1: To impart knowledge about various alternative investment techniques
CO2: To finalize theories behind the science of investments, techniques of securities valuation, and kinds of financial markets.
CO3: To illustrate the various portfolio management strategies available to the investment manager.
CO4: To understand portfolio management techniques and adapt them to specific portfolio problems.
CO5: To impart knowledge about for portfolio construction,

Course Learning Outcomes

After completion of the course student will be able to:

- CLO1: To have knowledge about various alternative investment techniques.
CLO2: Understand the concept of portfolio management, techniques and application of techniques in real life experience
CLO3: Critically evaluate portfolio management techniques and implement them to specific portfolio problems.
CLO4: Assess and infer recommendations for portfolio construction, based on the requirements of a client.
CLO5: Examine the knowledge across business disciplines.

Credit: 4

Total hours: 50

Unit	Content	Hours
1	INTRODUCTION Introduction: The Investment Environment, Financial Markets, Investment Alternatives, Trading Procedure, Investment Approaches, Structure of Securities Market, Participants in Security Market,	10
2	REGULATORY MECHANISM SEBI and its Guidelines; Investor Protection. Concept and Measurement of Risk & Return. Market Efficiency, Empirical Evidence on Security Returns. EMH & its implications for investment decision. Adaptive Markets, Hypothesis (AMH) as an Alternative to the Efficient Market Hypothesis (EMH)	10
3	VALUATION OF EQUITY Nature of equity instruments, Equity Valuation Models. Approaches to equity valuation: Technical Approach: Overview of Concept & Tools Used Fundamental Approach: Economy, Industry and Company Analysis. Fixed Income Securities: Nature of Bonds, Bond Prices and Yields, Term Structure of Interest Rates, Managing Bond Portfolio, and Bond Theorem.	10
4	PORTFOLIO THEORY & EQUILIBRIUM IN CAPITAL MARKETS Portfolio Return & Risk, Efficient Frontier, Optimal Portfolio, Risk-less Lending & Borrowing, Optimal Risky Portfolio, Capital Asset Pricing Model, Single-Index and Multifactor, Models, Arbitrage Pricing Theory	10
5	PORTFOLIO MANAGEMENT Portfolio Management Process, Approaches to Portfolio Construction, Determinants of Objectives, Choice of Asset Mix, Formulation of strategy, Portfolio Execution, Portfolio Evaluation and Portfolio Revision. Portfolio Management and Performance Evaluation: Performance Evaluation of Existing Portfolio: Sharpe, Treynor, Jensen, Fama Measures.	10

Text Books

- Investment Analysis and Portfolio Management – Prasanna Chandra, 4/e, TMH, 2017

Reference Books:

- Security Analysis & Portfolio Management- Kevin S, 10/e, PHI, 2011.
- Investments – ZviBodie, Kane, Marcus & Mohanty, 8/e, TMH, 2010.
- Investment Science- Luenberger, 1st Edition, OUP, 201

Course Title: **TAX PLANNING**
Semester: **IV**

Course: **BBA**
Code: **CMUBB6302T**
L T P C
4 0 0 4

Course Objective

- CO1: To impart knowledge about various about taxation laws
CO2: To finalize theories behind the taxation.
CO3: To illustrate the principles and provisions in Income –tax.
CO4: To understand Classification of income under various headings
CO5: To impart concepts and principles of Income Tax.

Course Learning Outcomes

- After completion of the course student will be able to:
CLO1: Tell basic knowledge about taxation laws
CLO2: Interpret principles and provisions in Income –tax Act, 1961.
CLO3: Classify and compare income under various headings
CLO4: Illustrate the main concepts and principles of Income Tax

Credit: 4

Total hours: 50

Unit	Content	Hours
1	INTRODUCTION TO INCOME TAX ACT, 1961 Basic Concepts: Income, Agricultural Income, Casual Income, Assesse, Assessment Year, Previous Year, Gross Total Income. Tax Evasion, Avoidance	10
2	TAX PLANNING Mutual relationship between Income tax Act and Finance Act. Interpretation of tax laws.	10
3	HEADS OF INCOME Residential Status and Tax Liability, Income From House Property, Simple Numerical. Income From Business & Profession-Simple Numerical,, Income From Salaries–Meaning,	10
4	HEADS OF INCOME Allowances Perquisites, Valuation of Perquisite s, Provident Fund, Retirement Benefits. Simple Numerical, Income From Capital Gains, Income from other sources	10
5	DEDUCTIONS Determination of Gross Total Income and tax liability of an individual. Simple Numerical. Deductions under section 80 C to 80 U.	10

Text Book

Singhanian, V. K. & Singhanian, M. Students' Guide to Income Tax with Service Tax and Value Added Tax. New Delhi: Taxmann Publications Pvt. Ltd.

Reference Book

Ahuja, G. & Gupta, R. Systematic approach to Income Tax. New Delhi: Bharat Law house.

Course Title: BEHAVIOURAL FINANCE

Course: BBA

Semester: VI

Code: CMUBB6303T

L T P C
4 0 0 4

Course Objective

- CO1. To introduce the student to the new field of behavioural finance.
- CO2. Know the theoretical and empirical foundations and challenges to the efficient market hypothesis.
- CO3. To understand the behavioural biases of individual and professional investors
- CO4. To recognize the key anomalies in the markets proving the behavioural biases of top managers.
- CO5. To deal with major implications of human psychology for financial decision-makers and for financial markets.

Course Learning Outcomes:

After completion of the course student will be able to:

- CLO1. To comprehend the major concepts and topics of behavioural finance.
- CLO2. To understand some psychological biases which lead to various anomalies
- CLO3. To be familiar with various theories related to behavioural finance.
- CLO4. To understand the various effects like endowment, disposition etc.
- CLO5. To understand investors' behaviour in secondary markets

Credit: 4

Total hours: 50

Unit	Content	Hours
1	BEHAVIORAL FINANCE-OVERVIEW Introduction to Behavioral Finance-Overview, History of Behavioral Finance; From standard finance to behavioral finance- Are financial markets efficient?, Limits to arbitrage- Fundamental Risk, Noise Trader Risk, Implementation cost, evidence of limits to arbitrage	10
2	THEORIES Cognitive biases, beliefs and heuristics-Preferences: Prospect Theory, Ambiguity aversion, Loss aversion, Framing, Non-consequentialism: Disjunction Effect, Self-deception	10
3	NOTIONS AND RELATED CONCEPTS Neuro- finance (introduction only); Mental Accounting, Self-control, Regret avoidance and Cognitive dissonance, Representativeness and Availability, Anchoring and Belief perseverance, Overconfidence, Optimism and wishful thinking, Overreaction and Conservatism, Self- attribution, Regency bias	10
4	VARIOUS EFFECTS Endowment effect, Disposition effect, reference price effect, Herd Behavior, hindsight, winners' curse, cognitive dissonance, familiarity bias, status quo bias, law of small numbers, information overload	10
5	APPLICATIONS Aggregate Stock Market: Equity Premium Puzzle-prospect theory, loss aversion; The Volatility Puzzle-beliefs, p References;; The Cross Section of Average returns- size premium, long term reversals, predictive power of scaled price ratios, momentum, event studies. The closed end funds and co movement: investor behavior (saving and investment)-insufficient diversification, naïve diversification, excessive trading, the selling decision, the buying decision. Corporate Finance: Security Issuance, Capital structure and Investment, Dividends, Managerial Irrationality.	10

Text Book

1. Forbes, William, "Behavioural Finance", Student ed, Wiley Publication

Reference Book

1. Shleifer, Andrei. "Inefficient Markets-An Introduction to Behavioral Finance". Oxford University Press.
2. Thaler, Richard & Barberis, Nicholas. (2002) A Survey of Behavioral Finance,
3. Kahneman, Daniel & Tversky, Amos. (2000). "Choices, Values and Frames". Cambridge University Press

Course Title: CORPORATE ACCOUNTING
Semester: VI

Course: BBA
Code: CMUBB6304T
L T P C
4 0 0 4

Course Objective

- CO1: To provide fundamental exposure to the applications of corporate Accounting in management.
CO2: To attain familiarity of applications of corporate Accounting in management
CO3: To understand the applications of corporate Accounting in management
CO4: To gain knowledge of corporate Accounting in management
CO5: To conquer the concept of applications of corporate Accounting in management

Course Learning Outcomes

After completion of the course student will be able to:

- CLO1: Show the accounting procedure.
CLO2: Discuss about such concepts as liquidation, amalgamation and accounting of holding company
CLO3: Infer in-depth knowledge of issuance and valuation of shares
CLO4: Interpret profit and loss prior to incorporation
CLO5: Describe the concept of corporate Accounting in management.

Credit: 4

Total hours: 50

Unit	Content	Hours
1	ISSUE OF SHARES Calls in arrears and Calls in Advance, Forfeiture and Re-issue of forfeited shares. Valuation of Shares- Meaning, factors affecting valuation, Different methods of valuation of shares, Numerical	10
2	VALUATION OF GOODWILL Meaning, Types of Goodwill, Different methods of Valuation of Goodwill, Numerical Amalgamation- Merger and Acquisition, Different methods of purchase consideration. Numerical	10
3	LIQUIDATION OF A COMPANY Liquidators' final statement of account, Numerical.	10
4	ACCOUNTING OF HOLDING COMPANY Accounting of holding company & subsidiary company – Preparation of Consolidated Balance Sheet and calculation of minority interest. Numerical	10
5	PROFIT PRIOR TO INCORPORATION Calculation of profit prior and post to incorporation. Numerical	10

Text Book:

1. Gupta, R. L. Company Accounts. New Delhi: Sultan Chand & Sons.

Reference Book:

1. Maheswari, S. N. Corporate Accounting. Noida: Vikas Publication House.
2. Shukla, M. C., Grewal, T. S. & Gupta, S. C. Advanced Accounts. New Delhi: S. Chand & Co.

Course Title: Sectoral Analytics
Semester: I

Course Code: CMUIBB603T

L T P C
4 0 4 4

Course Objective:

1. *The course is aimed to provide fundamental knowledge and exposure to the concepts, theories and practices in the field of Sectoral Analytics. This course will equip the students with necessary techniques and skills of Basics of analytics, advantages and challenges & its type to inform inspire and enlist their activity and willing cooperation in the performance of their jobs. This course's goal is to help to frame business problems from a financial perspective by using data to make better decisions by leveraging cognitive capabilities-Watson.*

Course Content

Unit	Content	Hours
I	INTRODUCTION OF PYTHON What is Python, Its advantages and disadvantages, How to run python scripts, How to use variables, String operator and functions, Inputting the data, Working with Boolean and other statements, Use of pandas library for data analysis, Different types of errors that one can encounter while working with Python, Perform visualization using matplotlib.	9
II	BUSINESS ANALYSIS USING FINANCIAL STATEMENTS Types of Financial Analytics, Difference between primary and secondary markets, Domains of Financial Analytics, Uses of Analytics across Retail banking, Investment banking, Credit ratings/targeted marketing, Fraud detection, Customer relationship management, Application of Financial Analytics across Financial Domains, Retail banking, Investment banking, Quantitative Methods in Finance, Managerial Economics and Corporate Strategy, Financial Management, Financial Modeling Basic concepts and techniques used to construct financial portfolios, Business Analysis Using Financial Statements, Strategic Investment Questions, Strategic acquisitions Questions, Strategic merger Questions.	9
III	UNDERSTAND TRADITIONAL SYSYTEM IN HUMAN RESOUCRCE MANAGEMENT The pyramid of employee needs, HRMS and HRIS (Traditional Systems in Human Resources Management), HR Analytics, Case Study: How implementation of Workday benefited a company, Issues where HR Analytics revolves, Use of Analytics for answering to complex problems, Use of HR Analytics across various functions, Need of HR analytics in Business and Industries, Key business issues that can be addressed using HR analytics, Challenges in HR analytics, Ways to deal with existing challenges in HR Analytics, Data Driven HR decisions methods and case study, Basic HR Analytics Tools -IBM Cognos, Using Watson Analytics workforce attrition.	9

IV	PREDICTIVE & PRESCRIPTIVE ANALYTICS Getting started with IBM Kenexa Talent Insight, New way of working using solutions and technologies to hire and onboard, understand and engage, and grow and retain, Use of Products and tools to realize the promise of a Smarter Workforce, Career Competency Framework, Resource Optimization & Contingency Planning, Business benefits of optimization	9
V	ADVANCED DATA EXPLORATION IBM SPSS Modeler – Machine Learning, Scoring, data mining, deployment at scale, non linear and iterative, automation and integration, Ad-hoc analysis, hypothesis and model testing, data preparation, data understanding, descriptive statistical analysis	9

Course Outcome:

- Understand the employee pyramid and HR Analytics form
- To understand Resource Optimization & Contingency Planning techniques.
- To Apply the Applications of Financial Analytics
- To Understand the development /identification marketing metrics.

Recommended Text Books:

1. Applying Predictive Analytics Within the Service Sector (Advances in Business Information Systems and Analytics) 30 May 2017 - Rajendra Sahu
2. Data Analytics Made Accessible, by A. Maheshwari
3. Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die by E. Siegel
4. Too Big to Ignore: The Business Case for Big Data, by award-winning author P.SimonLean
Analytics: Use Data to Build a Better Startup Faster, by A. Croll and B. Yoskovitz
Data Smart: Using Data Science to Transform Information into Insight, by J. W. Foreman
Human Resources Management, written by Gary Dessler

Recommended Reference Books:

- 1.The HR Scorecard Brian Becker, Mark Huselid, Dave Ulrich
- 2.Predictive HR Analytics: Mastering the HR Metric Kirsten & Martin Edwards
- 3.Investing in people. Financial Impact of Human Resource Initiatives KirsWayne Cascio, John Boudreau
- 4.Nine Lies About Work: A Freethinking Leader's Guide to the Real World *Marcus Buckingham, Ashley Goodall*

