



DEPARTMENT OF BUSINESS ADMINISTRATION

Session: 2023 - 2027

Autonomy Syllabus

Course – BBA

Stream - BBA

Full Syllabus

Preamble

The Bachelor of Business Administration (BBA) is a three year degree Program including Summer Internship Program. These courses are spread over six semesters. The students are also holistically taught and trained through the concept of Integrated Learning Programme, involving class room sessions, Group Discussions, Mock tests, Interviews designed and executed by Academicians and Industry experts. Domain knowledge and soft skills are rigorously included in the learning sessions comprises of courses related to Economics, Entrepreneurship, Communication, Statistics, Psychology, Operation research, Law as general subjects to learn. Apart from learning these subjects in first 2 years (4 semesters), students shall learn the specialization subjects with respect to Marketing, Human Resource, Finance in final year(5th and 6th semester). An aspirant can acquire knowledge in connection with business issues and can equip themselves to solve business problems. The course can also prepare them better for efficient and effective decisions. The course is aimed to create better leader for future.

Program Objectives

Broader objective of Bachelor of Business Administration Programme are

1. Students will gain in-depth knowledge about changing business environment across different industries.
2. Students will be able to handle different tools of decision making and problem solving methods in the context of commercial organization.
3. Students will be industry ready by using different techniques of problem solving approach of commercial organization.
4. Students will be able to assess the relevance of investment in several domain areas of business.
5. Students will be able to connect different concepts of marketing, human resource and finance in business.
6. Students will be able to understand optimum value of utilizing non-monetary resources to achieve prosperity of an organization.
7. Students will be able to assess the role and value of several functional areas of an organization for enhancing efficiency.

Students will be able to understand qualitative perspectives of coordination and cooperation to build an effective team.

Program Outcomes

Name of the Program Outcome	Program Outcome	Competencies	Performance Indicator
PO1: Assessment of Choices	Students will develop the capability to assess alternate managerial choices and come up with optimal solutions.	1.1. Demonstrate competencies in Business Construction Model & Decision- Making Model	1.1.1. Ability to take up analytical approach for problem solving,
			1.1.2. Ability to take into consideration minute details and factors that influences a business.
		1.2. Demonstrate competencies in evaluation of each of the alternatives	1.2.1 Ability to weigh the pros and cons of each of the alternatives or options available to a functional area of a business.
PO2: Identification of the Nature of a Problem Area	Students will be able to apply their conceptual understanding of marketing, finance	2.1. Demonstrate an ability to identify an area that requires problem solving.	2.1.1. Ability to contribute towards problem solving methods.

	and human resources in the real world.		2.1.2. Understanding a problem or issues belong to which of the specialized areas- Finance, HR or marketing.
		2.2 Demonstrate an ability to assess the business environment and understand their impact on the business.	2.2.1. To be able to identify the different factors that influence the business.
PO3: Decision Making Skills	Students will develop decision making skills with the help of analytical and critical thinking ability.	3.1. To be able to demonstrate the different aspects that can get influenced by the decision taken within the business.	3.1.1. Capability of implementation of a decision after proper assessment.
			3.1.2. Follow up the changes that are occurring due to the implementation (situation analysis methods can be of use)
		3.2. To be able to demonstrate the optimal solution or close to an optimal solution to a given managerial problem.	3.2.1 Reaching to a solution and evaluating it after observing the changes (Case study method can be implemented)
PO4: Communication Skills	Communication skills will be enhanced in Synchronization with the functioning of the business analytics algorithms.	4.1. To Demonstrate the ability to make effective business communication.	4.1.1. Ability to choose appropriate words when making verbal communication,
			4.1.2. To be able to select proper language and words when making written communication.
		4.2. To Demonstrate the ability to pursue stakeholders and enhancing the convincing skills.	4.2.1. Ability to present oneself groomed properly and uses formal gestures with appropriate body language.
PO5: Team Work	Students will develop the capability of functioning efficiently within	5.1. To understand Group Formation and Group Cohesiveness	5.1.1. Ability to understand the objective of the group and deciding a common goal.

	the teams.	5.2. To be able to demonstrate the importance of adjustment and the importance of concentrating other group members' opinion.	5.2.1. The ability to apply the behavioral science when functioning within the group.
PO6: Integration of Functions	Students will be able to integrate functional areas of management for planning, implementation and control of business decisions.	6.1. Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps.	6.1.1. Continuation of Professional development and observation skills,
			6.1.2. Using rational approach towards an issue.
		6.2 Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly.	6.2.1. Ability to study the changes in preferences of customers and
			6.2.2. Study in the changes in political & technological environment.
PO7: Deployable Skill set	Students will develop deployable skills parallel to the chosen functional/ specialized area.	7.1. Demonstrating the ability to identify the nature of a problem appearing during the course of business.	7.1.1. Acknowledgement of the existence of a problem.
			7.1.2. Deciding the overall nature of the problem and its minor details.
		7.2. Demonstrating the ability to apply the learned skill set as when required.	7.2.1. Ability to implement the required knowhow as when necessity arises.
PO8: Moral Sensitivity	Students will develop the capability to demonstrate increased level of	8.1. To Demonstrate the ability to identify that there is a moral dilemma.	8.1.1. The ability to identify the confusion or the dilemma that is in existence.

	sensitivity towards areas that require ethical and moral addressing during the course of business.	8.2. Demonstration of the ability to solve the moral dilemma.	8.2.1. Ability to select the best path that will serve to a bigger interest of the stakeholders and the society.
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Sem 1 (2023-27 session):

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBABB101	Principles of Management	3	1	0	4
2.	CC	BBABB102	Micro Economics	5	1	0	6
3.	CC	BBABB103	Business Mathematics	3	1	0	4
4	CC	BBABB104	Business Statistics	3	1	0	4
5	AE	BBABB105	Business Communication	3	1	0	4
6	SE	BBABB106	Fundamental of Computer Applications	2	0	0	4
7	AE	BBAESP101	General Studies & Current Affairs - I	2	0	1	2
8	SE	BBASDP181	Competitive Aptitude Training - I	2	0	0	1
Total Credit							29

Sl.	Subject Type	Code	Subject Name	Credit/Point/Number
1.	Pr.	IFC	Industry & Foreign Certification (IFC)	At least 3 certificates need to be earned in each semester. Total min 15 certificates required in 3 years program. For 4 years min 20 certificates are required.
2.	Pr.	MAR	Mandatory Additional Requirements (MAR)	As per University norms. 75 points for 3 years and 100 points for 4 years program.
3.	Pr.	MOOCs	At least 1 MOOCs course from Swayam Platform	15 credits need to be earned in 3 years program. 20 credits need to be earned in 3 years program

Sem 3 (2022-2025 session)

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBABB301	Business Research Methods	3	1	0	4
2.	CC	BBABB302	Financial Accounting	3	1	0	4
3.	CC	BBABB303	Marketing Management	5	1	0	6
4	CC	BBABB304	Employability and Practitioners Skill	3	1	0	4
5	CC	BBABB305	Business Ethics	3	1	0	4
6	CC	BBABB306	Fundamental of Cost Accounting	3	1	0	4
7	CC	BBABB387	Project on Entrepreneurship	0	0	1	1
8	AE	BBA(GS)301	General Studies & Current Affairs - III	2	0	1	2
9	SE	BBA(GS)381	Competitive Aptitude Training - III	2	0	0	1
Total Credit							30

Sl.	Subject Type	Code	Subject Name	Credit/Point/Number
1.	Pr.	IFC	Industry & Foreign Certification (IFC)	At least 3 certificates need to be earned in each semester. Total min 15 certificates required in 3 years program
2.	Pr.	MAR	Mandatory Additional Requirements (MAR)	As per University (MAKAUT) norms
3.	Pr.	MOOCs	At least 1 MOOCs course from Swayam Platform	15 credits need to be earned in 3 years program

Sem5 (2021-2024 sessions):

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBABB501	Strategic Management	3	1	0	4
2.		BBABB502	Data Analytics Skills for Managers	3	1	0	4
3.		BBABB503	Business Laws	2	0	0	2
4.	Major	BBAMM504	Consumer Behaviour	5	1	0	6
5.	Major	BBAMM505	Brand & Retail Management	5	1	0	6
6.	Major	BBAMM506	Services Marketing	5	1	0	6

4.	Major	BBAHR504	Human Resource Planning	5	1	0	6
5.	Major	BBAHR505	Human Resource Development	5	1	0	6
6.	Major	BBAHR506	Employment Compensation and Administration	5	1	0	6
4.	Major	BBAFM504	Direct Taxation	5	1	0	6
5.	Major	BBAFM505	Financial Management	5	1	0	6
6.	Major	BBAFM506	Financial Institution & Markets	5	1	0	6
7.	IVAMNCC	BBA(GS)501	General Studies & Current Affairs - V	2	0	0	2
8	IVAMNCC	BBA(GS)581	Competitive Aptitude Training - V	2	0	0	1
9	IVAMNCC	BBABB581	Project V	0	0	2	1
Total Credit							32

Sl.	Subject Type	Code	Subject Name	Credit/Point/Number
1.		IFC	Industry & Foreign Certification (IFC)	At least 3 certificates need to be earned in each semester. Total min 15 certificates required in 3 years program
2.		MAR	Mandatory Additional Requirements (MAR)	As per University (MAKAUT) norms
3.	MOOCs 5	MOOCs	At least 1 MOOCs course from Swayam Platform	15 credits need to be earned in 3 years program

DETAILED SYLLABUS

Subject code	BBABB101					
Subject title	Principles of Management					
Scheme and Credits	L	T	P	S	Credits	Semester-
	5	1	0		6	I
Pre-requisite (if any)	Nil					

Course Objectives:

1. To enable the students to study the evolution of Management,
2. To study the functions and principles of management.
3. To learn the application of the principles in an organization.
4. To enable the effective and barriers communication in the organization

Course Outcome:

1. Students will be able to understand the fundamental concept of Management and its importance in the practical world
2. Students will be able to identify, define and solve Management related problems
3. Students will understand the contemporary issues and will get some wider exposure with respect to the global perspective

Course content:

Modules	Serial of Modules	Text Book as per Syllabus	BL
Management : Science and Theory, Management : Process	Definition of Management : Its Nature & Purpose , Managing : Science or Art , The Evolution of Management Thought The Functions of Management, Managerial Functions at Different Organizational Levels, Managerial Skills	1. Essentials of Management An International and Leadership Perspective : Harold Koontz and Heinz Weihrich , Edition-ninth, McGraw Hill	BL1, BL2

	The Managerial Roles Approach – Interpersonal Roles, Informational Roles , Decisional Roles	2. V.S.P Rao&HariKrishna : Management-Text &Cases,Excel Books 3. Robbins, SP : Management, Prentice Hal	
Essentials of Planning and Management by Objectives, Strategies, Decision Making	Concept, Types of Plans, Steps in Planning , Objectives – The nature of objectives, how to set objectives, The Strategic Planning Process, The Portfolio Matrix: A Tool For Allocating Resources, The Importance and Limitations of Rational Decision Making , Development of Alternatives and Limiting Factor, Evaluation of Alternatives , Selecting an Alternative	1. Essentials of Management An International and Leadership Perspective : Harold Koontz and Heinz Weihrich , Edition-ninth, McGraw Hill 2. Ramaswami T; Principles of Mgmt., Himalaya Publishing Chandan, JS : Management – Concepts and Strategies, Vikas Publishing	BL2, BL3, BL4
The Nature of Organizing and Reengineering, Line/ Staff Authority and Decentralization	Formal and Informal Organization Organizational Division : The Department, Organizational Level and Span of Management, Brief concept of Reengineering Line/ Staff Concepts And	1. Essentials of Management An International and Leadership Perspective : Harold Koontz and Heinz Weihrich , Edition-	BL3, BL4, BL5

	Functional Authority , Concept of Centralization and Decentralization	ninth, McGraw Hill	
Motivation, Leadership,The System and Process of Controlling,Managing Change	An Early Behavioural Model: Mc.Gregor's Theory X and Y, Maslow's Hierarchy of Needs Theory , Herzberg's Motivation-Hygiene Theory, The Expectancy Theory of Motivation – The Vroom Theory and Practice,Defining Leadership, Approaches – Trait Approaches to Leadership, Situation or Contingency Approaches to Leadership – Fedler's Contingency Approach to Leadership, Transactional and Transformational Leadership The Basic Control Process, Benchmarking, Control as a Feedback System, Real Time Information and Control Feed- forward and Preventive Control, The Balanced Scorecard, Concept of Gantt Chart, PERT Techniques for Initiating Change, Resistance to Change, Lewin's Change Management Model	1. Essentials of Management An International and Leadership Perspective : Harold Koontz and Heinz Weihrich , Edition- ninth, McGraw Hill 2. Robbins, SP : Management, Prentice Hal	BL2, BL3, BL4, BL5

Recommended Books:

1. Essentials of Management An International and Leadership Perspective : Harold Koontz and Heinz Weihrich , Edition- ninth, McGraw Hill.
2. V.S.P Rao & Hari Krishna : Management-Text & Cases, Excel Books
3. Ramaswami T; Principles of Mgmt., Himalaya Publishing Chandan, JS : Management – Concepts and Strategies, Vikas Publishing
4. Robbins, SP : Management, Prentice Hall

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBABB101- CO1			2		2	3		3
BBABB101- CO2			3		2	2		3
BBABB101-CO3			2		3	2		3
BBABB101-CO4			2		3	2		3

3= Strong 2=Average 1=Weak (Kindly mention the Number only)

Subject code	BBABB102					
Subject title	Micro Economics					
Scheme and Credits	L	T	P	S	Credits	Semester-
	5	1	0		6	I
Pre-requisite (if any)	Basic knowledge of mathematical function, differentiation					

Course Objectives:

1. To enable the students to understand fundamental concepts, terms and terminologies involved in micro economics
2. Through the incorporation of case lets/case studies, familiarize the students with real economic scenarios.
3. To make students understand the different types of markets and its equilibrium level of price and quantity determination process.

Course Outcome:

CO 1: Students would be able to understand the fundamental problems of a business economics and it's solutions techniques. They also able to understand the driving force behind the change in market price of commodity and its elasticity of demand.

CO 2: Students would be able to understand the economies and diseconomies of scale in production and the different types of costs associated with the production process.

CO 3: Students would be able to understand the different types of markets and its equilibrium level of price and quantity determination process under perfect competition, monopoly, monopolistic competition and oligopolymarket.

CO 4: Students would be able to understand the different types of factors of productions and their prices.

Course content:

Modules	Topic	Text Books Per Syllabus	Total hours of teaching	Blooms Level
M-1:	The Economic Problem: Scarcity and Choice – Introduction- The Problem Of Scarcity And Choice- Scarcity Of Resources And The Problem Of Choice- Kinds Of Resources-Types Of Output-Basic Questions And Central Problems Of An Economy- What To Produce-How To Produce :Choice Of Technique Of Production-For Whom To Produce: How To Distribute Output?-What Provision Should Be Made For Economic Growth? What, How, And For Whom: Subject Matter Of	Advanced Economic Theory: Microeconomic Analysis by Dr H. L. Ahuja, S.ChandPublication(F or Basic)		BL1 BL2 BL3 BL4 BL5

	<p>Microeconomics=Choice And Opportunity Cost-Production Possibility Frontier Or Curve- The Law Of Increasing Opportunity Cost-Scarcity, Choice, And Production Possibility Curve- Unemployment And PPF-Productive Inefficiency-Allocative Efficiency: Right – Mix Of Goods- Economic Growth And Production Possibility Curve-Capital Formation And Economic Growth.</p> <p>Basic Mathematical Concepts: Introduction. Functions. Slopes of Functions. Concept of Derivatives. Rules of Differentiation.</p> <p>Demand and Supply: Introduction-Market And Competition –Utility And Demand-The Meaning Of Demand And Quantity Demanded-The Law Of Demand-Demand Schedule And Demand Curve- Ceteris Paribus Assumption-Derivation Of Market Demand-Market Demand Curve-Reasons For The Law Of Demand-Why Does Demand Curve Generally Slopes Downward?- Exceptions To The Law Of Demand-Factors Determining Demand- Movement Along A Demand Curve And Shifts In Demand Curve- Movement Along The Demand Curve: Extension And Contraction Of Demand- Shifts In The Demand Curve: Increase And Decrease In Demand- Conclusion-Demand Function And Demand Curve – Deriving Market Demand Function-Supply And Supply Function-The Meaning Of Supply-Supply Function-The Relationship Between Price And Quantity Supplied: Law Of Supply-Explanation Of The Law Of Supply.</p> <p>Elasticities Of Demand: Various Concepts Of Demand Elasticity-Price Elasticity Of Demand-Price Elasticity Of Demand For Different Goods Varies A Good Deal-Measurement Of Price Elasticity- Mid- Point Method-Calculating Percentage Changes – Arc Elasticity Of Demand - Cross And Income Elasticity Of Demand-Some Numerical Problems Of Elasticity Of Demand.</p> <p>Consumer's Behaviour:Introduction. The Budget Constraints. The Concept of Utility: Total and Marginal Utility. Law of Diminishing Marginal Utility. Consumer's Equilibrium: Principle of Equi-marginal Utility. Derivation of Downward Sloping Demand Curve with Marginal Utility Analysis. Consumer Surplus (Concepts Only).</p> <p>Indifference Curve Analysis of Demand:Assumptions about Consumer Preferences: Indifference Curve Approach. What are Indifference Curves? Marginal Rate</p>	<p>Mathematical Concepts)</p> <p>Ch- 5</p> <p>Principles of Micro Economics by H L Ahuja. S. Chand Publications.</p> <p>Ch- 1,5,7,9,11</p>		
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	of Substitution. Principle of Diminishing Marginal Rate of Substitution. Properties of Indifference Curves. Budget Line or Budget Constraint. Shifts in Budget Line. Consumer's Equilibrium: Maximising Satisfaction. Consumer's Equilibrium. Income Effect: Income Consumption Curve.			
M-2:	<p>Production Function: Introduction. Production Function. Law of Variable Proportions: Three Stages of Production. Causes of Diminishing Returns to a factor. Isoquants. Marginal Rate of Technical Substitution. Returns to Scale: Increasing Returns to Scale; Constant Returns to Scale; Decreasing Returns to Scale. Expansion Path (Concepts Only).</p> <p>Theory of Costs: The Concepts of Cost: Accounting Costs and Economic Costs; Opportunity Cost; Sunk Costs. Short Run and Long Run Defined. Short Run and Long Run. Total, Fixed and Variable Costs in the Short Run. The Short-Run Average and Marginal Cost Curves. Theory of Long-Run Costs: Long-Run Average Cost Curve. Why Long-Run Average Cost Curve is of U-Shape? Economies of Scale. Internal Diseconomies of Scale.</p>	<p>Principles of Micro Economics by H. L. Ahuja. S. Chand Publication s.</p> <p>Ch-17, 18, 20</p>		BL1 BL2 BL3 BL4 BL5
M-3	<p>Market Structures</p> <p>The Theory Of Firm And Pricing In Perfect Competition:</p> <p>i) Market Structure And Concepts Of Revenue-Meaning Of Market-Classification Of Market Structures: Perfect Competition, Monopoly, Monopolistic, Oligopoly-Concepts Of Average Revenue (AR) And Marginal Revenue (MR)-AR And MR Under Perfect Competition-Relationships Between AR And MR Curves.</p> <p>ii) Equilibrium Of The Firm Under Perfect Competition: Meaning And Conditions Of Perfect Competition-The Demand Curve Of A Product Facing A Perfect Competitive Firm-Meaning Of A Firm's Equilibrium- Firm's Equilibrium Under Perfect Competition: MR-MC Approach-Second Order Condition For Equilibrium Of The Firm-Short Run Equilibrium Of The Firm Under Perfect Competition : Maximizing Profits, Maximizing Losses, Deciding To Shut Down- Long Run Equilibrium Of The Firm Under Perfect Competition.</p> <p>Monopoly: Monopoly: Its Meaning and Conditions. The Nature of Demand and Marginal Revenue Curves under Monopoly. Price-Output Equilibrium under Monopoly.</p>	<p>Principles of Micro Economics by H. L. Ahuja. S. Chand Publication s.</p> <p>Ch-21, 23, 26, 27, 29, 30.</p>		BL1 BL2 BL3 BL4 BL5

	<p>Price Discrimination: Meaning of Price Discrimination. Degrees of Price Discrimination: Price Discrimination of the First Degree, Price Discrimination of the Second Degree, Price Discrimination of the Third Degree.</p> <p>Monopolistic Competition: Product Differentiation and Monopolistic Competition. Important Features of Monopolistic Competition. Price-Output Equilibrium under Monopolistic Competition. Excess Capacity under Monopolistic Competition (Concepts Only).</p> <p>Oligopoly: Characteristics. Indeterminate Pricing and Output. Price Leadership (Only Meaning and Characteristics). Collusive Oligopoly (Meaning and Characteristics Only). Kinked Demand Curve.</p>			
M-4	<p>Concept of Rent: Introduction. Ricardian Theory of Rent: Scarcity Rent: Rent as Surplus over Cost of Production - Differential Rent.</p> <p>Theory of Interest: Introduction. Classical Theory of Interest. Loanable Funds Theory of Interest. Keynes's Liquidity Preference Theory of Interest.</p> <p>Theory of Profit: Introduction. Innovations and Profits: Schumpeter's Theory of Profits. Risk, Uncertainty and Profits: Knight's Theory of Profits.</p>	<p>Principles of Micro Economics by H. L. Ahuja. S. Chand Publications.</p> <p>Ch-41, 42, 43</p>		<p>BL1 BL2 BL3 BL4 BL5</p>

BLOOM'S TAXONOMY		COURSE OUTCOME – Students will be able to		
LEVEL 1	REMEMBER	Recall facts and basic concepts	CO 1	Learn the fundamental concepts of 'microeconomics' & 'macroeconomics'
LEVEL 2	UNDERSTAND	Explain ideas or concepts	CO 2	Understand the basic concepts of demand-supply, cost, production and market from microeconomics and national income, public finance and international trade from macroeconomics.
LEVEL 3	APPLY	Use information learnt to solve a problem	CO 3	Apply the concepts of elasticity of demand and supply in the business and how to take a managerial decision by the firm. Problem solving on theory of costs, production and national income
LEVEL 4	ANALYSE	Understand relationships, causes and actions	CO 4	Analyze the relevance of change in demand and supply in the market. Nature

				of the market and its impact. Will be analysed the impact of business cycle, credit creation by the banks and causes of international trade.
LEVEL 5	EVALUATE	Evaluate the correctness of decision made	CO 5	Evaluate the impact of any strategic decision w.r.t profit of the firm, change in different phases of business cycle.
LEVEL 6	CREATE	Create something new	CO 6	Prepare strategy pertaining to set the price of the product and quantity supply by the firm.

Recommended Study Material:

1. Principles of Micro Economics by H. L. Ahuja. S. Chand Publications.

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBABB102-CO1	3	2	3			2	1	
BBABB102-CO2	2	3	3			3	2	
BBABB102-CO3	2	3	2			3	2	
BBABB102-CO4	2	3	2			2	2	

3= Strong 2=Average 1= Weak

PO & PI Mapping:

PO1: Assessment of Choices Students will develop the capability to assess alternate managerial choices and come up with optimal solutions.	
Competency	Indicators
1.1 Demonstrate competencies in Business Construction Model & Decision- Making Model	1.1.1. Ability to take up analytical approach for problem solving, 1.1.2. Ability to take into consideration minute details and factors that influences a business.
1.2 Demonstrate competencies in evaluation of each of the alternatives	1.2.1 Ability to weigh the pros and cons of each of the alternatives or options available to a functional area of a business.
PO 2 : Identification of the Nature of a Problem Area Students will be able to apply their conceptual understanding of marketing, finance and human resources in the real world.	
Competency	Indicators
2.1. Demonstrate an ability to identify an area that requires problem solving. 2.2 Demonstrate an ability to assess the business environment and understand their impact on the business.	2.1.1 Ability to evaluate problem statement and contribute towards problem solving methods, 2.1.2 understanding a problem or issue belong to demand analysis. 2.2.1 To be able to identify the different

	types of demand elasticity which influence the decision-making process.
PO 3 : Decision Making Skills Students will develop decision making skills with the help of analytical and critical thinking ability.	
Competency	Indicators
3.1 To be able to demonstrate the different aspects that can get influenced by the decision taken within the business. 3.2 To be able to demonstrate the optimal solution or close to an optimal solution to a given managerial problem.	3.1.1 Capability of identify the different types of costs and production, 3.1.2 Follow up the changes of market structures and its applications 3.2.1 Reaching to a solution and evaluating it after observing the changes
PO6: Integration of Functions: Students will be able to integrate functional areas of management for planning, implementation and control of business decisions.	
Competency	Indicators
6.2 Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly.	6.2.1. Ability to study the changes in preferences of customers 6.2.2. Study in the changes in political & technological environment
PO7: Deployable Skill set: Students will develop deployable skills parallel to the chosen functional/specialized area.	
Competency	Indicators
7.1 Demonstrating the ability to identify the nature of a problem appearing during the course of business. 7.2 Demonstrating the ability to apply the learned skill set as when required.	7.1.1 Acknowledgement of the existence of a problem, 7.1.2 Deciding the overall nature of the problem and its minor details. 7.2.1. Ability to implement the required knowhow as when necessity arises.

Submitted by: Prof.(Dr.) Rabin Mazumder

(Name)

(Signature & Date)

Received by : NA

(HOD)

(Signature & Date)

Subject code	BBABB103					
Subject title	Business Mathematics					
Scheme and Credits	L	T	P	S	Credits	Semester-
	4				4	1st
Pre-requisite (if any)	Basic Mathematical Knowledge					

Course Objectives:

1. The course is designed to provide a basic applied knowledge of Mathematics.
2. The students will be able to apply the number system & basic algebra, set theory
3. The course will provide concept of combinatorics & its application.
4. The course will give introductory knowledge of calculus required for business

Course Outcome:

CO	Details
1	Ability to understand and apply basic concept of number theory to solve problems on functions & combinatorics.
2	Ability to understand & apply basic algebra & to solve business related problem
3	Ability to understand basic matrix algebra and solve simple problems
4	Ability to understand basic calculus and solve simple problems

Modules	Serial of Modules	Text Book as per Syllabus	Total hours of teaching	Blooms Level
M-I:	<p>1. The Number System – Positive and Negative Integers, Fractions, Rational and Irrational Numbers, Real Numbers, Problems Involving the Concept of Real Numbers.</p> <p>2. Functions – Elementary idea of functions; Domain of a Function; Composition Functions; Classification of Functions: Related problems.</p> <p>3. Permutations and Combinations – Fundamental principle of counting; Factorial notation. Permutation: Permutation of n</p>	<p>1. BBA Mathematics Vol 1 Pal & Das, U.N.Dhur & Sons Pvt. Ltd</p>	10	BL1, BL2, BL3, BL4

	different things; of things not all different; restricted permutations;			
M-II:	<p>1. Basic Algebra – Algebraic Identities, Factorizations; Linear equations; Surds; Indices; Logarithms.</p> <p>2. Quadratic Equation– Solution of the Quadratic Equation $ax^2 + bx + c = 0, a \neq 0$; Nature of the Roots of a Quadratic Equation; Relation between Roots and Coefficients. Forming quadratic equation with given roots.</p> <p>3. Set Theory-Introduction; Representation of sets; Types of Sets; Basic operations on sets; Venn Diagrams; Application of set theory to the solution of problem.</p>	BBA Mathematics Vol 1 - Pal & Das, U.N.Dhur& Sons Pvt. Ltd	10	BL1, BL2, BL3, BL4
M-III:	<p>1.Determinants- Determinants of order 2 and 3; minors and cofactors; expansion of determinants; properties of determinants; Cramer's rule for solving simultaneous equations in two or three variables</p> <p>2. Matrices- Different types of matrices; Matrix Algebra – addition, subtraction and multiplication of matrices; Singular and non-singular matrices; adjoint and inverse of a matrix.</p>	BBA Mathematics Vol 2 - Pal & Das, U.N.Dhur& Sons Pvt. Ltd	10	BL1, BL2, BL3, BL4
M-IV:	<p>1. Limits & Continuity – Basic concepts of Limits; Simple problems; Concept of Continuity.</p> <p>2. Differentiation- Meaning & geometrical interpretation of differentiation; standard derivatives (excluding trigonometric functions); rules for calculating derivatives; logarithmic differentiation.</p>	BBA Mathematics Vol 2 - Pal & Das, U.N.Dhur& Sons Pvt. Ltd	10	BL1, BL2, BL3, BL4

Recommended Study Material:

1. **BBA Mathematics Vol 1** - Pal & Das, U.N.Dhur & Sons Pvt. Ltd
2. **BBA Mathematics Vol 2** - Pal & Das, U.N.Dhur & Sons Pvt. Ltd
3. **Mathematics by S.N De class XI & Class XII** - Chhaya Prakashani Limited

CO & PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBABB103.1		3	3			3	2	
BBABB103.2		3	3			3	2	
BBABB103.3		3	3			3	2	
BBABB103.4		3	3			3	2	

*3= Strong 2=Average 1=Weak

PO & PI Mapping:

PO2: Identification of the Nature of a Problem Area	
Competency	Indicators
2.1. Demonstrate an ability to identify an area that requires problem solving.	2.1.1. Ability to contribute towards problem solving methods.
2.2 Demonstrate an ability to assess the business environment and understand their impact on the business.	2.1.2. Understanding a problem or issues belong to which of the specialized areas- Finance, HR or marketing 2.2.1. To be able to identify the different factors that influence the business.
PO3: Decision Making Skills	
Competency	Indicators
3.1 To be able to demonstrate the different aspects that can get influenced by the decision taken within the business.	3.1.1 Capability of implementation of a decision after proper assessment, 3.1.2 Follow up the changes that are occurring due to the implementation
PO6: Integration of Functions	
Competency	Indicators
6.1 Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps.	6.1.1. Continuation of Professional development and observation skills, 6.1.2. Using rational approach towards an issue.
6.2 Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly.	6.2.1. Ability to study the changes in preferences of customers and
PO7: Deployable Skill set	
Competency	Indicators
7.1. Demonstrating the ability to identify the	7.1.1. Acknowledgement of the existence of a

nature of a problem appearing during the course of business.	problem.
7.2. Demonstrating the ability to apply the learned skill set as when required.	7.1.2. Deciding the overall nature of the problem and its minor details.
	7.2.1. Ability to implement the required knowhow as when necessity arises.

Submitted by: Dr. Bidushi Chakraborty Prof Sreeparna Guha

(Signature & Date)(Signature & Date)

Received by:

(HOD) (Signature & Date)

Subject code	BBABB104					
Subject title	Business Statistics					
Scheme and Credits	L	T	P	S	Credits	Semester-
	4	0	0		4	1st
Pre-requisite (if any)	None					

Course Objectives:

1. The course aims to enable the students to have a proper understanding of Statistical applications.
2. The course will help students to understand the use of statistical, graphical and algebraic techniques in Economics and Management.
3. The course is designed to give basic concept of descriptive statistics.
4. The course is designed to give basic concept Correlational & regression analysis.

Course Outcome:

CO	Details
1	Ability to understand the concept of Statistics & its use.
2	Ability to solve and understand simple central tendency & dispersion problems
3	Ability to deduce Different moment & correlational analysis
4	Ability to understand basic regression & its application

Modules	Serial of Modules	Text Book as per Syllabus	Total hours of teaching	Blooms Level
M-I:	<p>1. Introduction to Statistics; Collection, Editing and Presentation of Data: Primary Data and Secondary Data, Methods of Collection, Presentation of Data: Construction of a Table and the Different Components of a Table.</p> <p>2. Frequency Distributions- Attribute and variable; Frequency distribution of an attribute; Discrete and continuous variables; Frequency distributions of discrete and continuous variables. Different diagrammatic</p>	Managerial Statistics – Roychowdhury & Bhattacharya U.N.Dhur & Sons Pvt. Ltd.	10	

	representation of a frequency distribution:			
M-II:	Measures of Central Tendency- Introduction, Definition and utility; Different measures of average; Arithmetic Mean; Results on Arithmetic Mean; Merits and Demerits of Arithmetic Mean; Median; Mode; Other positional measures.	Managerial Statistics – Roychowdhury & Bhattacharya U.N.Dhur & Sons Pvt. Ltd.	12	
M-III:	Measures of Dispersion- Introduction; Meaning and objective of dispersion; Different measures of dispersion – Range, Quartile deviation, Mean deviation, Mean Absolute deviation, Standard deviation.	Managerial Statistics – Roychowdhury & Bhattacharya U.N.Dhur & Sons Pvt. Ltd.	10	
M-IV:	Moments, Skewness and Kurtosis: Moments: Different Ways to Calculate Moments. Skewness: Measures of Skewness, Kurtosis and its Measures. Correlation Analysis: Analysis of Bivariate data. Correlation Analysis – Meaning of Correlation: Scatter Diagram, Karl Pearson's Coefficient of Linear Correlation, Idea of Rank Correlation; Spearman's Rank Correlation Coefficient (without tie)	Managerial Statistics – Roychowdhury & Bhattacharya U.N.Dhur & Sons Pvt. Ltd.	10	

Recommended Study Material:

1. **Managerial Statistics**– Roychowdhury & Bhattacharya, U.N.Dhur & Sons Pvt. Ltd.
2. **Business Mathematics and Statistics**– Ranajit Dhar, Dishari Prakashani.

CO & PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBABB104.1		3	3			3	2	
BBABB104.2		3	3			3	2	
BBABB104.3		3	3			3	2	
BBABB104.4		3	3			3	2	

PO & PI Mapping:

PO2: Identification of the Nature of a Problem Area	
Competency	Indicators
2.1. Demonstrate an ability to identify an area that requires problem solving.	2.1.1. Ability to contribute towards problem solving methods.
2.2 Demonstrate an ability to assess the business environment and understand their impact on the business.	2.1.2. Understanding a problem or issues belong to which of the specialized areas- Finance, HR or marketing 2.2.1. To be able to identify the different factors that influence the business.
PO3: Decision Making Skills	
Competency	Indicators
3.1 To be able to demonstrate the different aspects that can get influenced by the decision taken within the business.	3.1.1 Capability of implementation of a decision after proper assessment, 3.1.2 Follow up the changes that are occurring due to the implementation
PO6: Integration of Functions	
Competency	Indicators
6.1 Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps.	6.1.1. Continuation of Professional development and observation skills, 6.1.2. Using rational approach towards an issue.
6.2 Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly.	6.2.1. Ability to study the changes in preferences of customers and
PO7: Deployable Skill set	
Competency	Indicators
7.1. Demonstrating the ability to identify the nature of a problem appearing during the course of business.	7.1.1. Acknowledgement of the existence of a problem. 7.1.2. Deciding the overall nature of the problem and its minor details.
7.2. Demonstrating the ability to apply the learned skill set as when required.	7.2.1. Ability to implement the required knowhow as when necessity arises.

Submitted by: Dr. Bidushi ChakrabortyProf Sreeparna Guha

(Signature & Date)(Signature & Date)

Received by:

(HOD)

(Signature & Date)

Subject Code	BBABB105					
Subject Title	<u>Business Communication</u>					
Scheme and Credits	L	T	P	S	Credits	Semester
	3	1	0	0	4	I
Pre-requisite (if any)	Basic knowledge of communication					

Course Objectives:

1. Students will learn to apply business communication theory to solve workplace communication issues.
2. Students will learn to demonstrate the communication skills required in the workplace.
3. Students will learn to manage resources effectively and efficiently in a professional context.
4. Students will learn to impart the correct practices of the strategies of effective business interactions.

Course Outcome: Student will be able

- CO1 Students will learn to distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.
- CO2 Students will learn to stimulate their Critical thinking by designing and developing clean and lucid interpersonal skills.
- CO3 Students will learn to understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.
- CO4 Students will gain information-seeking skills and strategies necessary for sustaining in professional/ corporate workplace.

Modules	Serial of Modules	Text Book as per Syllabus	Total hour	Blooms
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			s of teach ing	Level
M-I: Basics of Communi- cation	<ul style="list-style-type: none"> • Role of Communication • Defining Communication, • Classification of Communication • Purpose of Communication • Elements of Communication, • Major Difficulties of Communication • Common problems in Two-way communication • Barriers to Communication • Conditions for Successful Communication, • Characteristics of Successful Communication, • Universal Elements in Communication 	<ul style="list-style-type: none"> • The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD ChaturvediMukeshChaturvedi PEARSON 	10	BL1 BL2 BL3 BL4 BL5 BL6
M-II: Communi- cation in Business Environme- nt	<ul style="list-style-type: none"> • The process of communication: Linear concept, The Shannon-Weaver Model • The two way communication process • Conditions for successful communication • The seven C's of communication • Universal elements in communication 	<ul style="list-style-type: none"> • The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD ChaturvediMukeshChaturvedi PEARSON 	10	BL1 BL2 BL3 BL4 BL5 BL6
M-III: Writing Skills	<ul style="list-style-type: none"> • Applying for Jobs • Writing a CV • The relationship between a Resume and an Application Letter • The Resume of a Recent Graduate • Guidelines for preparing a good CV • Drafting an Application Letter • Business letter • Memo • Notice • Business Report 	<ul style="list-style-type: none"> • The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD ChaturvediMukeshChaturvedi PEARSON 	10	BL1 BL2 BL3 BL4 BL5 BL6
M-IV: Communi- cations for Effective Marketing	<ul style="list-style-type: none"> • Objectives of Marketing Communication, • Tools of Marketing Communication, • Some new Tools of Marketing Communication • Consumer, Industrial and Trade Marketing Communication, 	<ul style="list-style-type: none"> • The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD ChaturvediMukeshChaturvedi PEARSON 	5	BL3, BL4, BL5, BL6

	<ul style="list-style-type: none"> • Institutional and Corporate Marketing Communication, • Marketing Communication Continuum, • Integrated Marketing Communications 	hChaturvedi PEARSON		
M-V:	<ul style="list-style-type: none"> • Reading techniques & engaging effectively 	<ul style="list-style-type: none"> • The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD ChaturvediMukeshChaturvedi PEARSON 	5	BL1 BL 2

Recommended Study Material:

- The Art and Science of Business Communication: Skills, Concepts, Cases, and Application Fourth Edition by PD ChaturvediMukeshChaturvedi PEARSON
- Effective Technical Communication, Md. Ashraf Rizvi
- Technical Communication, 3E: Principles and Practice by Meenakshi Raman (Author), Sangeeta Sharma (Author)

CO & PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBABB105-CO1	3	3	1	3				
BBABB105-CO2	3			3		3		2
BBABB105- CO3	3	2	3	3				
BBABB105- CO4	3		3	3		2		2

*3= Strong 2=Average 1=Weak

Minimum 4 PO to be mapped for each CO

PO & PI Mapping:

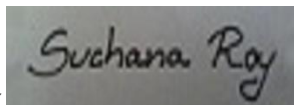
PO 1: Assessment of Choices	
Competency	Indicators
1.1Demonstrate competencies in Business Construction Model & Decision- Making Model	1.1.1Ability to take up analytical approach for problem solving 1.2.1Ability to take into consideration minute details and factors that influences a business
1.2Demonstrate competencies in evaluation	

of each of the alternatives	1.2.2 Ability to weigh the pros and cons of each of the alternatives or options available to a functional area of a business
PO 2: Identification of the Nature of a Problem Area	
Competency	Indicators
2.1. Demonstrate an ability to identify an area that requires problem solving. 2.2 Demonstrate an ability to assess the business environment and understand their impact on the business.	2.1.1 Ability to contribute towards problem solving methods. 2.2.1 Understanding a problem or issues belong to which of the specialized areas- Finance, HR or marketing. 2.2.2 To be able to identify the different factors that influences the business.
PO 3: Decision Making Skills	
Competency	Indicators
3.1. To be able to demonstrate the different aspects that can get influenced by the decision taken within the business. 3.2. To be able to demonstrate the optimal solution or close to an optimal solution to a given managerial problem.	3.1.1. Capability of implementation of a decision after proper assessment. 3.1.2. Follow up the changes that are occurring due to the implementation (situation analysis methods can be of use) 3.2.1 Reaching to a solution and evaluating it after observing the changes (Case study method can be implemented)
PO 4: Deployable Skill set	
Competency	Indicators
4.1. To Demonstrate the ability to make effective business communication. 4.2. To Demonstrate the ability to pursue stakeholders and enhancing the convincing skills.	4.1.1. Ability to choose appropriate words when making verbal communication 4.1.2. To be able to select proper language and words when making written communication. 4.2.1. Ability to present oneself groomed properly and uses formal gestures with appropriate body language.
PO 6: Moral Sensitivity	
Competency	Indicators
6.1. Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps. 6.2 Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly.	6.1.1. Continuation of Professional development and observation skills, 6.1.2. Using rational approach towards an issue. 6.2.1. Ability to study the changes in preferences of customers 6.2.2. Study in the changes in political & technological environment

PO 8: Moral Sensitivity	
Competency	Indicators
8.1. To Demonstrate the ability to identify that there is a moral dilemma.	8.1.1. The ability to identify the confusion or the dilemma that is in existence.
8.2. Demonstration of the ability to solve the moral dilemma.	8.2.1. Ability to select the best path that will serve to a bigger interest of the stakeholders and the society.

Submitted by:

Suchana Roy



(Name)_____
(Signature & Date)

Received by:

(HOD)_____
(Signature & Date)

Subject Code	BBABB106					
Subject Title	<u>Fundamental of Computer Applications</u>					
Scheme and Credits	L	T	P	S	Credits	Semester
	4	0	0	0	4	I
Pre-requisite(if any)	Basic knowledge of Computer and its application software					

Course Outcome:Students will

CO1: Recall the concepts of computer structure and the concepts of basic computer organization

CO2: Be able to evaluate the impact of Processor and memory in a computer

CO3: Understand the value of secondary storage devices in a computer.

CO4: Analyze the concepts of a computer software

CO5: Evaluate the concepts of MS Excel

CO6: Be able to create MS office documents with MS Word and MS Power point

Modules	Serial of Modules	Text Book as per Syllabus	Total hours of teaching	Blooms Level
M-I: Computer Concepts	<ul style="list-style-type: none"> Computer and Its Characteristics Evolution of Computers First Generation, Second Generation, Third Generation, Fourth Generation, Fifth Generation Input Unit, Output Unit, Storage unit The System Concept 	P.K.Sinha - Computer Fundamentals, BPB Publication	8	BL1, BL2, BL3, BL4, BL5, BL6
M-II: Processor and memory and i/o devices	<ul style="list-style-type: none"> CPU Main Memory ALU, Control Unit Input devices <ol style="list-style-type: none"> Keyboard Data scanning devices Electronic Card reader Output devices <ol style="list-style-type: none"> Monitors Printers Screen image projector 	P.K.Sinha - Computer Fundamentals, BPB Publication	8	BL1, BL2, BL3, BL4, BL5, BL^

M-III: Secondary Storage devices and	<ul style="list-style-type: none"> • Sequential and Direct Access Devices • Magnetic tapes • Magnetic disks • Optical disks • Memory stage devices • Mass storage devices • Data back up 	P.K.Sinha Computer Fundamentals, BPB Publication	-	8	BL1, BL2, BL3 BL4, BL5, BL6
M-IV: Computer Software and : Microsoft Excel 2007	<ul style="list-style-type: none"> • Introduction to software • Relationship between hardware and software • Types of Software <ol style="list-style-type: none"> 1. System Software 2. Application Software • Logical System Architecture • Firmware and Middleware • Creating a New Spreadsheet Document, Editing an Existing Document, Saving Spreadsheet in Different Formats, Validation of data in Fields, Different Tools Available in MS Excel 2007 Ribbon Tabs 	P.K.Sinha Computer Fundamentals, BPB Publication	-	8	BL1,B L2,BL 3,BL4, BL5,B L6
M-V: Software: Microsoft PowerPoint 2007	<ul style="list-style-type: none"> • The Different Functionalities of Microsoft PowerPoint 2007, Creating a PowerPoint Presentation, Creating and Inserting a New Slide, Creating a Title Slide; Applying a Design Template. Creating a Hierarchy, Using a Two-Column Text, Slide Sorter View, Running the Slide Show, Printing the Slides, Slide Transition and Custom Animation. • Microsoft Word 2007: The different functionalities in the Microsoft Word Software 2007, Creation of a New Document, Editing an Existing Document, Saving and Printing a File, Use of the Different Ribbon Tab and Tools, Handling Tables in MS Word 2007, Mail Merge, Macro. 	P.K.Sinha Computer Fundamentals, BPB Publication	-	8	BL1,B L2,BL 3,BL4, BL5,B L6

BLOOM'S TAXONOMY		COURSE OUTCOME – Students will be able to		
LEVEL 1	REMEMBER	Recall facts and basic concepts	CO 1	Recall the concepts of computer structure and the concepts of basic computer organization
LEVEL 2	UNDERSTAND	Explain ideas or concepts	CO 2	Be able to understand the impact of Processor and memory in a computer

LEVEL 3	APPLY	Use information learnt to solve a problem	CO 3	Understand the value of secondary storage devices in a computer and its application
LEVEL 4	ANALYSE	Understand relationships, causes and actions	CO 4	Analyze the concepts of a computer software and MS Excel
LEVEL 5	EVALUATE	Evaluate the correctness of decision made	CO 5	Analyze the concepts of a computer software and MS Excel
LEVEL 6	CREATE	Create something new	CO 6	Be able to create documents of Excel, Word and Power point presentations

Recommended Study Material:

- P.K.Sinha - Computer Fundamentals, BPB Publication
- Step by Step (Microsoft Office System) 2007 Edition, Prentice -Hall of India

CO & PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBABB106–CO1								2
BBABB106–CO2								2
BBABB106- CO3			3					
BBABB106- CO4			3	1			3	3
BBABB106–CO5			3	3			3	3

*3= Strong 2=Average 1=Weak

PO & PI Mapping:

PO 3: Students will be able to handle different tools of decision making and problem solving methods in the context of commercial organization		
Competency	Indicators	
3.1 To be able to demonstrate the different aspects that can get influenced by the decision taken within the business.	3.1.1. Capability of implementation of a decision after proper assessment.	3.1.2. Follow up the changes that are occurring due to the implementation.
3.2. To be able to demonstrate the optimal solution or close to an optimal solution to a given managerial problem	3.2.1 Reaching to a solution and evaluating it after observing the changes (Case study method can be implemented)	
PO 4: Communication skills will be enhanced in Synchronization with the functioning of the business analytics algorithms		
Competency	Indicators	
4.1. To Demonstrate the ability to make	4.1.1. Ability to choose appropriate words	

effective business communication.	when making verbal communication.
	4.1.2. To be able to select proper language and words when making written communication.
PO 7: Students will develop deployable skills parallel to the chosen functional/ specialized area.	
Competency	Indicators
7.1. Demonstrating the ability to identify the nature of a problem appearing during the course of business.	7.1.1. Acknowledgement of the existence of a problem. 7.1.2. Deciding the overall nature of the problem and its minor details.
7.2. Demonstrating the ability to apply the learned skill set as when required	7.2.1. Ability to implement the required knowhow as when necessity arises.
PO 8: Students will develop the capability to demonstrate increased level of sensitivity towards areas that require ethical and moral addressing during the course of business.	
Competency	Indicators
8.1. To Demonstrate the ability to identify that there is a moral dilemma.	8.1.1. The ability to identify the confusion or the dilemma that is in existence.
8.2. Demonstration of the ability to solve the moral dilemma.	8.2.1. Ability to select the best path that will serve to a bigger interest of the stakeholders and the society.

Submitted by: Prof. Sayan Karmakar

(Name)

(Signature & Date)

Received by:

(HOD)

(Signature & Date)

Subject code	BBABB301
Subject title	Business Research Methods

Scheme and Credits	L	T	P	S	Credits	Semester-
	4	0	0		4	3rd
Pre-requisite (if any)	Descriptive statistics & probability					

Course Objectives:

1. To familiarize students with basic of research and the research process.
2. To help students in conducting research work and making research reports.
3. To identify various sources of information for literature review and data collection.
4. To write a research report and thesis & research proposal

Course Outcome: Student will

CO 1: Ability to understand root notion and significance of Research methods & literature

CO 2: Understand different approaches of research & ethics

CO 3: Ability to learn Different Sampling Techniques

CO 4: Ability to learn & apply analysis techniques in research.

Modules	Serial of Modules	Text Book as per Syllabus	Total hours of teaching	Blooms Level
M-I:	<ul style="list-style-type: none"> • Types of Research: (a) Pure and Applied, (b) Exploratory, Descriptive, (c) Experimental • Scientific Study of Social Phenomena: (a) The Scientific Method, Logic in Social Science, (b) Objectivity and Subjectivity in Social Science, (c) Positivism and Empiricism. Methods of research: (a) Quantitative and Qualitative (Characteristics and Differences Sources of Data : Primary & Secondary. • Literature Review: Concept, necessity, research gap, reference, and plagiarism. 	Research Methodology: Methods And Techniques – C.R.Kothari, New Age International Publishers	10	BL1, BL2, BL3
M-II:	<ul style="list-style-type: none"> • Techniques of Data Collection: (a) Survey, (b) Observation, (c) Questionnaire (d) Interview. • Measures of Central Tendency & Dispersion: Mean; Median; Mode; Range; Mean Deviation; Standard Deviation. 	Research Methodology: Methods And Techniques – C.R.Kothari, New Age International Publisher	10	BL3, BL4, BL5, BL6

M-III:	<ul style="list-style-type: none"> • Sampling Theory: Concept; Need and Importance of Sampling; Types of Sampling Methods. • Estimation – Theory & Concepts; Point & Interval Estimation. • Hypothesis Testing: Definition, Concepts, Types of hypothesis, Test Statistics, Critical Value, Decision Rule, Procedure, Hypothesis testing for mean. 	Research Methodology: Methods And Techniques – C.R.Kothari, New Age International Publishers	10	
M-IV:	<ul style="list-style-type: none"> • Introduction to Data Analysis Techniques: Introductory concepts to Univariate, Bi-variate and Multi-variate techniques • Correlation & Regression Analysis • Data Ethics: Concept, business benefits, Principles, ethical use of algorithms 	Managerial Statistics – S.Roychoudhury & D.Bhattacharya, U.N.Dhur PVT LTD	10	

Recommended Study Material:

4. Kothari, C.R.: Research Methodology – Methods and Techniques, New Age International Ltd.
5. Managerial Statistics – S.Roychoudhury & D.Bhattacharya, U.N.Dhur PVT LTD
6. Inferential Statistics - S.Roychoudhury & D.Bhattacharya, U.N.Dhur PVT LTD

CO & PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBABB301.1		3	3			3	3	
BBABB301.2		3	3			3	3	
BBABB301.3		3	3			3	3	
BBABB301.4		3	3			3	3	

PO2: Identification of the Nature of a Problem Area	
Competency	Indicators

2.1. Demonstrate an ability to identify an area that requires problem solving.	2.1.1. Ability to contribute towards problem solving methods.
2.2 Demonstrate an ability to assess the business environment and understand their impact on the business.	2.1.2. Understanding a problem or issues belong to which of the specialized areas- Finance, HR or marketing 2.2.1. To be able to identify the different factors that influence the business.
PO3: Decision Making Skills	
Competency	Indicators
3.1 To be able to demonstrate the different aspects that can get influenced by the decision taken within the business.	3.1.1 Capability of implementation of a decision after proper assessment, 3.1.2 Follow up the changes that are occurring due to the implementation
PO6: Integration of Functions	
Competency	Indicators
6.1 Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps.	6.1.1. Continuation of Professional development and observation skills, 6.1.2. Using rational approach towards an issue.
6.2 Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly.	6.2.1. Ability to study the changes in preferences of customers and
PO7: Deployable Skill set	
Competency	Indicators
7.1. Demonstrating the ability to identify the nature of a problem appearing during the course of business.	7.1.1. Acknowledgement of the existence of a problem. 7.1.2. Deciding the overall nature of the problem and its minor details.
7.2. Demonstrating the ability to apply the learned skill set as when required.	7.2.1. Ability to implement the required knowhow as when necessity arises.

Submitted by:

Prof. Sreeparna GuhaProf. DebaratiGhosh

(Signature & Date)(Signature & Date)

Received by:

(HOD)

(Signature & Date)

PrograSubject Code	BBABB302					
Subject Title	<u>Financial Accounting</u>					
Scheme and Credits	L	T	P	S	Credits	Semester
	0	4	0	0	4	III
Pre-requisite(ifany)	BasicknowledgeofBusinessTransactions					

Course Objectives:

1. To make the students understand the financial statements in accordance with appropriate National and International Standards.
2. To help students understand the value of ledger accounts using double entry bookkeeping and record journal entries accordingly and to interpret the business implications of financial statement information.
3. To prepare the Final Statements of Financial Accounting To emphasize the need for a new strategic decision-making approach within a firm based.
4. To explain the process of Primary and Secondary issue of share in Capital market and elaborate the process of forfeiture.

Course Outcome: Student will be able

- CO1: Students will recognize commonly used financial statements, their components and how information from business transactions flows into these statements.
- CO2: Students will be able to demonstrate knowledge of preparation of Financial Statements and or financial schedules in accordance with Generally Accepted Accounting Principles through analysis and synthesis of information as well.
- CO3: Students will be able to demonstrate knowledge of various advanced accounting issues related to Financial Accounting within a global and or ethical framework.
- CO4: Students will learn relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.
- CO5: Students will be able to understand the strategy of issue of shares in the primary and secondary market.

CO6: Students will be concerned about the different types of bank and personal transactions, and also understands about the various rules and regulations of the financial sectors.

Modules	Serial of Modules	Text Book as per Syllabus	Total hours	Blooms Level
M-I: Introduction to Financial Accounting & Accounting Standards:	<ul style="list-style-type: none"> Meaning and Scope of Accounting; the users of financial accounting information and their needs; Accounting Principles: Accounting Concepts and Conventions, GAAP; Accounting Transactions: Accounting Equation, Journal, Rules of debit and credit, Ledger, Trial Balance. Introduction, Objectives of Accounting Standards, Advantages of Accounting Standards, Accounting Standards in India and IFRS 	<ul style="list-style-type: none"> Prof. A. Basu: Financial Accounting I, Dey Book Concern. Basu & Das, Selected Problemson Accounting, Rabindra Library. 	10	BL1, BL2, BL3
M-II: Cash Book & Bank Reconciliation Statement	<ul style="list-style-type: none"> Double Column Cash Book Meaning of Bank Reconciliation Statement, Importance of Bank Reconciliation Statement, Reasons for Difference, Procedure for Reconciliation. 	<ul style="list-style-type: none"> Basu & Das, Selected Problems on Accounting, Rabindra Library. 	5	BL1, BL2, BL3
M-III: Depreciation and Provisions	<ul style="list-style-type: none"> Concept of depreciation; Causes of depreciation; depletion, amortization; Depreciation accounting; Methods of recording depreciation; Straight line and diminishing balance method (excluding change in method of depreciation). Provisions and Reserves: Preparation of provision for doubtful debt account, provision for discount on Debtors account and provision for Discount on Creditors account. 	<ul style="list-style-type: none"> Prof. A. Basu: Financial Accounting I, Dey Book Concern. Basu & Das, Selected Problemson Accounting, Rabindra Library. 	15	BL1, BL2, BL3, BL4
M-IV: Final Accounts	<ul style="list-style-type: none"> Introduction, Meaning, Objectives and Characteristics of Final Accounts; Final Statements of Sole Proprietorship, adjustments in Preparation of Final Statements. 	<ul style="list-style-type: none"> Prof. A. Basu: Financial Accounting I, Dey Book Concern. Basu & Das, Selected Problemson Accounting, Rabindra Library. 	5	BL1, BL2, BL3

Recommended Study Material:**Text Book:**

1. Prof. Amitabha Basu: Financial Accounting I, Dey Book Concern.
2. Basu & Das, Selected Problems on Accounting, Rabindra Library.

References:

1. Maheshwari: Introduction to Accounting, Vikas Publishing.
2. Shukla, MC, Grewal TS, and Gupta, SC: Advanced Accounts; S. Chand & Co.

CO & PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBABB302- CO1	3	3				2	2	
BBABB302- CO2		3	2			3	3	
BBABB302- CO3	2	2				3	3	
BBABB302- CO4	2	2	3			3		
BBABB302- CO5	2	3	2			2		
BBABB302- CO6	3		3			2	3	

*3=Strong 2=Average 1=Weak

PO & PI Mapping:

PO1: Assessment of Choices	
Competency	Indicators
Demonstrate competencies in Business Construction Model & Decision Making Model Demonstrate competencies in evaluation of each of the alternatives	Ability to take up an analytical approach for problem solving, Ability to take into consideration minute details and factors that influence a business. 1.2.1 Ability to weigh the pros and cons of each of the alternatives or options available to a functional area of a business.
PO2: Identification of the Nature of a Problem Area	
Competency	Indicators
2.1. Demonstrate an ability to identify an area that requires problem solving. 2.2. Demonstrate an ability to assess the business environment and understand their impact on the business.	Ability to contribute towards problem solving methods, Understanding a problem or issue belongs to which of the specialized areas- Finance, HR or marketing. To be able to identify the different factors that influence the business.
PO3: Decision Making Skills	
Competency	Indicators
3.1. To be able to demonstrate the different aspects that can get influenced by the decision	3.1.1. Capability of implementation of a decision after proper assessment.

taken within the business.	3.1.2. Follow up the changes that are occurring due to the implementation (situation analysis methods can be of use)
PO6: Integration of Functions	
Competency	Indicators
Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps. Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly.	Continuation of Professional development and observation skills, Using rational approach towards an issue. Ability to study the changes in preferences of customers and Study in the changes in political & technological environment.
PO7: Deployable Skillset	
Competency	Indicators
Demonstrating the ability to identify the nature of a problem appearing during the course of business. Demonstrating the ability to apply the learned skill set as when required.	Acknowledgement of the existence of a problem, Deciding the overall nature of the problem and its minor details. 7.2.1. Ability to implement the required know-how as when necessity arises.

Submitted by: Arkaprava Chakrabarty



(Name)

(Signature & Date)

Received by:

(HOD)

(Signature & Date)

Subject Code	BBABB303					
Subject Title	Marketing Management					
Scheme and Credits	T	L	P	S	Credits	Semester
	6	0	0	0	6	III
Pre-requisite (if any)	Nil					

Course Objectives:

1. To understand the relevance of marketing concepts and its impact on environmental change while designing marketing plans & strategies for practices.
2. To illustrate the functionality and application of elements of Marketing Mix and selling propositions for specific product offerings and pricing objectives.
3. To apply knowledge in creating strategies for integrated marketing communication and distribution network.
4. To develop marketing strategies based on segmentation, target marketing, positioning by examining consumer behavior and sustainability.

Course Outcome:

- CO1: Students will learn the basic & fundamental concepts of Marketing and will also be able to outline key marketing concepts and its application to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms.
- CO2: Students will be able to understand the suitable product, pricing strategies for a firm to achieve the Marketing objective of the firm and the importance of integrated marketing communication and distribution strategies to achieve organizational goal.
- CO3: Students will be able to analyze & implement the appropriate segmentation, targeting and positioning strategy to achieve the business goals in emerging green consumer segments and how marketers are addressing those needs.
- CO4: Students will be able to practice the relevant marketing skills for designing innovative marketing strategies for business firms.

Modules	Serial of Modules	Textbook as per Syllabus	Total hours of teaching	Blooms Level
Module I: Fundamentals of Marketing & its Environment:	<p>Unit I: Introduction to Marketing Nature and scope of marketing; Importance of marketing; Marketing concepts – traditional and modern; Selling vs. marketing; Functions and Evolution of Marketing; Marketing mix, customer value and satisfaction.</p> <p>Unit II: Marketing environment: Macro and Micro Environment and its significance to marketing; SWOT Analysis; PEST Analysis, corporate strategy concept, strategic business units.</p>	<ul style="list-style-type: none"> Saxena, Rajan: Marketing Management, Tata McGraw Hill 	14	BL 1, BL 2,
Module II: Managing Marketing Mix	<p>Product mix – Product Life Cycle – New product development & consumer adoption process – Branding & Packaging – Pricing – Meaning – Objectives of pricing – Factors influencing pricing decisions – Methods of pricing and pricing strategies. Promotion – Meaning – Promotion mix – Selection of media– Personal selling – Sales Promotion. Factors affecting choice of channel – Channel design decision – Channel Management – Channel Conflict.</p>	<ul style="list-style-type: none"> Saxena, Rajan: Marketing Management, Tata McGraw Hill 	20	BL 1, BL 2, BL 4, BL 5
Module III: Market Segmentation, Targeting & Positioning (STP) for Sustainable Strategy	<p>Segmentation: Meaning– Perquisites/ bases for sound segmentation – Target marketing strategies – Product positioning, meaning and steps involved.</p> <p>Meaning, Concept, Types, Importance, Benefits Difference in between Marketing & Green Marketing, Green Marketing Mix, Green Marketing Adoption Strategies.</p>	<ul style="list-style-type: none"> Saxena, Rajan: Marketing Management, Tata McGraw Hill 	14	BL 1, BL 2, BL 3, BL 4, BL 5
Module IV: Building Customer value, Satisfaction and loyalty	<p>Meaning of consumer behaviour – Factors influencing Consumer behaviour – Buying decision process and its stages. Customer Value- Customer satisfaction. Changing profile of consumers.</p>	<ul style="list-style-type: none"> Saxena, Rajan: Marketing Management, Tata McGraw Hill 	12	BL 2, BL 4, BL 5

Textbook

- Saxena, Rajan: Marketing Management, McGraw Hill
- Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Principles of Marketing; Pearson Education

Reference Book

- Ramaswamy and Namakumari -Marketing Management- Indian Context -Global Perspective, Sage Publications India Pvt Ltd; Sixth Edition 2018

Recommended Study Material:

- Introduction to Marketing, Theory & Practice, Adrian Palmer, OXFORD
- Basic Marketing: A Global Managerial Approach, Willam D Perrault & E Jerome Macarthy, McGraw-Hill
- Marketing Management: Text & Cases, K.S.Chandrasekar, McGraw-Hill
- Case Studies in Marketing Management, S. Ramesh Kumar, Pearson
- Gupta Prachi , Marketing Management (Indian Cases), Pearson

CO & PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBABB303_CO1	2	3	2	3	2	2	2	3
BBABB303_CO2	3	2	3	2	3	2	3	2
BBABB303_CO3	3	3	2	3	2	2	2	3
BBABB303_CO4	3	3	2	3	2	3	2	2

*3= Strong 2=Average 1=Weak

PO & PI Mapping:

PO 1: Assessment of Choices	
Competency	Indicators
1.1 Demonstrate competencies in Business Construction Model & Decision- Making Model	1.1.1. Ability to take up analytical approach for problem solving, 1.1.2. Ability to take into consideration minute details and factors that influences a business. 1.1.3 Ability to weigh the pros and cons of each of the alternatives or options available to a functional area of a business.
PO 2: Identification of the Nature of a Problem Area	
Competency	Indicators
2.1. Demonstrate an ability to identify an area that requires problem solving. 2.2 Demonstrate an ability to assess the business environment and understand their impact on the business.	2.1.1 Ability to contribute towards problem solving methods, 2.1.2 Understanding a problem or issue belongs to which of the specialized areas- Finance, HR or marketing. 2.2.1 To be able to identify the different factors that

	influences the business.
PO 3: Decision Making Skills	
Competency	Indicators
3.1. To be able to demonstrate the different aspects that can get influenced by the decision taken within the business.	3.1.1. Capability of implementation of a decision after proper assessment. 3.1.2. Follow up the changes that are occurring due to the implementation (situation analysis methods can be of use)
PO4: Communication Skills	
Competency	Indicators
4.1 To Demonstrate the ability to make effective business communication.	4.1.1. Ability to choose appropriate words when making verbal communication, 4.1.2. To be able to select proper language and words when making written communication.
PO5: Team Work	
Competency	Indicators
5.1 Students will develop the capability of functioning efficiently within the teams.	5.1.1. Ability to understand the objective of the group and deciding a common goal. 5.1.2. The ability to apply the behavioral science when functioning within the group.
PO 6: Integration of Functions	
Competency	Indicators
6.1 Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps. 6.2 Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly.	6.1.1. Continuation of Professional development and observation skills, 6.1.2. Using rational approach towards an issue. 6.2.1. Ability to study the changes in preferences of customers and 6.2.2. Study in the changes in political & technological environment.
PO 7: Deployable Skill set	
Competency	Indicators
7.1 Demonstrating the ability to identify the nature of a problem appearing during the course of business. 7.2 Demonstrating the ability to apply the learned skill set as when required.	7.1.1 Acknowledgement of the existence of a problem, 7.1.2 Deciding the overall nature of the problem and its minor details. 7.2.1. Ability to implement the required knowhow as when necessity arises.
PO 8: Moral Sensitivity	
Competency	Indicators
8.1 To Demonstrate the ability to identify that there is a moral dilemma. 8.2 Demonstration of the ability to solve the moral dilemma.	8.1.1. The ability to identify the confusion or the dilemma that is in existence 8.2.1. Ability to select the best path that will serve to a bigger interest of the stakeholders and the society

Subject code	BBABB304					
Subject title	Employability and Practitioners Skill					
Scheme and Credits	L	T	P	S	Credits	Semester-
	1	1	0		2	III
Pre-requisite (if any)	Basic knowledge of Organizational Behavior.					

Course Objectives:

1. Students will learn to apply personality development theory to solve workplace communication issues.
2. Students will learn to demonstrate the interpersonal skills required in the workplace.
3. Students will learn to manage resources effectively and efficiently in a professional context.
4. Students will learn to impart the correct practices of the strategies of effective business interactions.

Course Outcomes:

1	Students will develop abilities as critical thinkers and dynamic managers.
2	Students will Improves communication and leadership skills.
3	Students will use critical thinking as it pertains to using these tools for effective attitude in a professional setting.
4	Students will gain information-seeking skills and strategies necessary for sustaining in professional/ corporate workplace.

Course content:

Modules	Serial of Module	Text Book as per Syllabus	CO

Understanding People at Work: Individual Differences and Perception	The interactionist perspective, individual differences (Values and Personality), Perception. The role of Ethics and National Culture, using science to match candidates to jobs. Case Study	Organizational Behavior: Text and Cases Avinash K. Chitale, Rajendra Prasad Mohanty, NishithRajaramDubey PHI Learning Pvt Ltd	CO1
Individual Attitudes and Behaviours, Theories and Motivation	Work attitudes, work behaviours, rebounding from defeat, Need based theories of motivation, Process based theories, Motivation in action, Case Study	Organizational Behavior: Text and Cases Avinash K. Chitale, Rajendra Prasad Mohanty, NishithRajaramDubey PHI Learning Pvt Ltd	CO4
Personality and Goal setting	Introduction, Nature, shaping of Personality, Personality Traits, Determinants of Personality, Measuring Personality, SWOT analysis & Goal setting, Case Study	Organizational Behavior: Text and Cases Avinash K. Chitale, Rajendra Prasad Mohanty, NishithRajaramDubey PHI Learning Pvt Ltd	CO3
Learning and Learning Theories	Introduction, Nature, Principles, Adults learning theories, Shaping Behaviour, Reinforcement of strategies, schedules and theory, Case Study	Organizational Behavior: Text and Cases Avinash K. Chitale, Rajendra Prasad Mohanty, NishithRajaramDubey PHI Learning Pvt Ltd	CO2
Managing Stress and Emotion	What is stress, avoiding and managing stress, what are emotions? Emotion at work, Getting Emotional: Case Study	Organizational Behavior: Text and Cases Avinash K. Chitale, Rajendra Prasad Mohanty, NishithRajaramDubey PHI Learning Pvt Ltd	
Conflicts and Negotiations, Making Decisions	Understanding Conflict, Causes and outcomes of conflict, Conflict Management, Negotiations, Case Study.	Organizational Behavior: Text and Cases Avinash K. Chitale, Rajendra Prasad Mohanty,	

		NishithRajaramDubey PHI Learning Pvt Ltd	
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Recommended Books:

Textbooks	
Sl. No.	
1	Organizational Behavior: Text and Cases Avinash K. Chitale, Rajendra Prasad Mohanty, NishithRajaramDubey PHI Learning Pvt Ltd

References	
Sl. No.	
1	The Art and Science of Business Communication
2	Transformational Leadership by Edward J Shelton

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBABB304.1	3	3	3					2
BBABB304.2	2	3	3					3
BBABB304.3	3	3	2					2
BBABB304.4	3	3	2					3

3= Strong 2=Average 1=Weak (Kindly mention the Number only)

PO & PI Mapping:

PO 1 :Students will develop the capability to assess alternate managerial choices and come up with optimal solutions.	
Competency	Indicators
1.1 Demonstrate an ability to plan/manage managerial activities	1.1.1 Identify the tasks required to complete the managerial aspects of a management activity, and the resources required to complete the tasks. 1.1.2 Ability to weigh the pros and cons of each of the alternatives or options available to a functional area of a business.
PO 2 : Students will be able to apply their conceptual understanding of marketing, finance and	

human resources in the real world.	
Competency	Indicators
2.1. Demonstrate an ability to identify an area that requires problem solving.	2.1.1 Ability to contribute towards problem solving methods
2.2 Demonstrate an ability to assess the business environment and understand their impact on the business.	2.1.2 Understanding a problem or issue belong to which of the specialized areas Finance, HR or marketing.
	2.2.1 To be able to identify the different factors that influence the business.
PO 3:: Students will develop decision making skills with the help of analytical and critical thinking ability.	
Competency	Indicators
3.1 To be able to demonstrate the different aspects that can get influenced by the decision taken within the business.	3.1.1 Capability of implementation of a decision after proper assessment
3.2 To be able to demonstrate the optimal solution or close to an optimal solution to a given managerial problem.	3.1.2 Follow up the changes that are occurring due to the implementation (situation analysis methods can be of use)
	3.2.1 Reaching to a solution and evaluating it after observing the changes (Case study method can be implemented)
PO 8 : Students will develop the capability to demonstrate increased level of sensitivity towards areas that require ethical and moral addressing during the course of business.	
Competency	Indicators
8.1 To Demonstrate the ability to identify that there is a moral dilemma.	8.1.1. The ability to identify the confusion or the dilemma that is in existence
8.2 Demonstration of the ability to solve the moral dilemma.	8.2.1. Ability to select the best path that will serve to a bigger interest of the stakeholders and the society

Submitted by :Suchana Roy

(Name)

(Signature& Date)

Received by : Dr. Rabin Mazumder

Rabin Mazumder

(HOD)

(Signature& Date)

Subject code	BBABB305					
Subject title	Business Ethics					
Scheme and Credits	L	T	P	S	Credits	Semester-
	4		4	3
Pre-requisite (if any)	Basic Concept of Management					

Course Objectives:

1. Students can distinguish between values and skills and understand the need, basic guidelines, content and process of value education.
2. Students can initiate a process of dialog with themselves to know what they “really want to be” in their life and profession.
3. Students can understand the meaning of happiness and prosperity for a human being.
4. To facilitate students in applying the understanding of harmony in existence in their profession and lead an ethical life.

Course Outcome:

CO 1: Students understand the significance of inputs in a classroom, distinguish between values and skills, understand the need, basic guidelines, content and prosperity and process of value education, explore the meaning of happiness and prosperity.

CO 2: Students can distinguish between the Self and Body, they can understand the meaning of Harmony in the Self and co-existence of Self and Body.

CO 3: Students can understand the value of harmonious relationship based on trust, respect and other naturally acceptable feelings in human-human relationships and explore their in ensuring a harmonious society.

CO 4: Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

Course content:

Modules	Topic	Text Book as per Syllabus	CO
Module 1	Understanding the need basic guidelines, content and process for Value Education; Self-Exploration-its content and process; Happiness and Prosperity—A basic Human Aspirations.		CO1
Module 2	Co-existence of the sentient ‘I’ and the material ‘Body’, Understanding the needs of Self (I) and ‘Body’, Understanding the harmony of ‘I’ with the Body.		CO2
Module 3	Understanding harmony in the family, Understanding values in human-human relationship, meaning of <i>Nyaya</i> , Trust(<i>Vishwas</i>) and Respect(<i>Samman</i>) as the foundational values, Understanding the harmony in the society.		CO3
Module 4	National acceptance of human values, Ethical Human Conduct, Humanistic Constitution and Humanistic Universal Order, Competence in Professional Ethics: a) Ability to utilize the professional competence for augmenting universal human order, b)Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems technologies and management models, Socially and Ecologically responsible engineers, managers, technologists etc, Mutually enriching institutions and organizations.		CO4

Recommended Books:**Text Book:**

- 1.
- 2.

References:

- 1.
- 2.

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBABB305_CO1		3				2	2	3
BBABB305_CO2		3				3	2	3
BBABB305_CO3		3				2	3	3
BBABB305_CO4		3				2	2	3

3= Strong 2=Average 1=Weak (Kindly mention the Number only)

PO & PI Mapping:

PO 2 : Students will be able to apply their conceptual understanding of marketing, finance and human resources in the real world	
Competency	Indicators
2.1. Demonstrate an ability to identify an area that requires problem solving	2.1.1 Ability to contribute towards problem solving methods 2.1.2 Understanding a problem or issue belong to which of the specialized areas Finance, HR or marketing
2.2 Demonstrate an ability to assess the business environment and understand their impact on the business	2.2.1 To be able to identify the different factors that influence the business
PO 6 : Students will be able to integrate functional areas of management for planning, implementation and control of business decisions.	
Competency	Indicators
6.1 Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps.	6.1.1. Continuation of Professional development and observation skills. 6.1.2. using rational approach towards an issue.
6.2 Demonstrate the identification of changing trends in a business and operation of	6.2.1. Ability to study the changes in

the functional areas accordingly.	<p>preferences of customers.</p> <p>6.2.2. Study in the changes in political & technological environment.</p>
PO 7 :Students will develop deployable skills parallel to the chosen functional/specialized area.	
Competency	Indicators
7.1 Demonstrating the ability to identify the nature of a problem appearing during the course of business.	<p>7.1.1 Acknowledgement of the existence of a problem</p> <p>7.1.2 deciding the overall nature of the problem and its minor details.</p>
7.2 Demonstrating the ability to apply the learned skill set as when required.	7.2.1. Ability to implement the required knowhow as when necessity arises.
PO8 : Students will develop the capability to demonstrate increased level of sensitivity towards areas that require ethical and moral addressing during the course of business.	
Competency	Indicators
8.1. To Demonstrate the ability to identify that there is a moral dilemma.	8.1.1. The ability to identify the confusion or the dilemma that is in existence.
8.2. Demonstration of the ability to solve the moral dilemma.	8.2.1. Ability to select the best path that will serve to a bigger interest of the stakeholders and the society.

Submitted by :

(Name) (Signature& Date)

Received by :

(HOD) (Signature& Date)

Subject Code	BBABB306					
Subject Title	<u>Fundamental of Cost Accounting</u>					
Scheme and Credits	L	T	P	S	Credits	Semester
	0	4	0	0	4	III
Pre-requisite (if any)	Basic knowledge of cost and revenue					

Course Objectives:

1. To make the students understand the basic cost concepts.
2. To help students understand the method of accounting for material, labour and overhead
3. To introduce the fundamentals of a cost sheet
4. To emphasize the need for cost ascertainment in process costing.

Course Outcome: Student will be able

CO1: Learn the fundamental concepts of cost.

CO2: Understand the value and importance of cost and revenue in a business

CO3: Be able to apply the fundamentals of cost to understand how cost of material, labour and overheads are ascertained in a product.

CO4: Be able to prepare, analyze and evaluate cost sheet and calculate the cost of a process.

CO5: Be able to evaluate the impact of any STRATEGIC decision w.r.t. cost.

CO6: Be able to prepare strategy pertaining to a product and its cost.

Modules	Serial of Modules	Text Book as per Syllabus	Total hours of teaching	Blooms Level
M-I: Introduction	<ul style="list-style-type: none"> Nature and scope of cost accounting; Cost concepts and classification: direct, indirect, Element wise, function wise, Behaviour wise. Essentials of a good cost accounting system: Difference between cost and Management accounting; Concept of Cost Audit. Preparation of cost sheet & estimation. 	<ul style="list-style-type: none"> Basu& Das: Cost & Management Accounting, Rabindra Library 	10	BL1, BL2, BL3
M-II: Accounting for Material	<ul style="list-style-type: none"> Economic Order Quantity, ABC analysis (selective inventory concept): Various stock levels: JIT purchase: Selective methods of Material control; pricing of material issues - FIFO, LIFO, Weighted average 	<ul style="list-style-type: none"> M. N Arora: Cost Accounting – Principles and Practice, 	12	BL2, BL3, BL4,
M-III: Accounting for Labour	<ul style="list-style-type: none"> Labour turnover; Idle time and overtime; Methods of wage payment-time and piece rates; Incentive schemes 	<ul style="list-style-type: none"> M. N Arora: Cost Accounting – Principles and Practice, 	5	BL1, BL2, BL3, BL4, BL5
M-IV: Accounting for Overheads	<ul style="list-style-type: none"> Absorption, Allocation and apportionment of Overheads: Determination of overhead rates; Under and over absorption and its treatment, Primary and secondary distribution of overhead. 	<ul style="list-style-type: none"> M. N Arora: Cost Accounting – Principles and Practice, 	5	BL3, BL4, BL5, BL6
M-V: Cost Ascertainment	<ul style="list-style-type: none"> Process costing 	<ul style="list-style-type: none"> M. N Arora: Cost Accounting – Principles and Practice, 	8	BL5, BL6

Recommended Study Material:

- Basu& Das: Cost & Management Accounting, Rabindra Library.
- Dr. C.H Sengupta& B. G Chowdhury: Cost and Management Accounting, Dey Book Concern.
- Bhabatosh Banerjee: Cost Accounting- Theory & Practice, Prentice Hall of India Ltd. New Delhi.
- M. N Arora: Cost Accounting – Principles

CO & PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBABB306-CO1		3	2				2	2
BBABB306-CO2		2	3			3	2	
BBABB306-CO3		3				2	3	2
BBABB306-CO4		2	3			3	2	
BBABB306-CO5			2			3	3	2
BBABB306-CO6		3	3				2	2

*3= Strong 2=Average 1=Weak

Minimum 4 PO to be mapped for each CO

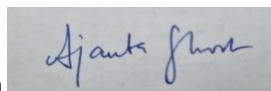
PO & PI Mapping:

PO 2: Identification of the Nature of a Problem Area	
Competency	Indicators
2.1. Demonstrate an ability to identify an area that requires problem solving. 2.2. Demonstrate an ability to assess the business environment and understand their impact on the business.	2.1.1 Ability to contribute towards problem solving methods, 2.2.1 To be able to identify the different factors that influence the business.
PO 3: Decision Making Skills	
Competency	Indicators
3.1. To be able to demonstrate the different aspects that can get influenced by the decision taken within the business. 3.2 To be able to demonstrate the optimal solution or close to an optimal solution to a given managerial problem.	3.1.1. Capability of implementation of a decision after proper assessment. 3.1.2. Follow up the changes that are occurring due to the implementation. (situation analysis methods can be of use) 3.2.1 Reaching to a solution and evaluating it after observing the changes (Case study method can be implemented).
PO 6: Integration of Functions	
Competency	Indicators
6.1 Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps. 6.2	6.1.1. Continuation of Professional development and observation skills, 6.1.2. Using rational approach towards an issue. 6.2.1.
PO 7: Deployable Skill set	
Competency	Indicators
7.1 Demonstrating the ability to identify the nature of a problem appearing during the course of business. 7.2 Demonstrating the ability to apply the learned skill set as when required	7.1.1 Acknowledgement of the existence of a problem, 7.1.2 Deciding the overall nature of the problem and its minor details. 7.2.1. Ability to implement the required knowhow as when necessity arises.

PO 8: Moral Sensitivity	
Competency	Indicators
8.1 To Demonstrate the ability to identify that there is a moral dilemma.	8.1.1. The ability to identify the confusion or the dilemma that is in existence
8.2 Demonstration of the ability to solve the moral dilemma.	8.2.1. Ability to select the best path that will serve to a bigger interest of the stakeholders and the society

Submitted by:

Ajanta Ghosh



06.07.2023

(Name)

(Signature & Date)

Received by:

(HOD)

(Signature & Date)

Course code	BBABB501					
Course title	Strategic Management Contents Strategic Management for business professionals.					
Scheme and Credits	L	T	P	S	Credits	Semester
	3	1	0		4	V
Pre-requisite (if any)	Basic knowledge of Management					

Course Objectives:

1. To enable the students to understand the fundamental concept of strategy in business.
2. To enable the students to understand the fundamental techniques of formulating strategy.
3. To enable the students to understand the relevance of strategy to sustain in a competitive scenario.
4. To understand the logic of designing an effective strategy for effective growth of a corporate.

Course Outcomes:

1. Students can able examine the fundamentals of strategic issues of business.
2. Students can assess the various techniques of business.
3. Students can analyze the importance and logic of formulation of the business strategy.
4. Students can apply and implement strategy in corporate for business growth.

Modules	Serial of Modules	Text Book as per Syllabus	Total hours of teaching	CO
Module I: Introduction, Strategic Intent - Vision, Mission & Objectives	<ul style="list-style-type: none"> • Definition and meaning of strategy & strategic management; Objectives & role of strategic management. • Benefits and importance of strategic management; Causes for failure of strategic management; the strategic management process. • Vision – concept & importance; Mission – concept & relevance; Objectives & 	1. Kazmi, Azhar: Business Policy and Strategic Management, Tata McGraw Hill	6	CO1, CO2

(VMO)	goals – concept & relevance; Components of mission statement, • Formulation of mission & objectives and their specificity; Examples of VMO.			
Module II: Environmental Analysis	• Concept of environment, environmental analysis and appraisal, • Need for & component of external environment analysis; • Tools & techniques of environment analysis – PESTEL, ETOP; Porter's Five Forces Model • Concept of Internal analysis; Value chain analysis; Factors of internal analysis; • Strategic & Situational Analysis – SWOT Analysis, TOWS Matrix	1. Kazmi, Azhar: Business Policy and Strategic Management, Tata McGraw Hill	11	CO1, CO2, CO3
Module III: Strategic Planning:	• Meaning & Stages of Strategic Planning; Corporate goal setting, functional goal setting, managerial goal setting, positioning organization • Strategy Formulation I - Corporate level strategies: Concept, scope, types and significance of corporate level strategies; Generic Growth/expansion strategies - characteristics, forms, applicability; Ansoff matrix • Strategy Formulation II - Business level strategies: Concept of business level strategies; Competitive advantage and Core competencies; Cost leadership, differentiation & focus; Porter's framework of competitive strategies; Concept of SBU	1. Kazmi, Azhar: Business Policy and Strategic Management, Tata McGraw Hill	9	CO4, CO5, CO6
Module IV: Strategic Analysis, Choice and implementation	• Concept of strategic analysis and choice; BCG Matrix & GE-Nine Cell Planning grid. • Issues in strategy implementation, Integrating the functional plan and policies; Role of managers, Leadership, strategic control system & measurement; Strategic Actions - Mergers, Acquisitions & Diversification	1. Kazmi, Azhar: Business Policy and Strategic Management, Tata McGraw Hill	9	CO4, CO5, CO6

Module V: Strategic Evaluation and Control	<ul style="list-style-type: none"> • Evaluation of strategy and strategic control, Need for strategic evaluation; • Criteria for evaluation and the evaluation process; strategic control • Process & types of external controls 	1. Kazmi, Azhar: Business Policy and Strategic Management, Tata McGraw Hill	5	CO4, CO5, CO6
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Suggested Readings:

1. Pearce & Robinson: Strategic Management AITBS
2. Bhattacharya. and Venkataraman: Managing Business Enterprise: Strategies, Structures and Systems, Vikas Publishing House
3. Budhiraja, S. B. and Athreya, M. B: Cases in Strategic Management, Tata McGraw Hill
4. Subbarao: Strategic Management, Himalaya Publication
5. Thompson & Strickland: Strategic management Concept & Cases, Tata McGraw Hill,

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBABB501.1	3	3	2	2				
BBABB501.2			3		3	3	3	
BBABB501.3		3	3				2	1
BBABB501.4		3			3	2	2	1

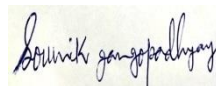
3= Strong 2=Average 1=Weak

PO & PI Mapping:

Competency	Indicators
PO1: Assessment of Choices	
1.1. Demonstrate competencies in Business Construction Model & Decision- Making Model 1.2. Demonstrate competencies in evaluation of each of the alternatives	1.1.1. Ability to take up analytical approach for problem solving, 1.1.2. Ability to take into consideration minute details and factors that influences a business. 1.1.3. Ability to weigh the pros and cons of each of the alternatives or options available to a functional area of a business.
Competency	Indicators
PO2: Identification of the Nature of a Problem Area	
2.1. Demonstrate an ability to identify an area that requires problem solving. 2.2 Demonstrate an ability to assess the business environment and understand their impact on the business.	2.1.1. Ability to contribute towards problem solving methods. 2.1.2. Understanding a problem or issues belong to which of the specialized areas- Finance, HR or marketing. 2.2.3. To be able to identify the different factors that influence the business.
PO 3: Decision Making Skills	
3.1. To be able to demonstrate the different aspects that can get influenced	3.1.1. Capability of implementation of a decision after proper assessment.

by the decision taken within the business. 3.2. To be able to demonstrate the optimal solution or close to an optimal solution to a given managerial problem.	3.1.2. Follow up the changes that are occurring due to the implementation (situation analysis methods can be of use) 3.2.1 Reaching to a solution and evaluating it after observing the changes (Case study method can be implemented)
Competency	Indicators
PO5: Team Work	
5.1. To understand Group Formation and Group Cohesiveness 5.2. To be able to demonstrate the importance of adjustment and the importance of concentrating other group members' opinion.	5.1.1. Ability to understand the objective of the group and deciding a common goal. 5.2.1. The ability to apply the behavioral science when functioning within the group.
PO6: Integration of Functions	
6.1. Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps. 6.2 Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly.	6.1.1. Continuation of Professional development and observation skills, 6.1.2. Using rational approach towards an issue. 6.2.1. Ability to study the changes in preferences of customers.

Submitted by : Dr. Soumik Gangopadhyay



27.07.23

(Name)

(Signature & Date)

Received by :

(HOD)

(Signature & Date)

Course code	BBABB502					
Course title	Data Analytics Skills for Managers					
Scheme and Credits	L	T	P	S	Credits	Semester-
	4	0	0	0	4	v
Pre-requisite (if any)	Basic knowledge of mathematical function, differentiation					

Course Objectives:

1. To enable the students to understand fundamental concepts, terms and terminologies involved in data analytics, and to relate themselves with importance, role and application of data analytics in business domain.
2. To help the students understand data collection and data pre-processing strategies through the incorporation of case studies.
3. To enable students to identify three core types data analytical techniques i.e. exploratory, descriptive, and causal along with its nature and application.
4. To enable the students classify the application of appropriate analytical techniques in appropriate situation.

Course Outcome:

- CO1: Students will learn the basic & fundamental concepts of Data Analytics and its applications in different domains of business.
- CO2: Students will be able to understand the intricacies of Data Analytics such as how it works, different statistical methods of Data Analytics, identify three core types of data analytical techniques i.e. exploratory, descriptive, and causal along with their application, how to deal with the critical issues related to data.
- CO3: Students will be able to apply their knowledge of Data Analytics in dealing with the contemporary real world business problems effectively.
- CO4: Students will be able to analyze business problems involving Data Analytics.
- CO5: Students will be able to evaluate real world data to take efficient business decisions.
- CO6: Students will be able to create newer ideas while dealing with the issues of Data Analytics and will also be able to ensure their overall development.

Course content:

Modules	Serial of Modules	Text Book as per Syllabus	Total hours of teaching	CO
M I: Introduction to Data Analytics	Data, Information, Knowledge, and Wisdom; Types of Data – Qualitative- Nominal-Ordinal and Quantitative- - Continuous – Discrete; Dimensions of Data Quality- Accuracy – Completeness – Consistency – Timeliness – Uniqueness – Validity; Data Science; Big Data – Sources, Types of Big Data–Structured – Unstructured – Semi-structured –	1. Big Data Analytics Applications in Business and Marketing: Kiran Chaudhary and Mansaf Alam- CRC Press. 2. Big Data	10	CO1 , CO2

	<p>Metadata; Characteristics of Big Data – Volume – Velocity – Variety – Veracity – Value; Data Analytics – Descriptive – Diagnostic – Predictive – Prescriptive; Applications of Data Analytics in Business –Production and Inventory Management – Sales and Operations Management – Finance and Investment – Marketing Research –Human Resource Management.</p>	<p>Fundamentals Concepts Drivers and Techniques: Thomas Erl, WajidKhattak and Paul Buhler- Prentice Hall.</p> <p>3. Business Analytics A Management Approach: Richard Vidgen, Sam Krishner and Felix Tan- Macmilan International Higher Education (Red Globe Press)</p>		
<p>M II:</p> <p>Data Collection and Data Pre-Processing</p>	<p>Data Collection Strategies; Data Pre-Processing Overview – Need for Data Pre-processing - Data Pre-processing Methods - Data Cleaning – Data Objects and Attributes –Filling up Missing Values; Noisy Data – Binning – Regression – Clustering; Data Integration – Entity Identification Problem – Redundancy and Correlation – Chi-square test- correlation coefficient – covariance – Data Value Conflict Detection and Resolution; Data Transformation – Data Transformation Strategies Overview – Data Transformation by Normalization;</p>	<p>1. Data Mining Concepts and Techniques - Jiawei Han, Micheline Kamber and Jian Pei - Morgan Kaufmann Publishers (Imprint of Elsevier)</p> <p>2. Data Mining and Warehousing Principals and Practical Techniques –</p>	10	CO2 , CO3 , CO4

	Data Reduction – Overview of Data Reduction Strategies – Principal Component Analysis – Attribute Subset Selection.	Parteek Bhatia - Cambridge University Press 3. Fundamentals of Machine Learning for Predictive Data Analytics – The MIT Press: John D. Kelleher, Brian Mac Namee, and Aoife D’Arcy. 4. A Hands –on Introduction to Data Science – Cambridge University Press: Chirag Shah		
M III: Exploratory Data Analytics and Descriptive Statistics	Stem and Leaf Diagram, Calculation of Mean for Ungrouped and Grouped Data –Assumed Mean Method- Step Deviation Method; Calculation of Median, Mode and Quartiles; Mean Deviation from Mean and Median of Ungrouped and Grouped Data; Calculation of Variance and Standard Deviation from Ungrouped and Grouped Data; Skewness – Meaning – Measures of Skewness -Karl Pearson and Bowley’s Coefficient of Skewness; Analysis of Variance.	1. Business Mathematics and statistics - Asim Kumar Manna - McGraw Hill Education (India) 2. Business Statistics Problems and Solutions – J K Sharma – Pearson 3. Business	10	CO3 , CO4 , CO5

		Mathematics and Statistics - (Late) N G Das and J K Das - Tata McGraw Hill Education Private Limited		
M IV: Correlation and Regression	Scatter Diagram, Karl Pearson's Correlation Coefficient – Spearman Rank Correlation Coefficient; Simple Linear Regression: Introduction – Overview – Importance -Least Square Method– Normal Equations - Calculation of Regression Coefficients – Properties of Regression Line – Uses of Regression; Multiple Linear Regression: Overview – Importance - Least Square Method – Normal Equations – Calculation of Regression Coefficients - Properties of OLS Regression Line – Properties of OLS Estimators – BLUE Properties – Measuring Goodness of FIT –Adjusted R square – Testing Overall Significance of Regression – Testing Relevance of an Additional Explanatory Variable	1. Principles of Econometrics, Sankar Kumar Bhaumik, Oxford University Press 2. Basic Econometrics - D.N. Gujarati and D.C. Porter, Tata McGraw Hill. 3. Introduction to Econometrics – GMK Madnani – Oxford and IBH Publishing Co Pvt Ltd	10	CO2, CO3, CO4, CO5

Recommended Study Materials:

1. Big Data Analytics Applications in Business and Marketing: Kiran Chaudhary and Mansaf Alam- CRC Press.
2. Big Data Fundamentals Concepts Drivers and Techniques: Thomas Erl, Wajid Khattak and Paul Buhler- Prentice Hall.

3. Business Analytics A Management Approach: Richard Vidgen, Sam Krishner and Felix Tan- Macmilan International Higher Education (Red Globe Press)
4. Data Mining Concepts and Techniques - Jiawei Han, Micheline Kamber and Jian Pei - Morgan Kaufmann Publishers (Imprint of Elsevier)
5. Data Mining and Warehousing Principals and Practical Techniques – Parteek Bhatia - Cambridge University Press
6. Fundamentals of Machine Learning for Predictive Data Analytics – The MIT Press: John D. Kelleher, Brian Mac Namee, and Aoife D’Arcy.
7. A Hands –on Introduction to Data Science – Cambridge University Press: Chirag Shah.
8. Business Mathematics and statistics - Asim Kumar Manna - McGraw Hill Education (India)
9. Business Statistics Problems and Solutions – J K Sharma – Pearson
10. Business Mathematics and Statistics - (Late) N G Das and J K Das - Tata McGraw Hill Education Private Limited
11. Principles of Econometrics, Sankar Kumar Bhaumik, Oxford University Press
12. Basic Econometrics - D.N. Gujarati and D.C. Porter, Tata McGraw Hill.
13. Introduction to Econometrics – GMK Madnani – Oxford and IBH Publishing Co Pvt Ltd

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBABB502.1	3	3	3			3	2	
BBABB502.2	3	3	3			3	2	
BBABB502.3	3	3	3			3	3	
BBABB502.4	3	3	3			3	3	
BBABB502.5	3	2	3			3	3	
BBABB502.6	2	2	3			3	3	

3= Strong 2=Average 1=Weak (Kindly mention the Number only)

PO & PI Mapping:

PO1: Assessment of Choices Students will develop the capability to assess alternate managerial choices and come up with optimal solutions.	
Competency	Indicators
1.1 Demonstrate competencies in Business Construction Model & Decision- Making Model	1.1.1. Ability to take up analytical approach for problem solving, 1.1.2. ability to take into consideration minute details and factors that influences a business.
1.2 Demonstrate competencies in evaluation of each of the alternatives	1.2.1 Ability to weigh the pros and cons of

	each of the alternatives or options available to a functional area of a business.
PO 2 : Identification of the Nature of a Problem Area Students will be able to apply their conceptual understanding of marketing, finance and human resources in the real world.	
Competency	Indicators
2.1. Demonstrate an ability to identify an area that requires problem solving. 2.2 Demonstrate an ability to assess the business environment and understand their impact on the business.	2.1.1 Ability to contribute towards problem solving methods, 2.1.2 Understanding a problem or issue belongs to which of the specialized areas of data analytics- Descriptive, Diagnostic, Predictive and Prescriptive. 2.2.1 To be able to identify the different factors that influences the business.
PO 3: Decision Making Skills: Students will develop decision making skills with the help of analytical and critical thinking ability.	
Competency	Indicators
3.1 To be able to demonstrate the different aspects that can get influenced by the decision taken within the business.	3.1.1 Capability of suggesting a decision after proper assessment
3.2 To be able to demonstrate the optimal solution or close to an optimal solution to a given managerial problem.	3.2.1 Reaching to a solution and evaluating it after observing the changes (Case study method can be implemented)
PO6: Integration of Functions: Students will be able to integrate functional areas of management for planning, implementation and control of business decisions.	
Competency	Indicators
6.1 Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps. 6.2 Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly.	6.1.1. Continuation of Professional development and observation skills, 6.1.2. Using rational approach towards an issue. 6.2.1. Ability to study the changes in preferences of customers.
PO 7: Deployable Skill set: Students will develop deployable skills parallel to the chosen functional/ specialized area	
Competency	Indicators
7.1 Demonstrating the ability to identify the nature of a problem appearing during the course of business.	7.1.1 Acknowledgement of the existence of a problem
7.2 Demonstrating the ability to apply the learned skill set as when required	7.1.2. Ability to implement the required knowhow as when necessity arises.

Submitted by: Prof. Arindam Roy

(Name)

(Signature & Date)

Received by:

(HOD)

(Signature & Date)

Course Code	BBABB503					
Course Title	Business Law					
Scheme and Credits	L	T	P	S	Credits	Semester
	6	0	0	0	6	
Pre-requisite (if any)	Basic Concept of Legal Framework in Business Operation					

Course Objectives:

1. To make the students understand the fundamental concepts of various Laws applicable in Business.
2. To familiarize the students with Agreements, Contracts and their differences.

3. Students to know the legalities involved in efficient & effective operation of business.
4. Students to be made aware about the rights & privileges due to the employees.
5. Students to understand the importance of consumers and their rights.

Course Outcome:

- CO1: Students would be proficient and knowledgeable about legalities involved in the business arena.
- CO2: Students would be capable to bring in discipline in the operation by providing legitimate benefits to the workforce.
- CO3: Students would ensure customers' protection.
- CO4: Students would be familiar to conduct company's operation by maintaining proper regulations & norms.
- CO5 : Students would be capable to bring about a healthy and congenial business environment by operating within the stipulated legal framework.
- CO6 : Students would reap benefits of Digital Business Transformation. Should also be conversant with up-to-date cyber law.

Modules	Serial of Modules	Text Book as per Syllabus	Total hours of teaching	Blooms Level
MI:	Law of Contract (Indian Contract Act,1872).	Tulsian : Business Law, TMH.	20	CO1
	Introduction / Meaning of Contract / Classification of contract / Essentials of a valid contract / Performance of contract / Quasi contracts / Breach of contract & its remedies			CO2
	Special Contract : Indemnity; Guarantee; Bailment and pledge; Agency.			CO3
	Sale of Goods Act,1930.			CO4
	Contract of Sale of Goods / Conditions and warranties / Transfer of Property / Performance of Contract of sale / Rights of unpaid seller.			CO5 CO6
MII:	Negotiable Instruments Act, 1881.	Tulsian : Business Law, TMH.	16	CO1
	Negotiable Instruments / Parties to Negotiable Instruments / Negotiations of Negotiable Instruments / Dishonour and Discharge of Negotiable Instruments / Crossing and Bouncing of cheques.			CO2
	Arbitration and Conciliation Act, 1996.			CO3
	General Provisions Regarding Arbitration / Arbitral Tribunal / Arbitration Proceedings /			CO4
				CO5 CO6

	Conciliation / Enforcement of certain Foreign Awards.			
MIII:	Consumer Protection Act, 1986.	Tulsian : Business Law, TMH.	12	CO1 CO2 CO3 CO4 CO5
	Workmen Compensation, ESI. Information Technology Act (Cyber Law), 2000.			
MIV:	The Companies Act, 1956 The Company's Act and its Administration / The Company : Its Nature and kinds / Formation of a Company / Memorandum of Association / Articles of Association / Prospectus / Allotment of Shares / Shares and Share Capital / Share Certificate and Share Warrant / Shareholders or Members / Transfer and Transmission of Shares / Calls and Forfeiture of Shares / Company Management / Meetings and Resolution / Borrowing powers and Methods / Dividends / Accounts and Audit / Prevention of Oppression and Mismanagement / Compromise, Arrangements, Reconstruction and Amalgamation.	Tulsian : Business Law, TMH.	12	CO1 CO2 CO3 CO4

Reference:

1. Sen & Mitra : Commercial Law, World Press.
2. Pathak : Legal Aspect of Business, TMH.
3. Tejpal Sheth : Business Law, 3/e, Pearson.
4. Das & Ghosh : Business Regulatory Framework, Ocean Publication, Delhi.
5. Pillai & Bagavathi : Business Law, S Chand
6. Tulsian : Business Law, TMH.
7. Business Law by N. D. Kapur

CO & PO Mapping:

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBABB503.1	3	3	2	1		1	2	1
BBABB503.2	2	3	2	1	2	2	2	
BBABB503.3	3	3	2	1	2	1	2	
BBABB503.4	3	3	2	1	1	1	3	1

*3= Strong 2=Average 1=Weak

Submitted by: Shaibal Kumar Sen
(Name)



25.07.2023
(Signature & Date)

Received by:

(HOD)

(Signature & Date)

Specialization: MARKETING

Course Code	BBAMM504					
Course Title	Consumer Behavior					
Scheme and Credits	L	T	P	S	Credits	Semester
	6	0	0	0	6	V
Pre-requisite (if any)	Basic knowledge of Marketing Management					

Course Objectives:

6. To make the students understand the fundamental concepts of consumer behavior and its various disciplines.
7. To equip students with knowledge of various models and frameworks to help understand consumer buyer behavior
8. To help students to analyze consumer's behavior and use them in designing marketing strategies
9. To enable the students to understand the relevance of organizational buying behavior and how it is different from consumer behavior.

Course Outcome:

- CO1: Students would be proficient and knowledgeable about the various disciplines contribution in understanding buyer behavior in a holistic manner from both individual & group perspectives
- CO2: Students would be equipped with knowledge of various models and frameworks to help understand consumer buyer behavior and align the knowledge with formulation of appropriate marketing strategies under various micro & macro factors.
- CO3: Students would be able to analyze consumer's behavior and use them in designing marketing strategies and in enhancing the effectiveness of marketing programs by applying the concept of diffusion of innovation
- CO4: Students would be able to develop & apply the knowledge of and skill in organizational buying behavior so that they can differentiate it from consumer buying behavior and apply that concept in framing plans & programs for organizational buyer.

Modules	Serial of Modules	Text Book as per Syllabus	Total hours of teaching	Blooms Level
MI:	Unit 1: Understanding Consumer	L.G	20	CO1

Consumer Behavior - Concept, Process & Models	Behavior 1.1. Meaning & definition of Consumer Behavior 1.2. Marketing concept, societal marketing concept 1.3. Disciplines involved in the study of consumer behaviour 1.4. Scope and importance of consumer behaviour 1.5. Factors influencing consumer behaviour	Schiffman, J. Wisenblit & S R Kumar: Consumer Behavior		CO2 CO3 CO4 CO5 CO6
	Unit 2: Consumer Decision Making 2.1. Consumer buying decision making process & Situational influences 2.2. Routinized response, limited and extensive problem solving behavior 2.3. Low/high effort/involvement decision making			
	Unit 3: Consumer Behavior Models 3.1. Stimulus-Response Model 3.2. Black Box Model			
	Unit 4: Diffusion of Innovation 1.1. Concept of Diffusion, Innovation & Consumer Behavior 1.2. Adoption Process & Adopters - Types & characteristics			
MII: Consumer as an Individual	Unit 5: Consumer Motivation	L.G Schiffman, J. Wisenblit & S R Kumar: Consumer Behavior	16	CO1 CO2 CO3 CO4 CO5 CO6
	Unit 6: Consumer Perception			
	Unit 7: Consumer Attitudes			
	Unit 8: Consumer Learning			
	Unit 9: Consumer Personality & Self Image			
MIII: Consumer as a Group Member Specially from Indian Perspective	Unit 10: Consumer as a part of Social & cultural Settings 10.1. Influence of Groups-Reference groups 10.2. Influence of Culture & Sub-culture	L.G Schiffman, J. Wisenblit & S R Kumar: Consumer Behavior	12	CO1 CO2 CO3 CO4 CO5
	Unit 11: Indian consumer Diversity in Indian Consumer on the basis of socio-economic parameters			

MIV: Organizational Buying Behavior	Unit 12: Organizational Buying	L.G Schiffman, J. Wisenblit & S R Kumar: Consumer Behavior	12	CO1
	12.1. Concept, Meaning & Characteristics of Organizational Buying			CO2
	12.2. Differences between Industrial Markets and Consumer Markets			CO3
	12.3. Differences between Organizational and Consumer Buying			CO4
	12.4. Factors influencing Organizational Buying Behaviour			
	12.5. Organizational Buying Decision Making Process			

Recommended Study Material:

Text Book

- L.G Schiffman, J. Wisenblit & S Ramesh Kumar: Consumer Behavior,

Reference Books

- Michael Solomon: Consumer Behavior PHI
- Batra & Kazmi: Consumer Behaviorl, Excel Book
- Ramanuj Majumder: Consumer Behavior, PHI

CO & PO Mapping:

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBAMM504 .1	3	3	3	1		1	3	1
BBAMM504 .2	3	3	2	1	2	2	3	
BBAMM504 .3	3	3	2	1	2	1	3	
BBAMM504.4	3	3	2	1	1	1	3	1

*3= Strong 2=Average 1=Weak

PO & PI Mapping:

PO 1: Assessment of Choices	
Competency	Indicators
1.1 Demonstrate competence in understanding the fundamentals of Consumer Behavior	1.1.1 Identify the factors required for a managerial career by learning the fundamentals and concepts of consumer behavior.
	1.1.2 Apply their basic concepts of consumer behavior for a variety of organizations.
PO 2: Identification of the Nature of a Problem Area	
Competency	Indicators

2.1 Demonstrate various consumer research based marketing techniques and skills applicable for business	2.1.1 Apply the outcomes of concepts with the current techniques and skills necessary for marketing manager to practice in an organization.
	2.1.2 Apply by learning the various consumer behavior based concept, theories and their implications towards sustainability of business.
PO 3: Decision Making Skills	
Competency	Indicators
3.1 To be able to demonstrate the different aspects that can get influenced by the decision taken within the business	3.1.1 Capability of implementation of a decision after proper assessment,
	3.1.2 Follow up the changes that are occurring due to the implementation
PO 4: Communication Skills	
Competency	Indicators
4.1. To Demonstrate the ability to make effective business communication	4.1.1. To be able to select proper language and words when communicating consumer to explore their behavior
PO 5: Team Work	
5.1. To understand Group Formation and Group Cohesiveness	5.1.1. Ability to understand the objective of the group and deciding a common goal to achieve while dealing with consumer related issues.
PO 6: Integration of Functions	
Competency	Indicators
6.2 Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly	6.2.1. Ability to study the changes in preferences of customers and their usage pattern
	6.2.2. Study in the changes in political & technological environment both individual and group perspectives.
PO 7: Deployable Skill set	
Competency	Indicators
7.1 Demonstrate how to identify problems or shortcomings in purchase decision making process 7.2	7.1.1 Identify the consumer purchase decision making process and its impact on business.
	7.1.2 Explain the concept of post purchase evaluation & its impact on repeat purchase.
7.2 Demonstrating the ability to apply the learned skill set as and when required to solve problems	7.2.1. Ability to implement the principles of consumer behavior
PO 8: Moral Sensitivity	
Competency	Indicators
8.1 To Demonstrate the ability to identify that	8.1.1. The ability to identify the confusion or

there is a moral dilemma.	the dilemma that is in existence while dealing with consumers.
8.2. Demonstration of the ability to solve the moral dilemma.	8.2.1. Ability to select the best path that will serve to a bigger interest of the consumer as well as company and the society.

Submitted by: Dibyendu Chattaraj

(Name)



14.07.23

(Signature & Date)

Received by:

(HOD)

(Signature & Date)

Course code	BBAMM505					
Course title	Brand & Retail Management					
Scheme and Credits	L	T	P	S	Credits	Semester-
	6	---	---	---	6	V
Pre-requisite (if any)	Fundamentals of Marketing					

Course Objectives: At the conclusion of this course, the successful student will be able to:

1. Define the concepts and explain the purpose of branding & Examine brand concepts in real-life setting by articulating the context of and the rationale for the application.
2. Describe the process and methods of brand management, including how to establish brand identity and build brand equity and the process of effective branding strategies.
3. Familiarize the students with organized retail and, the value it creates & the strategic and operational decision-making processes in the organized retail.
4. Relate the supply chain activities which create the value in the organized retail industry.

Course Outcome:

CO 1: Understand the fundamental concepts of brand management in developing marketing skills.

CO 2: Develop & analyze various Branding Strategies used for the business based on competition, Brand architecture, Brand hierarchy, Designing brand strategy, new products, Brand extensions.

CO 3: Understand the functions of retail business, the dynamic retail environment and exposure to issues & developments in the retailing industry.

CO 4: Understand the key drivers of Retail Market to select a retail store location and including product pricing.

Course content:

Modul es	Topic	Textbook as per Syllabus	Total hours of teaching	CO
M-1	Branding Concepts: Introduction to Brand; Brand and Branding Basics; Relationship of Brands with Customers; Building. Successful Brands. Terms associated with Brands: Understanding Various Terms; Brand Names and Brand Extensions; Co-Branding and Corporate Branding; Brand Associations and Brand Image.	Brand Managem ent, Principles and Practices, Kirti Dutta, Oxford University Press	?	BL 1, BL2, BL3, BL4
M-2	Management of Brand: Brand Loyalty; Brand Relationship; Brand Equity; Brand Management Brand Selection: Brand and Consumer Buying Process; Consumer Search for Brand Information; Issues associated with Effective Brand Name; Added Values Beyond Functionalism; Brand Personality; Branding to make Tangible the Intangible.	Brand Managem ent, Principles and Practices, Kirti Dutta, Oxford University Press		BL2, BL3, BL4, BL5, BL6
M-3	Introduction and Perspectives on Retailing -World of Retailing, Retail management, introduction, meaning, characteristics, emergence of Organizations of retailing - Types of Retailers (Retail Formats) - Multichannel Retailing Customer Buying Behaviour, Historical Perspective, role of retailing, trends in retailing, FDI in Retail - Problems of Indian Retailing - Current Scenario Retailing strategy for Setting up Retail organization and planning: Retail Market Strategy - Financial Strategy - Site & Locations (Size and space allocation, location strategy, factors Affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design.) – Human Resource Management, Information Systems and supply chain management & Logistics.	Retail Management, Giri, Paul & Chatterjee, PHI		BL 1, BL2, BL3, BL4

M-4	Store management and visual merchandising: Store Management: Responsibilities of Store Manager, Management of Modern retails -Store Layout, design: Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors Customer Service, Planning Merchandise Assortments -Buying systems Buying merchandise and Retail Communication Mix Retail Pricing: Factors influencing retail pricing, Retail pricing strategies, Retail promotion Strategies	Retail Management, Giri, Paul & Chatterjee, PHI		BL2, BL3, BL4, BL5, BL6
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Recommended Readings:

Textbook:

- Brand Management, Principles and Practices, Kirti Dutta, Oxford University Press
- Retail Management, Giri, Paul & Chatterjee, PHI

References:

- Managing Retail, Piyush Kumar Sinha & Dwarika Prasad Uniyal
- Retailing Management: Text and Cases, Swapna Pradhan, McGrawHill.
- The New Strategic Brand Management: Advanced Insights and Strategic Thinking, Jean-Noël Kapferer, Kogan.

CO-PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBAMM505.1	2	3	2	3	2	2	2	3
BBAMM505.2	3	2	3	2	3	2	3	2
BBAMM505.3	3	3	2	3	2	2	2	3
BBAMM505.4	3	3	2	3	2	3	2	2

3= Strong 2=Average 1=Weak

PO & PI Mapping:

PO 1: Assessment of Choices	
Competency	Indicators
1.1 Demonstrate competencies in Business Construction Model & Decision- Making Model	1.1.1. Ability to take up analytical approach for problem solving, 1.1.2. Ability to take into consideration minute details and factors that influences a business. 1.1.3 Ability to weigh the pros and cons of each of the alternatives or options available to

	a functional area of a business.
PO 2: Identification of the Nature of a Problem Area	
Competency	Indicators
2.1. Demonstrate an ability to identify an area that requires problem solving. 2.2 Demonstrate an ability to assess the business environment and understand their impact on the business.	2.1.1 Ability to contribute towards problem solving methods, 2.1.2 Understanding a problem or issue belongs to brand marketing & retail communication. 2.2.1 To be able to identify the different factors that influences the business.
PO 3: Decision Making Skills	
Competency	Indicators
3.1. To be able to demonstrate the different aspects that can get influenced by the decision taken within the business.	3.1.1. Capability of implementation of a decision after proper assessment. 3.1.2. Follow up the changes that are occurring due to the implementation (situation analysis methods can be of use)
PO4: Communication Skills	
Competency	Indicators
4.1 To Demonstrate the ability to make effective business communication.	4.1.1. Ability to choose appropriate words when making verbal communication, 4.1.2. To be able to select proper language and words when making written communication.
PO5: Teamwork	
Competency	Indicators
5.1 Students will develop the capability of functioning efficiently within the teams.	5.1.1. Ability to understand the objective of the group and deciding a common goal. 5.1.2. The ability to apply the behavioral science when functioning within the group.
PO 6: Integration of Functions	
Competency	Indicators
6.1 Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps. 6.2 Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly.	6.1.1. Continuation of Professional development and observation skills, 6.1.2. Using rational approach towards an issue. 6.2.1. Ability to study the changes in preferences of customers and 6.2.2. Study in the changes in political & technological environment.
PO 7: Deployable Skill set	
Competency	Indicators
7.1 Demonstrating the ability to identify the nature of a problem appearing during the course of business. 7.2 Demonstrating the ability to apply the	7.1.1 Acknowledgement of the existence of a problem, 7.1.2 Deciding the overall nature of the problem and its minor details.

learned skill set as when required.	7.2.1. Ability to implement the required knowhow as when necessity arises.
PO 8: Moral Sensitivity	
Competency	Indicators
8.1 To Demonstrate the ability to identify that there is a moral dilemma. 8.2 Demonstration of the ability to solve the moral dilemma.	8.1.1. The ability to identify the confusion or the dilemma that is in existence. 8.2.1. Ability to select the best path that will serve to a bigger interest of the stakeholders and the society

Submitted by : Dr. Dipak Saha

(Name)



(Signature & Date)

Received by : Dr. Rabin Mazumder

(HOD)

(Signature & Date)

Course code	BBAMM506					
Course title	SERVICES MARKETING <u>Contents</u> Marketing of Service Product					
Scheme and Credits	L	T	P	S	Credits	Semester-
	3	1	0	0	4	V
Pre-requisite (if any)	Basic knowledge of Marketing Management					

Course Objective :

1. To enable the students to understand the fundamental concepts of service product marketing.

2. To understand the process of designing a service.
3. To make strategic relevance of the service marketing mix.
4. To able to analyze the quality aspect of a service delivery.

Course Outcome:

1. Can able to understand the impact of service marketing decisions.
2. Can select appropriate decision making tool and apply it in a given situation to lead teams.
3. Can leverage use of tools for the service strategic design process
4. Can apply strategies for service product development.

Course Content:

Modules	Serial of Modules	Text Book as per Syllabus	Total hours of teaching	CO
Fundamentals of Services	Introduction, Need and scope of service marketing, Reasons for growth of services, Contribution to economy, Different types of service sectors – traditional and new, Trends in service sector, Definition, Characteristics of services, Tangibility continuum, Marketing mix for services - product, price, place, promotion, physical evidence, people & process	2. Apte Govind, Services Marketing, Oxford 3. Verma, H.V. : Services marketing, Pearson	7	CO 1
Consumer behaviour & strategic planning	Service Experience- moments of truth, customer needs, expectations, perceptions, zone of tolerance, customer satisfaction, understanding the differences among customers, Understanding the customer and competition, Positioning of services, Service triangle concept, Creating service product, Customer value	1. Haksever, C., Render, B., Russel, R., Murdick, R.: Service Management and Operations; Pearson 2. Gronroos, C.: Services management and marketing; Wiley	12	CO 2

	hierarchy, Flow of service, Service product mix, Branding service products			
Designing, Managing Services	Foundations of pricing, How service prices are different, Approaches to pricing, Designing service delivery system, Service blue Printing, Strategies formatching capacity & demand, Physical evidence, Servicescapes- types and role, customer response to environment, Critical importance of service employees, Problems and difficulties of boundary-spanning roles.	1. Lovelock, C., Wirtz, J. & Chatterjee, J.: Services Marketing; Pearson Education 2. Rao, K.R.M.: Services Marketing, Pearson Education Srinivasan R.: Services Marketing; PHI	12	CO 3
Service Quality	Service quality, Integrated Gap model - to identify and correct quality problems, Measuring and improving service quality, Strategies for delivering service quality through people, Service leadership and culture. Nature and characteristics of financial, hospitality, health-care, educational & professional, logistics, entertainment services and their respective marketing mix analysis.	1. Zeithaml, V.A., Bitner, M J, Gremler, D.D. & Pandit, A.: Service Marketing; TMH	9	CO4

Reccomended Books:

1. Apte Govind, Services Marketing, Oxford
2. Verma, H.V. : Services marketing, Pearson.
3. Haksever, C., Render, B., Russel, R., Murdick, R.: Service Management and Operations; Pearson
4. Gronroos, C.: Services management and marketing; Wiley
5. Lovelock, C., Wirtz, J. & Chatterjee, J.: Services Marketing; Pearson Education
6. Rao, K.R.M.: Services Marketing, Pearson Education Srinivasan R.: Services Marketing; PHI
7. Zeithaml, V.A., Bitner, M J, Gremler, D.D. & Pandit, A.: Service Marketing; TMH.

CO-PO Mapping:

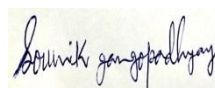
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBAMM506.1	3		2	3			3	
BBAMM506.2		3	3				2	3
BBAMM506.3	3	3	3				3	
BBAMM506.4					3	3	3	3

3= Strong 2=Average 1=Weak

PO & PI Mapping:

Competency	Indicators
PO1: Assessment of Choices	
1.3. Demonstrate competencies in Business Construction Model & Decision- Making Model 1.4. Demonstrate competencies in evaluation of each of the alternatives	1.1.4. Ability to take up analytical approach for problem solving, 1.1.5. Ability to take into consideration minute details and factors that influences a business. 1.1.6. Ability to weigh the pros and cons of each of the alternatives or options available to a functional area of a business.
Competency	Indicators
PO 3: Decision Making Skills	
3.1. To be able to demonstrate the different aspects that can get influenced by the decision taken within the business. 3.2. To be able to demonstrate the optimal solution or close to an optimal solution to a given managerial problem.	3.1.1. Capability of implementation of a decision after proper assessment. 3.1.2. Follow up the changes that are occurring due to the implementation (situation analysis methods can be of use) 3.2.1 Reaching to a solution and evaluating it after observing the changes (Case study method can be implemented)
Competency	Indicators
PO5: Team Work	
5.1. To understand Group Formation and Group Cohesiveness 5.2. To be able to demonstrate the importance of adjustment and the importance of concentrating other group members' opinion.	5.1.1. Ability to understand the objective of the group and deciding a common goal. 5.2.1. The ability to apply the behavioral science when functioning within the group.
PO6: Integration of Functions	
6.1. Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps. 6.2 Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly.	6.1.1. Continuation of Professional development and observation skills, 6.1.2. Using rational approach towards an issue. 6.2.1. Ability to study the changes in preferences of customers.

Submitted by : Dr. Soumik Gangopadhyay



28.7.23

(Name)

(Signature & Date)

Received by :

(HOD)

(Signature & Date)

Specialization: HR

Course Code	BBAHR504					
Course Title	Human Resource Planning					
Scheme and Credits	L	T	P	S	Credits	Semester
	4	1	1	0	6	V
Pre-requisite (if any)	Basic knowledge of Human Resource Management					

Course Objectives:

5. To make the students understand the importance of Planning in the field of Human Resource Management and to study techniques of HR-forecasting.
6. To help students understand the value of Human Resource Information System, Job Analysis, HR Audit, HR Accounting and also enable them to understand their importance.
3. To introduce the fundamentals of Career Planning, Succession Planning and their importance in organizational and personal life.
4. To understand the logic of designing an effective Human Resource Planning (HRP) and to emphasize the need for applying their knowledge of HRP in the different fields of Human Resource Management.

Course Outcome: Student will be able

- CO1: Learn the fundamental concepts of Human Resource Planning (HRP) and its importance in the practical world.
- CO2: Understand the value of identifying, defining and solving Human Resource Planning related problems with the concept of HRIS, HR Audit, HR Accounting and other areas.
- CO3: Be able to apply the knowledge of HRP in solving the contemporary human Resource Management related issues and will get some wider exposure with respect to Career Planning and Succession Planning.
- CO4: Be able to analyze the different methods and techniques of HR Planning while solving real life problems and will be able to achieve the goal of their overall development.

Modules	Serial of Modules	Text Book as per	Total	CO
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		Syllabus	hours of teaching	
M-I: Basic Concept & Forecasting	<p>Basic Concept – Brief idea about Human Resource Planning or HRP, Importance of HRP, Objectives of HRP , Process of HRP, Responsibility for HRP, Limitation of HRP, How to do Effective HRP, Case Study</p> <p>Forecasting – Concept of forecasting, Types of forecasting, Techniques of forecasting - Trend Analysis , Work Load Analysis, Markov Analysis , Manpower Gap Analysis, Job Analysis , Manpower Inventory Analysis, Staffing Table, Replacement Chart, Practical Problem Solving</p>	Human Resource Management Text and Cases: V.S.P. Rao, Excel Books	15	CO1, CO2, CO3 & CO4
M-II: Human Resource Information System , Job Analysis & Measurement of Human Resource Planning	<p>Human Resource Information System – Concept and Procedures, Case Study and Preparation of HRIS for an organization</p> <p>Job Analysis - Job Analysis - Concepts, Process, Job Description, Job Specification, Limitations; Job Evaluations – Concepts, Methods, Limitations, Case Study</p> <p>Measurement of Human Resource Planning- HR Audit and HR Accounting</p>	Human Resource Management Text and Cases: V.S.P. Rao, Excel Books	15	CO1, CO2, CO3 & CO4
M-III: Career Planning & Succession Planning	<p>Career Planning – Concept of Career Planning, Career Anchor, Career Path, Career Goal, Career Development and Career counselling, Career Stages, How do people choose career, Career Planning vs human Resource Planning, Process of Career Planning</p> <p>Succession Planning – Concept of succession planning, Replacement Chart</p>	Human Resource Management Text and Cases: V.S.P. Rao, Excel Books	15	CO1, CO2, CO3 & CO4
M-IV: Application of	Application of HRP in Different Areas – Recruitment, Redundancy, Training , Career Plan	Human Resource Management Text and Cases: V.S.P.	15	CO1, CO2, CO3

HRP in Different Areas		Rao, Excel Books		& CO4
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Recommended Study Material:

Text Book:

1. Human Resource Management Text and Cases: V.S.P. Rao, Excel Books
2. Essentials of Human Resource Management : T.N.Chhabra & Monica S. Chhabra : Sun India's Publication

References:

1. Essentials of HRM and Industrial Relations by P. Subba Rao: Himalaya Publication House
2. Human Resource Management by Gary Dessler and Biju Varrkey: Pearson Publication
3. The Manpower Planning Handbook by Bennison, M. & Casson, J.: McGraw Hill Publication
4. Planning Corporate Manpower by Bell, D. J.: Longman

CO & PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBAHR504.1		3	2			2	2	
BBAHR504.2		3	3			3	2	
BBAHR504.3		3	3			2	2	
BBAHR504.4		3	3			3	2	

*3= Strong 2=Average 1=Weak

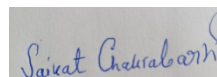
PO & PI Mapping:

PO 2 : Students will be able to apply their conceptual understanding of marketing, finance and human resources in the real world	
Competency	Indicators
2.1. Demonstrate an ability to identify an area that requires problem solving	2.1.1 Ability to contribute towards problem solving methods 2.1.2 Understanding a problem or issue belong to which of the specialized areas Finance, HR or marketing
2.2 Demonstrate an ability to assess the business environment and understand their impact on the business	2.2.1 To be able to identify the different factors that influence the business
PO 3 : Students will develop decision making skills with the help of analytical and critical thinking ability	

Competency	Indicators
3.1 To be able to demonstrate the different aspects that can get influenced by the decision taken within the business.	3.1.1 Capability of implementation of a decision after proper assessment 3.1.2 Follow up the changes that are occurring due to the implementation (situation analysis methods can be of use)
3.2 To be able to demonstrate the optimal solution or close to an optimal solution to a given managerial problems	3.2.1 Reaching to a solution and evaluating it after observing the changes (Case study method can be implemented)
PO 6 : Students will be able to integrate functional areas of management for planning, implementation and control of business decisions.	
Competency	Indicators
6.1 Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps.	6.1.1. Continuation of Professional development and observation skills. 6.1.2. using rational approach towards an issue.
6.2 Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly.	6.2.1. Ability to study the changes in preferences of organization/customers. 6.2.2. Study in the changes in political & technological environment.
PO 7 : Students will develop deployable skills parallel to the chosen functional/specialized area.	
Competency	Indicators
7.1 Demonstrating the ability to identify the nature of a problem appearing during the course of business.	7.1.1 Acknowledgement of the existence of a problem 7.1.2 deciding the overall nature of the problem and its minor details.
7.2 Demonstrating the ability to apply the learned skill set as when required.	7.2.1. Ability to implement the required knowhow as when necessity arises.

Submitted by: Dr. Saikat Chakrabarti

(Name)



14.07.2023

(Signature & Date)

Received by:

(HOD)

(Signature & Date)

Course Code	BBAHR505
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Course Title	Human Resource Development					
Scheme and Credits	L	T	P	S	Credits	Semester
	4	1	1	0	6	V
Pre-requisite (if any)	Basic knowledge of Human Resource Management					

Course Objectives:

7. To make the students understand the basic concept of Human Resource Development and Training.
8. To help students understand the value of the practical applications of training in terms of preparing Training Budget and Evaluating Training Programme.
3. To introduce the fundamentals of concept of Management Development Programme (MDP) and different techniques of MDP.
their importance in organizational and personal life.
4. To understand the logic of designing specialized training and to emphasize the need for applying their knowledge of HRD in the different fields of Human Resource Management.

Course Outcome: Student will be able

- CO1: Learn the fundamental concepts of Human Resource Development (HRD) and its importance in the practical world.
- CO2: Understand the value of identifying, defining and solving real-life problems like Preparation of training Budget and Evaluation of Training Programme.
- CO3: Be able to apply the knowledge of HRD in solving the contemporary human Resource Management related issues and will get some wider exposure with respect to identify the differences between general training programmes and MDPs , different techniques of MDPs etc as the case may be.
- CO4: Be able to analyze the different methods and techniques of Human Resource Development while solving real life problems and will be able to achieve the goal of their overall development.

Modules	Serial of Modules	Text Book as per Syllabus	Total hours of teaching	CO

M –I: Basic Concept	<p>Basic Concept of Human Resource Development : Meaning, Scope , Importance and Purpose of HRD</p> <p>Concept of Training - Introduction, concept of training , objectives of training, need of training , concept of development , difference between training and development, case study</p> <p>Types of Training - Induction training, supervisory training , apprenticeship training, managerial training, workers’ education programme , practical application</p> <p>Method of Training – On-the-job training and off-the-job training, difference between On-the-job training and off-the-job training, some important training methods - Lecture Method, case study method, role-playing method, management games, practical assignment methods, brainstorming.</p>	Human Resource Management Text and Cases: V.S.P. Rao, Excel Books	18	CO1, CO2, CO3 & CO4
M-II: Training Evaluation , Budget & Training Calander	<p>Training Evaluation Methods: The Kirkpatrick Four-Level Approach, Kaufman’s Five Levels of Evaluation of Training Impact, The CIRO Approach to Evaluate Training Impact, The Philip’s Five Level ROI Framework to Evaluate Training.</p> <p>Training Budget and Training Calendar– Concept, Practical - preparation of training budget and training calendar, Selection of key resource persons for a training.</p>	Human Resource Management Text and Cases: V.S.P. Rao, Excel Books	12	CO1, CO2, CO3 & CO4
M-III: Manageme nt Developme nt Programme (MDP)	<p>Management Development Programme – Concept of MDP, Objectives, Steps of MDP, Case Study</p> <p>MDP Techniques: Job rotation, assistant to position, project on board, classroom, hands-on, MDP audit , Practical Session on preparation of a questionnaire to identify the MDP needs of an organization</p>	Human Resource Management Text and Cases: V.S.P. Rao, Excel Books	15	CO1, CO2, CO3 & CO4
M-IV: Emerging Areas & Specialized Training	<p>Emerging Areas: Green HRM, Work-life-balance, competency mapping, multi skilling, knowledge employee, learning organization.</p> <p>Career Development : Concept of Career Development, Individual Career Development and Organizational Career Development,</p>	Human Resource Management Text and Cases: V.S.P. Rao, Excel Books	15	CO1, CO2, CO3 & CO4

	Career Specialized Training: E-learning, HRIS, CBT, OBEL, Managerial Grid Training, Sensitivity Training, Practical: Designing an OBEL for the executives of an organization			
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Recommended Study Material:

Text Book:

1. Human Resource Management Text and Cases: V.S.P. Rao, Excel Books
2. Essentials of Human Resource Management : T.N.Chhabra & Monica S. Chhabra : Sun India's Publication

References:

1. Essentials of HRM and Industrial Relations by P. Subba Rao: Himalaya Publication House
5. Human Resource Management by Gary Dessler and Biju Varrkey: Pearson Publication
6. The Manpower Planning Handbook by Bennison, M. & Casson, J.: McGraw Hill Publication
7. Planning Corporate Manpower by Bell, D. J.: Longman

CO & PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBAHR505.1		3	2			2	3	
BBAHR505.2		3	3			3	2	
BBAHR505.3		3	3			2	3	
BBAHR505.4		3	3			2	3	

*3= Strong 2=Average 1=Weak

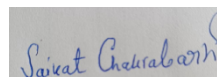
PO & PI Mapping:

PO 2 : Students will be able to apply their conceptual understanding of marketing, finance and human resources in the real world	
Competency	Indicators
2.1. Demonstrate an ability to identify an area that requires problem solving	2.1.1 Ability to contribute towards problem solving methods 2.1.2 Understanding a problem or issue belong to which of the specialized areas Finance, HR or marketing
2.2 Demonstrate an ability to assess the business environment and understand their impact on the business.	2.2.1 To be able to identify the different factors that influence the business.
PO 3 : Students will develop decision making skills with the help of analytical and critical thinking ability	

Competency	Indicators
3.1 To be able to demonstrate the different aspects that can get influenced by the decision taken within the business.	3.1.1 Capability of implementation of a decision after proper assessment 3.1.2 Follow up the changes that are occurring due to the implementation (situation analysis methods can be of use).
3.2 To be able to demonstrate the optimal solution or close to an optimal solution to a given managerial problems	3.2.1 Reaching to a solution and evaluating it after observing the changes (Case study method can be implemented)
PO 6 : Students will be able to integrate functional areas of management for planning, implementation and control of business decisions.	
Competency	Indicators
6.1 Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps.	6.1.1. Continuation of Professional development and observation skills. 6.1.2. using rational approach towards an issue.
6.2 Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly.	6.2.1. Ability to study the changes in preferences of organization/customers. 6.2.2. Study in the changes in political & technological environment.
PO 7 : Students will develop deployable skills parallel to the chosen functional/specialized area.	
Competency	Indicators
7.1 Demonstrating the ability to identify the nature of a problem appearing during the course of business.	7.1.1 Acknowledgement of the existence of a problem 7.1.2 deciding the overall nature of the problem and its minor details.
7.2 Demonstrating the ability to apply the learned skill set as when required.	7.2.1. Ability to implement the required knowhow as when necessity arises.

Submitted by: Dr. Saikat Chakrabarti

(Name)



14.07.2023

(Signature & Date)

Received by:

(HOD)

(Signature & Date)

Course Code	BBAHR506
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Course Title	Employee Compensation and Administration					
Scheme and Credits	L	T	P	S	Credits	Semester
	4	1	1	0	6	V
Pre-requisite (if any)	Basic knowledge of Human Resource Management					

Course Objectives:

9. To make the students understand the importance of Employee compensation in the field of Human Resource Management.
10. To help students understand the value of pay rates, pay structures, choices in designing compensation system and also enable them to understand their importance.
3. To introduce the fundamentals of Wage policies, fixation and regulation of wages and their importance in organizational and personal life.
4. To understand and apply the knowledge of Employee Compensation, incentives and fringe benefits in the fields of Human Resource Management

Course Outcome: Student will be able

CO1: Learn the fundamental concepts of Job evaluation and its importance in Employee compensation and administration and practical world.

CO2: Understand the value of identifying, defining and solving Employee compensation related problems with the concept of Pay rates, Pay structures, choices in designing compensation system and other areas

CO3: Be able to apply the knowledge of Employee Compensation and Administration (ECA) related contemporary issues and will get some wider exposure with respect to fixation and regulation of wages and wage policies.

CO4: Be able to analyze the different methods and techniques of Employee Compensation, incentives and fringe benefits in the field of Human Resource Management.

Modules	Serial of Modules	Text Book as per Syllabus	Total hours of teaching	CO

M-I: Basic Concept	Basic Concept – Introduction , Objectives of Compensation Management, Principles of Compensation Formulation, Theories of wage determination, Significance of Employee Compensation, Ethical issues, Compensation Decision, VIE theory and Compensation, Basic concept of Labour Market.	Compensation Management by Dipak Kumar Bhattacharyya, OXFORD UNIVERSITY PRESS	12	CO1, CO2,C O3 & CO4
M-II: Compensation Management & Job Design	Introduction , Determinants of Compensation Decision & Determining Pay rates, Components of pay structure in India, Compensation trends in India, factors influencing compensation levels, choices in designing a compensation system, Managerial compensation, Case Study Job Design , Strategies and Techniques of job design, Components of Job Design, Job Analysis, Job Description, Concept of Job Evaluation, Process of Job evaluation, Job evaluation methods, Job Assessment, Alternate methods of Job Assessment, Competency-based Approach, Case Study.	Compensation Management by Dipak Kumar Bhattacharyya, OXFORD UNIVERSITY PRESS	18	CO1, CO2,C O3 & CO4
M-III: Wage and Salary Administration	Concept of Wage and Compensation: Minimum Wage, Fair Wage, Living Wage, Wage Policy, Wage/Salary, Real Wage, Components of Wages: Basic, Dearness Allowances, House Rent Allowances, City Compensatory Allowance, Other Allowances, Wage Fixation, Pay for different types of employees, Managerial/ Executive Compensation-.Wage Administration - Pay Roll Management, Deductions etc.	Compensation Management by Dipak Kumar Bhattacharyya, OXFORD UNIVERSITY PRESS	15	CO1, CO2,C O3 & CO4
M-IV: Methods of	Concept of Quantitative Analysis: Wage Calculation Employee Benefits: Statutory &	Compensation Management by Dipak Kumar Bhattacharyya,	15	CO1, CO2,CO 3 &

Wage Calculation & Employee Benefits	Voluntary Benefits - Fringe Benefits , Retirement Benefits – Provident Fund, Gratuity, Pension, Medical Insurance; ESOP, fundamentals of Computations of taxable income, overtime, etc Reward Management, team rewards & psychological contract	OXFORD UNIVERSITY PRESS		CO4
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Recommended Study Material:

Text Book:

1. Compensation Management by Dipak Kumar Bhattacharyya, OXFORD UNIVERSITY PRESS
2. Human Resource Management Text and Cases: V.S.P. Rao, Excel Books

References:

1. Compensation Management by R.C.Sharma & Sulabh Sharma,Pearson
8. Human Resource Management by Gary Dessler and Biju Varrkey: Pearson Publication

CO & PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBAHR506.1		3	2			2	2	
BBAHR506.2		3	3			3	2	
BBAHR506.3		3	3			2	2	
BBAHR506.4		3	2			2	2	

*3= Strong 2=Average 1=Weak

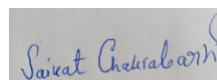
PO & PI Mapping:

PO 2 : Students will be able to apply their conceptual understanding of marketing, finance and human resources in the real world	
Competency	Indicators
2.1. Demonstrate an ability to identify an area that requires problem solving	2.1.1 Ability to contribute towards problem solving methods 2.1.2 Understanding a problem or issue belong to which of the specialized areas Finance, HR or marketing
2.2 Demonstrate an ability to assess the	2.2.1 To be able to identify the different

business environment and understand their impact on the business	factors that influence the business
PO 3 : Students will develop decision making skills with the help of analytical and critical thinking ability	
Competency	Indicators
3.1 To be able to demonstrate the different aspects that can get influenced by the decision taken within the business.	3.1.1 Capability of implementation of a decision after proper assessment 3.1.2 Follow up the changes that are occurring due to the implementation (situation analysis methods can be of use)
3.2 To be able to demonstrate the optimal solution or close to an optimal solution to a given managerial problems	3.2.1 Reaching to a solution and evaluating it after observing the changes (Case study method can be implemented)
PO 6 : Students will be able to integrate functional areas of management for planning, implementation and control of business decisions.	
Competency	Indicators
6.1 Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps.	6.1.1. Continuation of Professional development and observation skills. 6.1.2. using rational approach towards an issue.
6.2 Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly.	6.2.1. Ability to study the changes in preferences of organization/customers. 6.2.2. Study in the changes in political & technological environment.
PO 7 : Students will develop deployable skills parallel to the chosen functional/specialized area.	
Competency	Indicators
7.1 Demonstrating the ability to identify the nature of a problem appearing during the course of business.	7.1.1 Acknowledgement of the existence of a problem 7.1.2 deciding the overall nature of the problem and its minor details.
7.2 Demonstrating the ability to apply the learned skill set as when required.	7.2.1. Ability to implement the required knowhow as when necessity arises.

Submitted by: Dr. Saikat Chakrabarti

(Name)



14.07.2023

(Signature & Date)

Received by:

(HOD)

(Signature & Date)

Specialization: FINANCE

Course Code	BBAFM504					
Course Title	<u>Direct Taxation</u>					
Scheme and Credits	L	T	P	S	Credits	Semester
	0	6	0	0	6	V
Pre-requisite (if any)	Basic knowledge of Commerce and Business Transactions					

Course Objectives:

11. To enable the students to compute total taxable income and tax liability of an Individual assessee.
12. Describe the concepts and features of assessment of profits and gains of individual proprietorship, Doctor, Advocate and Chartered Accountant as individual assessee.
13. Assess short term and long term capital gains of an Individual assessee who is involved in Business and Profession.
14. Evaluate gross total income of an Individual assessee after taking into account deduction u/s 80.

Course Outcome: Student will be able

CO 1: Students understand the basic concepts, definitions and terms related to direct taxation.

CO 2: Students will be able to understand the concept of residential status thus making them understand the scope of total income for an assessee with different kinds of residential status.

CO 3: Students will be able to understand the various heads under which income can be earned in India. To make students understand the procedure for computation of income under various heads namely income from salaries, house property, business/ profession, capital gains and income from other sources.

CO 4: Students will determine the net total taxable income of an assessee after reducing the deductions from the gross total income earned from all or any of the five heads of income and also to compute tax based on slab rates.

Modules	Serial of Modules	Text Book as per	Total	Blooms
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		Syllabus	hours	Level
M-I: Basic Concepts and Definitions under IT Act	<ul style="list-style-type: none"> Assesse, Previous year, Assessment year, Person, Income, Sources of income, Heads of income, Gross total income, Total income, Maximum marginal rate of tax, Tax Evasion, Tax avoidance, Tax planning. Residential Status and Incidence of Tax of Individual. 	<ul style="list-style-type: none"> Singhanian V.K., and Singhanian K, Direct Tax Law and Practice, Taxman. Sengupta, C.H., Direct & Indirect Taxes, Dey Book Concern. 	10	CO1, CO2, CO3
M-II: Heads of Income and Provisions governing Heads of Income	<ul style="list-style-type: none"> Income from Salaries. Income from House Property. Profits and Gains of Business and Profession - Concept. Capital Gains - Meaning and types of capital assets, basic concept of transfer, cost of acquisition, cost of improvement and indexation, computation of STCG and LTCG. Income from Other Sources – Concept. 	<ul style="list-style-type: none"> Singhanian V.K., and Singhanian K, Direct Tax Law and Practice, Taxman. Sengupta, C.H., Direct & Indirect Taxes, Dey Book Concern. 	30	CO4, CO5, CO6
M-III: Deductions from Gross Total Income	<ul style="list-style-type: none"> Deductions from Gross Total Income - Basic concepts. Deductions u/s 80C, 80CCC, 80CCD, 80D, 80DD, 80E, 80EE, 80EEB, 80G, 80RRB, 80TTA, 80TTB, 80U. 	<ul style="list-style-type: none"> Singhanian V.K., and Singhanian K, Direct Tax Law and Practice, Taxman. Sengupta, C.H., Direct & Indirect Taxes, Dey Book Concern. 	10	CO2, CO3, CO4, CO5
M-IV: Basis of charge excluding deemed dividend	<ul style="list-style-type: none"> Set off and Carry Forward of Losses, Mode of set off and carry forward, inter source and inter head set off. Computation of GTI. 	<ul style="list-style-type: none"> Singhanian V.K., and Singhanian K, Direct Tax Law and Practice, Taxman. Sengupta, C.H., Direct & Indirect Taxes, Dey Book Concern. 	10	CO1, CO2, CO3

Recommended Study Material:

Text Book:

1. Sengupta, C.H., Direct & Indirect Taxes, Dey Book Concern

2. Singhania V.K., and Singhania K, Direct Tax Law and Practice, Taxman.

References:

1. Lal and Vashist, Direct Taxes, Pearson.
2. Ahuja and Gupta, Direct Taxes Law And Practice, Bharat

CO & PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBAFM504.1	3	3				2	2	
BBAFM504.2		3	2			3	3	
BBAFM504.3	2	2				3	3	
BBAFM504.4	2	2	3			3		

*3= Strong 2=Average 1=Weak Minimum 4 PO to be mapped for each CO

PO & PI Mapping:

PO 1: Assessment of Choices	
Competency	Indicators
1.1 Demonstrate competencies in Business Construction Model & Decision Making Model 1.2 Demonstrate competencies in evaluation of each of the alternatives	1.1.1. Ability to take up analytical approach for problem solving, 1.1.2. Ability to take into consideration minute details and factors that influences a business. 1.2.1 Ability to weigh the pros and cons of each of the alternatives or options available to a functional area of a business.
PO 2: Identification of the Nature of a Problem Area	
Competency	Indicators
2.1. Demonstrate an ability to identify an area that requires problem solving. 2.2 Demonstrate an ability to assess the business environment and understand their impact on the business.	2.1.1 Ability to contribute towards problem solving methods, 2.1.2 Understanding a problem or issue belongs to which of the specialized areas- Finance, HR or marketing. 2.2.1 To be able to identify the different factors that influences the business.
PO 3: Decision Making Skills	
Competency	Indicators
3.1. To be able to demonstrate the different aspects that can get influenced by the decision taken within the business.	3.1.1. Capability of implementation of a decision after proper assessment. 3.1.2. Follow up the changes that are occurring due to the implementation (situation analysis methods can be of use)
PO 6: Integration of Functions	
Competency	Indicators
6.1 Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps. 6.2 Demonstrate the identification of changing trends in a business and operation of the	6.1.1. Continuation of Professional development and observation skills, 6.1.2. Using rational approach towards an issue. 6.2.1. Ability to study the changes in preferences of customers and

functional areas accordingly.	6.2.2. Study in the changes in political & technological environment.
PO 7: Deployable Skill set	
Competency	Indicators
7.1 Demonstrating the ability to identify the nature of a problem appearing during the course of business. 7.2 Demonstrating the ability to apply the learned skill set as when required.	7.1.1 Acknowledgement of the existence of a problem, 7.1.2 Deciding the overall nature of the problem and its minor details. 7.2.1. Ability to implement the required knowhow as when necessity arises.

Submitted by: Arkaprava Chakrabarty

(Name)



(Signature & Date)

Received by:

(HOD)

(Signature & Date)

Course Code	BBAFM505					
Course Title	<u>Financial Management</u>					
Scheme and Credits	L	T	P	S	Credits	Semester
	0	6	0	0	6	V
Pre-requisite (if any)	Basic knowledge of finance					

Course Objectives:

1. To provide an in-depth view of the process in financial management of the firm.
2. To develop knowledge on the allocation, management and funding of financial resources.
3. To improve students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.
4. To enhance student's ability in dealing short-term dealing with day-to-day working capital decision; and also longer-term dealing, which involves major capital investment decisions and raising long-term finance.

Course Outcome:

- CO 1: Students will be able to demonstrate progressive learning of various tools used to analyse the financial position of a firm.
- CO 2: Students will demonstrate progressive learning in the elements of managerial decision making, including planning, directing and controlling activities in a business environment.
- CO 3: Students will learn relevant managerial accounting career skills and will be able to apply both quantitative and qualitative knowledge to appraise practical situations.
- CO 4: Students will demonstrate progressive affective domain development of values, appraise short term and long term decisions regarding major capital investments and raising finances in the most optimum manner in real life scenarios. An overall idea of these concepts will enable the students to operate efficiently in a practical world which will help them in becoming financial analysts of the future.

Modules	Serial of Modules	Text Book as per Syllabus	Total hours of teaching	Blooms Level
M-I: Meaning and Scope of Financial Management	<ul style="list-style-type: none"> Profit vs. wealth maximization; financial functions – investment, financing, and dividend decisions. 	<ul style="list-style-type: none"> Khan M.Y. and Jain P.K.: Financial Management - Text and Problems, TMH. 	6	CO1, CO2,
M-II: Capital Budgeting	<ul style="list-style-type: none"> Time value of money; Compounding and Discounting techniques, Payback period , Accounting rate of return, Net present value, Internal rate of return. Profitability Index. 	<ul style="list-style-type: none"> Khan M.Y. and Jain P.K.: Financial Management - Text and Problems, TMH. 	15	CO2, CO3 CO4, CO5, CO6
M-III: Leverage	<ul style="list-style-type: none"> Operating Leverage, Financial Leverage and Combined Leverage, Effects on Profit, Indifference Point Analysis, EBIT-EPS Analysis. 	<ul style="list-style-type: none"> Khan M.Y. and Jain P.K.: Financial Management - Text and Problems, TMH. 	15	CO2, CO3, CO4, CO5 CO6

M-IV: Cost of Capital	<ul style="list-style-type: none"> Significance of cost of capital; Calculating cost of debt; Preference shares, equity capital, and retained earnings; Combined (weighted) cost of capital. 	<ul style="list-style-type: none"> Khan M.Y. and Jain P.K.: Financial Management - Text and Problems, TMH. 	12	CO3, CO4, CO5,
M-V: Concept of Dividend Factors	<ul style="list-style-type: none"> Determinants of dividend, Relevance and Irrelevance of Dividends Walter's Model, Gordon's Model, Modigliani Miller Hypothesis. 	<ul style="list-style-type: none"> Khan M.Y. and Jain P.K.: Financial Management - Text and Problems, TMH. 	12	CO3, CO4

Recommended Study Material:

- Khan M.Y. and Jain P.K.: Financial Management - Text and Problems, TMH. Prasanna Chandra: Financial Management - Theory and Practice, TMH. •Bhabatosh Banerjee: Cost Accounting- Theory & Practice, Prentice Hall of India Ltd. New Delhi.
- M. N Arora: Cost Accounting – Principles
- Pandey I.M.: Financial Management, Vikas Publishing House

CO & PO Mapping:

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBAFM505.1		3	2			2	3	
BBAFM505.2		2	3			2		2
BBAFM505.3		2				3	2	2
BBAFM505.4		2	2			3	2	

*3= Strong 2=Average 1=Weak

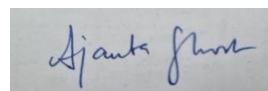
PO & PI Mapping:

PO 2: Identification of the Nature of a Problem Area	
Competency	Indicators
2.1. Demonstrate an ability to identify an area that requires problem solving. 2.2. Demonstrate an ability to assess the business environment and understand their impact on the business.	2.1.1 Ability to contribute towards problem solving methods. 2.1.2 understanding a problem or issue belong to which of the specialized areas- Finance, HR or marketing. 2.2.1 To be able to identify the different factors that influence the business.
PO 3: Decision Making Skills	
Competency	Indicators
3.1. To be able to demonstrate the different aspects that can get influenced by the decision taken within the business. 3.2 To be able to demonstrate the optimal	3.1.1. Capability of implementation of a decision after proper assessment. 3.1.2. Follow up the changes that are occurring due to the implementation. (situation analysis

solution or close to an optimal solution to a given managerial problem.	methods can be of use) 3.2.1 Reaching to a solution and evaluating it after observing the changes (Case study method can be implemented).
PO 6: Integration of Functions	
Competency	Indicators
6.1 Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps. 6.2 Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly.	6.1.1. Continuation of Professional development and observation skills, 6.1.2. Using rational approach towards an issue. 6.2.1. Ability to study the changes in preferences of customers and 6.2.2. Study in the changes in political & technological environment.
PO 7: Deployable Skill set	
Competency	Indicators
7.1 Demonstrating the ability to identify the nature of a problem appearing during the course of business. 7.2 Demonstrating the ability to apply the learned skill set as when required	7.1.1 Acknowledgement of the existence of a problem, 7.1.2 Deciding the overall nature of the problem and its minor details. 7.2.1. Ability to implement the required knowhow as when necessity arises. 7.2.1. Ability to implement the required knowhow as when necessity arises.
PO 8: Moral Sensitivity	
Competency	Indicators
8.1 To Demonstrate the ability to identify that there is a moral dilemma. 8.2 Demonstration of the ability to solve the moral dilemma.	8.1.1. The ability to identify the confusion or the dilemma that is in existence 8.2.1. Ability to select the best path that will serve to a bigger interest of the stakeholders and the society

Submitted by: Ajanta Ghosh

(Name)



10.07.2023

(Signature & Date)

Received by:

(HOD)

(Signature & Date)

Course Code	BBAFM506					
Course Title	<u>Financial Institution & Markets</u>					
Scheme and Credits	L	T	P	S	Credits	Semester
	5	0	0	0	5	V
Pre-requisite (if any)	Basic knowledge of Financial Markets					

Course Objectives:

1. To interpret a variety of financial systems, how they operate, who uses them and their role in economies, including financial and economic parameters and evaluate the historical development of regulations and supervision of financial markets for both bank based and market based systems;
2. To assess and test the theoretical concepts underlying money and capital markets;.
- 3. In the context of financial markets, integrate ethical and sustainable reasoning in analysis, evaluations and decisions.**

Course Outcome:

- CO1: Students will be able to understand the outline of Indian Financial System and the components of Indian Financial Market.**
- CO2: Students can develop the conceptual framework on money market and capital market.**
- CO3: Students can able to classify the financial services on the basis of its use and availability in the current situation**

Modules	Serial of Modules	Text Book as per Syllabus	Total Hours of Teaching	Blooms Level
Financial System and its Components	a. Meaning, Significance and Role of the Financial System; Components of the Financial System; The structure of Indian Financial System.	<ul style="list-style-type: none"> • Khan, M.Y., Indian Financial System – Theory and Practice , TMH. 	8	I, II
Financial Markets	a. Money Market : Functions and Instruments; Role of Central Bank; Indian Money Market : An Overview, Call Money Market, Treasury Bills Market, Commercial Paper (CP)	<ul style="list-style-type: none"> • Khan, M. Y., Indian Financial System – Theory and Practice , TMH. • Nayak and 	27	I, II, III

	Market, Certificate of Deposit (CD) Market; Concepts – Repo, Reverse Repo. b. Capital Market : Functions and Instruments; Primary and Secondary Markets – Functions and Inter – relationship, Methods of New Issues; Indian Debt Market and Equity Market; Market Intermediarie s – Brokers, Sub – Brokers; Role of Stock Exchanges in India.	Sana, Indian Financi al System, Rabind ra Library .		
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Financial Institutions	a. Commercial Banking : Functions of Commercial Banks, Credit Creation by Commercial banks and its limitations; Reserve Bank of India : Functions, Credit Control and Monetary Policy; Development of Financial Institutions in India (NABARD, EXIM, IDBI, SIDBI, RRB, LIC); Mutual Funds : Concept of Mutual Fund, Non Banking Financial Companies	<ul style="list-style-type: none"> • Khan, M. Y., Indian Financial System – Theory and Practice , TMH • Nayak and Sana, Indian Financial System, Rabindra Library 	15	I, II
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	(NBFCs) : Concept.			
Financial Services	a. Merchants Bank : Functions and Role, SEBI Regulations; Credit Rating : Objectives and Limitations, SEBI Regulations; Credit Rating Institutions and their functions.	• Nayak and Sana, Indian Financial System, Rabindra Library	13	I, II

Recommended Study Material:

Text Book

- Khan, M. Y., Indian Financial System – Theory and Practice, TMH
- Nayak and Sana, Indian Financial System, Rabindra Library

Reference Books

- Majumder S., Indian Financial System
- Basu, A., Majumdar, D., Datta, S., Indian Financial System, ABS

CO & PO Mapping:

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BBAFM506.1	3	3	3			2		
BBAFM506.2	2	3	2			3		
BBA.FM506.3	2	2	3			3		
BBA.FM506.4	3	3	3			3		

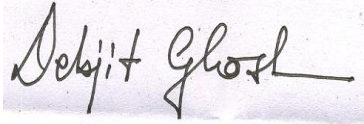
*3= Strong 2=Average 1=Weak

PO& PI Mapping:

PO1:AssessmentofChoices	
Competency	Indicators
1.1 Demonstrate competencies in BusinessConstructionModel&Decision MakingModel 1.2 Demonstratecompetenciesinevaluation ofeachof the alternatives	1.1.1. Abilitytotakeupananalyticalapproachfor problemsolving, 1.1.2. Ability to take into consideration minutedetailsandfactorsthat influencesabusiness. 1.2.1Abilityto weighthe prosand consofeach ofthealternativesoroptionsavailabletoaf unctionalarea of abusiness.
PO2:Identificationofthe NatureofaProblemArea	
Competency	Indicators
2.1. Demonstrate an ability to identify an areathat requiresproblemsolving. 2.2 Demonstrate an ability to assess the businessenvironment and understand their impact on thebusiness.	2.1.1 Abilitytocontributetowardsproble msolvingmethods, 2.1.2 Understanding a problem or issue belongs towwhich of the specialized areas- Finance, HR ormarketing. 2.2.1 To be able to identify the different factorsthat influencethe business.
PO3: DecisionMakingSkills	
Competency	Indicators
3.1.Tobeabletodemonstratethedifferentaspect s that can get influenced by the decisiontakenwithinthebusiness.	3.1.1. Capability ofimplementation ofa decisionafter proper assessment. 3.1.2. Followupthechangesthatareoccurringdue totheimplementation(situationanalysismethod s

	can be of use)
PO6: Integration of Functions	
Competency	Indicators
6.1 Demonstration of the ability to identify gaps in a business strategy, and to be able to close these gaps. 6.2 Demonstrate the identification of changing trends in a business and operation of the functional areas accordingly.	6.1.1. Continuation of Professional development and observation skills, 6.1.2. Using rational approach towards an issue. 6.2.1. Ability to study the changes in preferences of customers and
	6.2.2. Study in the changes in political & technological environment.

Submitted by: Debjit Ghosh



(Name)

(Signature & Date)

Received by:

(HOD)

(Signature & Date)