

ADAMAS UNIVERSITY
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT

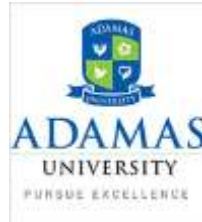
PROGRAMME STRUCTURE & SYLLABUS

For

BACHELOR OF BUSINESS ADMINISTRATION
(ENTREPRENEURSHIP & FAMILY BUSINESS)

3 Years Programme

Academic Year - 2021-22



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

VISION OF THE UNIVERSITY

To be an internationally recognized university through excellence in inter-disciplinary education, research and innovation, preparing socially responsible well-grounded individuals contributing to nation building.

MISSION STATEMENTS OF THE UNIVERSITY

M.S 01: Improve employability through futuristic curriculum and progressive pedagogy with cutting-edge technology

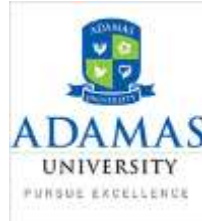
M.S 02: Foster outcomes based education system for continuous improvement in education, research and all allied activities

M.S 03: Instill the notion of lifelong learning through culture of research and innovation

M.S 04: Collaborate with industries, research centers and professional bodies to stay relevant and up-to-date

M.S 05: Inculcate ethical principles and develop understanding of environmental and social realities

CHANCELLOR / VICE CHANCELLOR



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

VISION OF THE SCHOOL

To be a new-age school maintaining international standards of industry-relevant interdisciplinary education and research in the field of business, commerce and economics, developing professionals adept at leveraging technology, and conscious of society and environment.

MISSION STATEMENTS OF THE SCHOOL

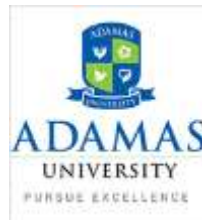
M.S 01: Focus on outcome based curriculum enabling intellectual, personal and professional growth through life-long learning.

M.S 02: Integrate theory with practice to create solutions, embracing sustainability and diversity

M.S 03: Inculcate trans-disciplinary culture through teaching and research in emerging areas.

M.S 04: Encourage students to inculcate entrepreneurial spirit, ethical and societal values, and contribute to nation-building.

DEAN / SCHOOL CONCERNED



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

VISION OF THE DEPARTMENT

To be an internationally recognized center for management education through excellence in pedagogy, research and innovation, preparing socially responsible and industry-ready management professionals who will emerge as the preferred choice for organisations.

MISSION STATEMENTS OF THE DEPARTMENT

M.S 01: Improve employability through progressive, outcome based pedagogy and regular interaction with industry for lifelong learning.

M.S 02: Integrate theoretical knowledge with real-life practices through industry interface.

M.S 03: Holistic development through transdisciplinary teaching and research in emerging areas leveraging technology.

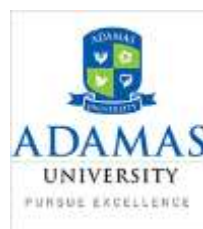
M.S 04: Encourage students to inculcate entrepreneurial spirit, ethical, societal and professional values, and contribute to nation-building.



HOD



DEAN / SCHOOL CONCERNED



ADAMAS UNIVERSITY, KOLKATA

**SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

Name of the Programme: Bachelor of Business Administration in Entrepreneurship and Family Business

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO 01: Imparting knowledge and skills to initiate new ventures through innovation and change.

PEO 02: Developing expertise in scaling up and diversifying family businesses by exploring global opportunities.

PEO 03: Enhancing the spirit of entrepreneurship and innovation to help capture the opportunities of a globalized world of business.

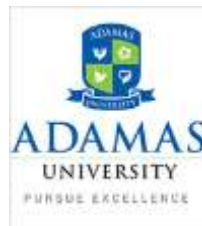
PEO 04: Developing ethical, social and environmental consciousness.



HOD



DEAN / SCHOOL CONCERNED



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS**

DEPARTMENT OF MANAGEMENT

Name of the Programme: Bachelor of Business Administration in Entrepreneurship and Family Business
GRADUATE ATTRIBUTE / PROGRAMME OUTCOME (PO)

GA 01 / PO 01: - Entrepreneurship: Create critical thinkers capable of identifying new business opportunities and expand existing businesses.

GA 02 / PO 02: Business Planning: Create capability in development and evaluation of business plans and funding proposals.

GA 03 / PO 03: Leadership and Organization Skills- Develop strategic, organizational, and leadership skills for new organizations paradigm.

GA 04 / PO 04: Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the business practices.

GA 05 / PO 05: Environment and Sustainability- Understand the impact of the professionals in societal contexts, and demonstrate the knowledge of, and need for sustainable development

GA 06 / PO 06: Life-long Learning- Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of business world.

GA 07 / PO 07: Creativity and Innovation- Develop inquisitive and innovative minds trained in the concepts of research and innovative practices.

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DEAN / SCHOOL CONCERNED



ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT

Name of the Programme: Bachelor of Business Administration in Entrepreneurship and Family Business

PROGRAMME SPECIFIC OUTCOME (PSO)

PSO 01: Develop understanding of the role of government agencies and policies in sustenance and growth of the start-up enterprises through incubation, financial and promotional support.

PSO 02: Development of entrepreneurial skills and spirit.



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DEAN / SCHOOL CONCERNED

Programme Structure for BBA (Entrepreneurship & Family Business)

(Industry Specific, Job Oriented, Skill based Programme)

SEMESTER	DURATION	No. of Credits	Examination Months
I	July - Dec.	22	December
II	Jan. – June	23	May
III	July - Dec.	21	December
IV	Jan. – June	26	May

V	July - Dec.	26	December
VI	Jan. – June	26	May
Personal & Professional Skills Development (PPSD); Participation in Co-curricular & Extracurricular activities through membership and active involvement in Gymkhana		--	--
TOTAL		144	

SEMESTER-I						
Type of Course	CourseCode	Title of the Course	Contact Hours			Credit
			L	T	P	
AECC	ENG11051	Business English – I	2	0	0	2
Core	MGT11002	Business Environment	2	0	0	2
Core	MGT11001	Principles of Management	3	1	0	4
Core	MTH11514	Business Mathematics	3	1	0	4
Core	ECO11003	Micro Economics	3	1	0	4
Core	FAC11003	Principles of Accounting	3	1	0	4
SEC	DGS11001	Design Thinking	0	0	0	2
						22

SEMESTER-II						
Type of Course	CourseCode	Title of the Course	Contact Hours			Credit
			L	T	P	
AECC	ENG11052	Business English – II	2	0	0	2
AECC	EVS11109	Environment Studies	2	0	0	2
Core	SDS11503	Business Statistics	3	1	0	4
Core	ECO11501	Macro Economics	3	1	0	4
Core	OBH11001	Behavioral Science	3	1	0	4
Core	FAC11005	Financial Accounting	3	1	0	4
SEC	EIC11001	Venture Ideation	2	0	0	2
Core	LWJ11014	Business Law	3	1	0	4
						26

SEMESTER-III						
Type of Course	CourseCode	Title of the Course	Contact Hours			Credit
			L	T	P	
AECC	SOC14100	Community Services	0	0	1	1
SEC	IDP14001	Inter Disciplinary Project	3	0	0	3
Core	MKT11002	Marketing Management – I	3	1	0	4
Core	FAC11007	Financial Management	3	1	0	4

Core	OBH11004	Human Resource Management – I	3	1	0	4
Core	OLS11001	Supply Chain Management	3	1	0	4
GE	OLS11002	Production & Operations Management	2	0	0	2
SEC	MGT11004	Employability and Practitioner Skills-I	--	--	--	PPSD/SSD
						22

SEMESTER-IV						
Type of Course	CourseCode	Title of the Course	Contact Hours			Credit
			L	T	P	
GE	PSG11021	Human Values and Professional Ethics	2	0	0	2
Core	MKT11003	Marketing Management – II	3	1	0	4
Core	FAC11008	Cost & Management Accounting	3	1	0	4
Core	OBH11006	Human Resource Management – II	3	1	0	4
GE	IST11001	Management Information System & ERP	2	0	0	2
Core	MGT11005	Introduction to Research Methodology	3	1	0	4
GE	EIC11002	Entrepreneurship Development	3	1	0	4
SEC	BAN11002	Introduction to Data Analytics	1	0	2	2
SEC	MGT11006	Employability and Practitioner Skills-II	--	--	--	PPSD/SSD
						26

The students must also undertake **Summer Internship Training/Project at the end of 2nd Year for a period of 6-8 weeks, during the months of May, June & July.** During the internship the students are required to learn about the realities of work environment. They are required to submit a training report for evaluation/assessment. Successful completion of the internship shall facilitate the students to be **rated for 2 credits.**

The students must undertake a **Dissertation/ Live Project worth 4 credits during the Semester VI.** Unlike internship, the dissertation project work must be conducted on a topic chosen from the elective area of specialization in which the student wants to build his/her career. The student is also required to submit a detailed report to the school/university and present the work to the faculty panel forevaluation/assessment.

SEMESTER-V	
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ENG11051	Business English I	L	T	P	C
Version 1.0		2	0	0	2
Pre-requisites/Exposure	Basic Knowledge of English Language				
Co-requisites	-				

Course Objectives

1. To help the second language learners develop the ability to understand spoken language.
2. To enable students communicate with clarity and precision at workplace.
3. To give the students a perspective to appreciate life in its variables by exposing them to comprehension texts; and also to enrich their word power.
4. To enable students acquire structure and written expression required for their profession.

Course Outcomes

On completion of this course, the students will be able to

- CO1. Define communication processes and to know the practical implications and its challenges at the work place.
- CO2. Understand the practical uses of English grammar and to use grammar correctly and unambiguously
- CO3. Develop fluency in speaking English in order to carry out effective professional communication.
- CO4. Identify difficult sounds, words and phrases to support listening comprehension and be familiar with the various strategies of reading and develop the ability to read texts with fluency, understanding and competence
- CO5. Make use of different formats of business communication like reports, letters, CVs and other technical writings

Course Description

English is an integral part of life. Communication is a process of exchanging ideas, messages, information etc. through verbal or nonverbal communication. In this course, the focus will be on improving LSRW skills, i.e. listening, speaking, reading and writing. Students will learn how to communicate effectively through prescribed syllabus as well as through Pearson Global English solutions. Classroom activities will be designed to encourage students to play an active role in the construction of their own knowledge and in the design of their own learning strategies. We will combine traditional lectures with other active teaching methodologies, such as group discussions, cooperative group solving problems, analysis of video scenes and debates. Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, DVDs, and newspapers etc.

Course Content

Unit I: Communication Skills**[10 lecture hours]**

Communication Skills- Process and importance of communication, Communication cycle; Objectives and Principles of communication; Barriers to communication; Interpersonal Communication Skills at Work and Study

Unit II: Grammar and Writing Skills**[10 lecture hours]**

Grammar: Voice Change, Prepositions, Conjunctions, Articles, Direct and Indirect Speech, Correction of Sentences

Writing skills: Business letters (types and format), CV and Application Letters, Composition: Essays and Précis, Business Reports

Unit III: Speaking Skills**[10 lecture hours]**

Speaking (basics of pronunciation), Group Discussion, Presentation skills, Modulation and Tone
How to face an interview: frequently asked questions, body language and promptness

Text Books

- T1. T1 Mishra. B, Sharma. S (2011) Communication Skills for Engineers and Scientists. PHI Learning Pvt. Ltd. ISBN: 8120337190.
T2. Chaturvedi P. D, Chaturvedi M. (2011) Business Communication: Concepts, Cases and Applications. Pearson Education India. ISBN: 8131718727.
T3. Greenbaum. Sidney. [College Grammar of English](#). Longman Publishers. ISBN: 9780582285972.

Reference Books

- R1. Pal, Rajendra and Korlahalli, J.S. (2011) Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.
R2. Kaul, Asha. (2014) Effective Business Communication. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
R3. Murphy, R. (2007) Essential English Grammar, CUP. ISBN: 8175960299.
R4. C. Muralikrishna and S. Mishra (2011) Communication Skills for Engineers, Pearson education. ISBN: 9788131733844.
R5. Hamp-Lyons and Heasley, B . *Study Writing; A Course in Written English. For Academic and Professional Purposes*, Cambridge Univ. Press, 2006.
1. Wren and Martin. *High School Grammar And Composition*. S. Chand, 1995.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program

		Outcomes
CO1	Define communication processes and to know the practical implications and its challenges at the work place.	PO2 PO3
CO2	Understand the practical uses of English grammar and to use grammar correctly and unambiguously	PO6 PO7
CO3	Develop fluency in speaking English in order to carry out effective professional communication.	PO3 PO6
CO4	Identify difficult sounds, words and phrases to support listening comprehension and be familiar with the various strategies of reading and develop the ability to read texts with fluency, understanding and competence	PO6 PO3 PO7
CO5	Make use of different formats of business communication like reports, letters, CVs and other technical writings	PO7 PO5


		Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools and techniques to enable them to take	Development of entrepreneurial skills and spirit.	Develop competencies to be socially responsible business professionals.
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
ENG11051	Business English I	-	-	3	-	-	3	3	-	-	-

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:		 <small>ADAMAS UNIVERSITY VIRIBUS EXCELLENDO</small>	
Course: ENG11051 – Business English			
Program: BBA Semester: I		Time: 03 Hrs. Max. Marks: 50	
Instructions: Attempt any Five Questions from Section A (each carrying 2 marks); any Four Questions from Section B (each carrying 5 marks) and any Two Questions from Section C (each carrying 10 marks).			
Section A (Attempt any Five)			
1.	What is resume? (Re)	2	CO5
2.	Define a report. (Re)	2	CO5
3.	What is fluency in speaking? Discuss with an example. (Un)	2	CO3
4.	Why is pause and pace important for oral communication? (Un)	2	CO3
5.	What is scanning? (Re)	2	CO4
6.	Fill the gaps with suitable articles. (Ap) a. She showed me _____ one pound coin. b. I waited for _____ hour and then went home.	2	CO2
7.	Fill the gaps with appropriate prepositions (Ap) a. I gave her a chair to sit _____ (on/in). b. She poured the tea _____ (in/ into) the cup.	2	CO2
SECTION B (Attempt any Two Questions)			
8.	What are the factors that contribute to good speaking? (Un)	5	CO3
9.	Mention few ways to improve reading. (Un)	5	CO4
10.	Write a small paragraph on Science in daily life (within 250 words).(Ap)	5	CO2
11.	What are the factors to keep in mind during a group discussion? (Un)	5	CO1 CO2 CO3
SECTION C (Attempt Any Two)			
12.	What is reading? What are the three major components of reading? Discuss with examples. (Un)	10	CO4
13.	What is speaking? What are the major barriers to good speaking? Discuss with examples.(Un)	10	CO3
14.	Write an application on behalf of your classmates to the Registrar of your university and request to establish a reading room for the students. (Ap)	10	CO5
15.	Write a dialogue on any one of the following (in 500 words): (Ap) Location: Boss’s room in an office. Roles: An employee and the boss Situation: Deciding on where to go on holidays. Roles: Two friends	10	CO5

MGT11002	BUSINESS ENVIRONMENT	L	T	P	C
Version 1.2	Contact Hours – 30	2	0	0	2
Pre-requisites/Exposure	-----				
Co-requisites	--				
Academic year	2020-21				

Course objectives:

1. To enable the students to acquaint with the dynamics of business scenario in India
2. To understand the guidelines flowed by different sectors as per industrial policy.
3. To expose with the different industrial policies and the functions of WTO and GATT.

Course Outcomes

On completion of this course, the students will be able to:

CO1: - Discuss the various components of business environment under different market conditions.

CO2:- Identify various issues of environmental forces and its linkage with industry specific problems.

CO3:- Recognize and develop various industrial policies and its impact on business performance in Indian business scenario

CO4:- Illustrate environmental pros and cons with the help of different firms in India.

Course description:

Understand the environment is a primary task of all business leaders because the initial success of any business depends on its environmental background. This course will help the students to familiarize with different forces of environment. Apart from that the course will help the students to get a better understand of different sectors and their formation. This course will explain the new industrial policy guideline and how WHO and GATT functions. During the course students will be exposed the environmental policy of different corporate houses and also the thought of industry leader on industrial policy. The course will be asses by debates and discussion with various issues faced by current industries.

Course Contents:

Unit – I: 9 Hrs

Indian Business Environment: Concept, components and importance. Environmental analysis, Economic Environment, Demographic and Political environment, Technology environment , Capitalist Economy, Socialist Economy, Mixed Economy

Unit – II: 5 Hrs

Business and culture; Social responsibility of business; Consumer rights; Consumerism of business; Industrial sickness, CSR activities of Tata, HUL etc.

Unit – III: 8 Hrs

Industrial policies & regulations: Public, Private, Joint & Cooperative sectors; Industrial licensing, Privatization; Liberalization, MSME Sector, Export-import policy; Regulation of foreign investment;

Unit- IV 8 Hrs

Industrial Policy: New Industrial Policy and its Effect in India, WTO and Trading Blocks: Role and functions of WTO – Differences between WTO and GATT , Basic understanding of world bank , IMF.

Text Book(s):-

1. Business Environment: Text & Cases- Francis Cherunilam, HPH, 28th Ed.
2. Business Environment- K Aswathappa- HPH

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:


Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	00	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Discuss the various components of business environment under different market conditions.	PO1, PO 2, PSO1
CO2	Identify various issues of environmental forces and its linkage with industry specific problems.	PO1,PO2, PO3, PO 6, PSO1
CO3	Recognize and develop various industrial policies and its impact on business performance in Indian business scenario.	PO3, PO4, PO 6, PSO1
CO4	Illustrate environmental pros and cons with the help of different firms in India.	PO1,PO3, PO6, PO7

Course Code	Course Title	Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	: Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools and techniques to enable them to take up	Development of entrepreneurial skills and spirit.	Develop competencies to be socially responsible business professionals
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO 3
MGT11002	Business Environment	3	-	3	-		3	-	3	-	

- 1= weakly mapped
 2= moderately mapped
 3=strongly mapped

Name: Enrolment No:			
Course: MGT11002– Business Environment			
Program: BBA Time: 03 Hrs.		Semester: I Max. Marks: 50	
Instructions: Attempt All Questions from Section A (Each Carrying 2 Marks); any Four Questions from Section B (Each Carrying 5 Marks). Any Two Questions from Section C (Each Carrying 10 Marks).			
SECTION A (Answer All Questions)			
1.	Define concept of business environment	Remembering	CO1
2	Compare and contrast between internal and external environment	Understanding	CO1
3	Define monetary and fiscal policy?	Remembering	CO2
4	What are different role played by WTO.	Remembering	CO1
5	What do you mean technological leadership?	Remembering	CO1
SECTION B (Attempt any Three Questions)			
1.	Explain concepts of technological environment and its impact on present business scenario.	Understanding	CO2
2	How business performance depends on changes in social cultural dimension of the consumers?	Remembering	CO3, CO2
3.	Illustrate environmental scenario with the help of an Indian industry.	Understanding	CO 3
4.	Analyse the role of monetary policies in economic decision of the country.	Analysing	CO3
SECTION C (Attempt any Two Questions)			
1.	Describe the role of state and central government in development of MSME in India.	Analysing	CO4
2.	Explain the root cause of industrial sickness and way to prevent it (with suitable example).	Applying	CO4
3.	Design a plan for sustainability of industry considering major environmental force.	Creating	CO4

MGT11001	Principles of Management	L	T	P	C
Version 1.1	Contact Hours - 60	3	1	0	4
Pre-requisites/Exposure	Understanding concepts of Organisations				
Co-requisites	--				
Academic year	2020-21				

Course Objectives:

1. To enable the students to know evolution of Management,
2. To study the principles and functions of management.
3. To learn the application of the principles in an organization.
4. To help the students to develop cognizance of the importance of management principles.
5. To aware the student's contemporary issues and modern approaches of management.

Course Outcomes

On completion of this course, the students will be able to:

CO1: Have a good understanding of the subject of management, the important theories, its scope and impact.

CO2: Develop an understanding of the basic processes of planning, organising and directing

CO3: Understand the theories of motivation and its applications and the basic principles of management control and coordination

CO4: Exposure to the concepts of staffing including Job analysis, recruitment, selection. Brief idea about recent concepts such as Knowledge management, change management, technology management etc.

CO5: Discuss Contemporary Issues such as Social Responsibility & Ethics, Globalization, Culture etc. and their impact on management

Course Description:

Principles and practices of management is an introductory course on management process from managers' perspective. The course seeks to help students acquire the requisite knowledge, skills and abilities needed to successfully manage the organization. The course examines the logic and working of organizations and outlines the major functions of management. The main objective of this course is to help the students to get aware towards varied management principles and practices. This course covers the explanations about the fundamentals of management discipline in organizational context. It details the different functions of management such as planning, organizing, staffing, directing, and controlling. The course also emphasizes on identification of critical issues and framing of strategies and scenarios required to execute management functions.

Course Content:

Unit I:

[12 hours]

Evolution & Growth of Management Thought

Concepts, Theory and Practice: The Evolution of Management Thought – Scientific Management School, Behavioral School, Quantitative School, Integration School, Contemporary School, McKinsey's 7-S approach

Unit II:

[12 hours]

Planning, Organizing & Direction

Planning- Nature, Purpose, Types & Process of Planning; Concept of MBO, MBE & MBWA.

Decision Making- Approaches, Decision Making under certainty, uncertainty & risk; Group Decision Making

Organizing- Line/ Staff Authority, Decentralization & Delegation, Effective Organizing , Direction-Supervision, Span of Supervision, Graicuna's Theory of Span of Management.

Unit III:**[12 hours]****Motivation, Control & Coordination**

Motivation- elements, importance, methods, theories, Controlling- Control Process, Importance, Critical Control Standards & Techniques, Maintenance Vs Crisis Management, Overall Control Process, Coordination- Definition, Characteristics, Objectives, Techniques

Unit IV:**[16 hours]****Staffing**

Job analysis, recruitment, selection, post selection steps, job changes: transfers/promotions, performance appraisal, training, management development, job rotation, rewards and recognition

Modern approaches to Management

Concept of Knowledge management, change management, technology management, supply chain management, process and project quality standards – six sigma, CMM, CMMI, PCMM, Impact of IT quality management systems, learning organizations

Unit V:**[8 hours]****Contemporary Issues**

Social Responsibility & Ethics, Globalization & Management, Inventing & Reinventing Organizations, Culture & Multiculturalism

Text Books

TH1. Koontz, Essentials of Management, Tata McGraw Hill

TH2. L. M. Prasad: Principles of Management, Sultan Chand & Sons, 2016

TH3.. Robbins, S. (2017). Management, (13th ed.), Pearson Education, New Delhi

Project:

The class will be divided into Groups consist of 5 members. Each Group will select a company of their choice respect to study the Management Practices of a Particular Company. The Project will be brief in the session 3. The objectives of the project is to acquaint the students Management Practices in respect to a specific company. Students are required to submit the report just after Mid semester examination. Each group will present before all student as a result all students should have idea of Management Practices Mix of around 7 to 9 companies.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**Examination Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50


Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Have a good understanding of the subject of management, the important theories, its scope and impact.	PO1, PO 2
CO2	Develop an understanding of the basic processes of planning, organising and directing	PO1,PO2, PO3, PO 6, PSO1

CO3	Understand the theories of motivation and its applications and the basic principles of management control and coordination	PO1, PO3, PO 6, PSO1
CO4	Exposure to the concepts of staffing including Job analysis, recruitment, selection. Brief idea about recent concepts such as Knowledge management, change management, technology management etc.	PO3, PO6, PO7 PSO3
CO5	Discuss Contemporary Issues such as Social Responsibility & Ethics, Globalization, Culture etc. and their impact on management	PO5, PO6, PSO1, PSO3

		Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	: Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools	Development of entrepreneurial skills and spirit.
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2
MGT11001	Principles of Management	3	-	3	-	-	3	-	3	-

1= weakly mapped
2= moderately mapped
3=strongly mapped

Name: Enrolment No:	
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Course: MGT11001 – Principles of Management

Program: BBA

Semester: I

Time: 03 Hrs.

Max. Marks: 50

Instructions:

Attempt All Questions from **Section A** (Each Carrying 2 Marks); any **Four Questions** from **Section B** (Each Carrying 5 Marks). Any **Two Questions from Section C** (Each Carrying 10 Marks).

SECTION A (Answer All Questions)

1.	What are different functions of Management?	Remembering	CO1
2	Who developed the school of scientific management thought? Name two characteristics of scientific management thought?	Understanding	CO1
3	What are natures of motivation?	Remembering	CO2
4	Which theory of motivation is known as corner stone of Motivation theories?	Remembering	CO1
5	What is different need and important of departmentation?	Remembering	CO1
SECTION B			
1.	Distinguish between a leader and Manager.	Understanding	CO2
2	6. How communication processes work?		
2	3. What are different methods of departmentation?	Remembering	CO3, CO2
3.	What are staffing process?	Understanding	CO 3
4.	Analyse how controlling contribute for archiving objectives of any organizations?	Analysing	CO3
SECTION C (Attempt any Two Questions)			
1.	Based on planning premises developed by ITC, identify the opportunities, threats, strength and weakness available to the company	Applying	CO4
2.	Compare and contrast the Maslow and Herzberg theories of motivation in present organisation of your choice. On what grounds has the Herzberg theory been criticized?	Applying	CO4
3.	What are different theories of leadership? Discuss each theories and which theories are more appropriate to modern management context with suitable examples?	Creating	CO4

MTH11514	BUSINESS MATHEMATICS	L	T	P	C
Version 1.1	Contact Hours -	3	1	0	4
Pre-requisites/Exposure	School level Mathematics				
Co-requisites	--				
Academic year	2020-21				

Course objectives:

1. To learn fundamentals, theory, and methods of basic mathematics to be used in simple Business/Economics and real-life problems.
2. To skill students to compute the solution of simple mathematical problems in the set theory, linear and nonlinear equations, matrix methods, differentiation and integration.
3. To help students to understand the use of various mathematical tools for solving simple Business/Economics and marketing related problems.

Course Outcomes:

On completion of this course, the students will be able to:

CO1: **Define** various terms related to the theory of sets and its properties with Venn diagrams representations. (R)

CO2: **Illustrate** the solution of linear, nonlinear equations and the problems related to the supply and demand analysis. (U)

CO3: **Find** the inverse of a matrix, determinant, and the solution of a system of linear equations arises from simple business/economics applications. (R)

CO4: **Define** the percentages, index numbers, interests, and investment appraisal. (R)

CO5: **Summarize** the theory and methods to determine the derivatives of a function of one and several variables for the extreme value of a function. (U)

CO6: **Find** indefinite and definite integration. (R)

Course Description:

The course is designed for students of economics, business studies, and management. It assumes very little prerequisite knowledge, so the topics of this course can be understood by students who have not undertaken a mathematics course for some time. The focus of this course is to develop the fundamental knowledge, understanding of basic mathematical tools to be used in other subjects easily. This course comprises the set theory, linear and nonlinear equations, and its applications in simple business and economics problems like supply and demands analysis, modelling of revenue etc. Also, this course covers matrix algebra and solution of a system of equations with applications in Business, and definite and indefinite. To teach this course, audio-video lecture, presentation, and assignments to be provided. Students will strongly grab the basic concepts of the course via solving exercise and interaction with course instructors.

Course Syllabus:

Unit- I

10 Hrs

Set theory: Theory of sets- meaning, elements, types, presentation and equality of sets, union,

intersection, compliment & difference of sets, Venn diagrams, Cartesian product of two sets, applications of set theory.

Unit- II

10 Hrs

Linear equations: graphs of linear equations, algebraic solution of simultaneous linear equations, supply and demand analysis, algebra, modeling of supply and demand analysis, national income determination.

Non-linear equations: quadratic, exponential and logarithmic equations, modeling of revenue, cost and profit.

Unit- III

15 Hrs

Matrices:Types, properties, addition, multiplication, transpose and inverse of matrix; properties of determinants, solution of simultaneous linear equations, differentiation and integration of standard algebraic functions, business applications of matrices.

Unit- IV

5 Hrs

Mathematics of finance: percentages, index numbers, and interests, compound interest, investment appraisal.

Unit- V

15Hrs

Differentiation: Derivative of a function, rules of differentiation, marginal functions and elasticity, optimization of economic functions, partial differentiation, functions of several variables, partial marginal functions and elasticity, Lagrange multipliers.

Unit- VI

5 Hrs

Integration: Indefinite integration, definite integration.

Test book readings:

1. Ian Jacques, Mathematics for and Economics and Business (Fifth edition), Pearson India.
2. D.C. Sancheti, V.K. Kapoor, Business Mathematics,.

Reference Book:

1. J.D. Gupta, P.K. Gupta, Man Mohan, Mathematics for Business and Economics, Tata McGraw Hill Publishing Company Ltd.
2. Q. Zameeruddin, V. K. Khanna, S. K. Bhambri, Business Mathematics (Second Edition), Vikas Publishing House PVT LTD.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define various terms related to the theory of sets and its properties with Venn diagrams representations. (R)	PO2,PSO1
CO2	Illustrate the solution of linear, nonlinear equations and the problems related to the supply and demand analysis. (U)	PO2,PO6, PSO1
CO3	Find the inverse of a matrix, determinant, and the solution of a system of linear equations arises from simple business/economics applications. (R)	PO2,PO6,PSO1
CO4	Define the percentages, index numbers, interests, and investment appraisal. (R)	PO2,PO6,PSO1
CO5	Summarize the theory and methods to determine the derivatives of a function of one and several variables for the extreme value of a function. (U)	PO2,PO6,PSO1
CO6	Find indefinite and definite integration. (R)	PO2,PSO1

Course Code	Course Title	Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools and techniques to enable them to take up	Development of entrepreneurial skills and spirit.	Develop competencies to be socially responsible business professionals
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO3
MTH11514	BUSINESS MATHEMATICS		3				3		3		

1=weakly mapped

2= moderately mapped

3=strongly mapped

Name:
Enrolment No:



Course: MTH11514 – BUSINESS MATHEMATICS

Program: BBA
Time: 03 Hrs.

Semester: I
Max. Marks: 40

Instructions:

Attempt All Questions from **Section A** (Each Carrying 1Marks); any **Three Questions** from **Section B** (Each Carrying 5Marks). Any **Two Questions** from **Section C** (Each Carrying 10 Marks).

SECTION A (Answer All Questions)

1.	Explain the stationary point and represent it graphically.	U	CO5
2.	What is a set and how to define complement of a set?	R	CO1
3.	Explain the marginal functions with an example?	U	CO5
4.	Illustrate the solution of the equation: $x^2 - 2x - 3 = 0$.	U	CO2
5.	Classify the roots of the equation $x^2 + 2x + 3 = 0$.	U	CO2

SECTION B (Attempt any Three Questions)

6.	<p>Ms. Smith and Mr. Jones are sale people in a new-car agency that sells only two models. August was the last month for this year's models, and next year's medels were introduced in September. Gross dollar sales for each month are given in the following matrices:</p> <table border="1" style="margin-left: 40px;"> <thead> <tr> <th colspan="3">August sales</th> </tr> <tr> <th></th> <th>Compact</th> <th>luxury</th> </tr> </thead> <tbody> <tr> <td>Ms. Smith</td> <td>\$54,000</td> <td>\$ 88,000</td> </tr> <tr> <td>Mr. Jones</td> <td>\$126,000</td> <td>0</td> </tr> </tbody> </table> <p>=A;</p> <table border="1" style="margin-left: 40px;"> <thead> <tr> <th colspan="3">September sales</th> </tr> <tr> <th></th> <th>Compact</th> <th>luxury</th> </tr> </thead> <tbody> <tr> <td>Ms. Smith</td> <td>\$228,000</td> <td>\$ 368,000</td> </tr> <tr> <td>Mr. Jones</td> <td>\$304,000</td> <td>\$322,000</td> </tr> </tbody> </table> <p>=B,</p> <p>i) What were the combined dollars in August and September for each sales people and each model? ii) What was the increase in dollar sales from August to September? iii) If both sale people receive 5% commissions on gross dollar sales, what is the commission for each person for each model sold in September?</p>	August sales				Compact	luxury	Ms. Smith	\$54,000	\$ 88,000	Mr. Jones	\$126,000	0	September sales				Compact	luxury	Ms. Smith	\$228,000	\$ 368,000	Mr. Jones	\$304,000	\$322,000	5 (R)	CO3
August sales																											
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	Compact	luxury																									
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Mr. Jones	\$304,000	\$322,000																									
7.	If $z = \log(x^2 - y^2)$, then show that $\frac{\partial^2 z}{\partial x \partial y} = \frac{\partial^2 z}{\partial y \partial x}$	5 (U)	CO5																								
8.	If the total revenue function of a good is given by $100Q - Q^2$, what will be an expression for the marginal revenue	5 (U)	CO5																								

ECO11003	Microeconomics	L	T	P	C
Version 1.1	Contact Hours - 60	3	1	0	4

	function. If the current demand is 60, compute and explain the change in the value of total revenue due to a 2 unit increase in Q .		
9.	Find (i) $\int (2x + 1)^{1/3} dx$ (ii) $\int_{-2}^2 x e^{-x^2} dx$	5 (R)	CO6
	SECTION C (Attempt any Two Questions)		
10.	a) Find the inverse of $A = \begin{bmatrix} 2 & 4 & 1 \\ 4 & 3 & 7 \\ 2 & 1 & 3 \end{bmatrix}$, b) Solve the system of equations: $x + 2y + 3z = 9,$ $-4x + y + 6z = -9,$ $2x + 7y + 5z = 13,$ using Cramer's rule to find x & y .	5 +5 (R)	CO3
11.	a) A principal of \$2000 is invested at 10% interest compounded continuously. After how many days will the investment first exceed \$2100? b) The demand and supply functions of a goods are given by $P = -2Q_d + 50,$ $P = 1/2Q_s + 25,$ Where P , Q_d , and Q_s , denote the price, quantity demanded and quantity supplied respectively. i) Illustrate the solution by computing the equilibrium price and quantity. ii) explain the effect on the market equilibrium if the government decided to impose a fixed tax \$5 on each good.	5+5 (R+U)	CO4 + CO2
12.	a) Show that $A \cup (B \cap C) = (A \cup B) \cap (A \cup C)$. b) Suppose $y = x^2$. What is the inverse of y ? Consider the domain $\{-1, 1, -2, 2\}$. Then draw the map and tell they are function or not ? c) There are 60 students in a class. 15 students do not have interest in game. 32 students play football and 18 students play cricket. Then find (i) how many students play both the games? (ii) how many students play only football? (iii) How many students play only cricket?	4+3+3 (R)	CO1

Pre-requisites/Exposure	Basic mathematics and English
Co-requisites	--
Academic year	2021-22

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ctives:

- This paper introduces students to the terminology and analytic principles used in microeconomics, which is broadly defined as the study of markets, and to the application of these conceptual tools to several policy issues.
- The decisions of buyers and sellers and their interaction in market transactions will be analysed.
- This also explores how different market structures can shape economic results, and how markets can sometimes (but not always) help society achieve desirable outcomes.

Course Outcomes

On completion of this course, the students will be able to:

CO1: Understand the terminologies and analytic principles used in microeconomics

CO2: Understand and analyze how different market structures can shape economic results

CO3: Analyze of these conceptual tools to several strategic issues in the field of management

CO4: Understand and analyze how different market structures can shape economic results

CO5: Apply micro economic concepts and techniques in evaluating business decisions

Course Description:

This paper will introduce students with more complicated issues of microeconomics around different market structures under imperfect competition . Different types of pricing strategies and market power adopted by the producers. The theoretical concepts of theories of distribution will also be introduced.

Course Structure

Unit I: Demand and Supply 12 Hrs

Determinants of Demand; Law of Demand; Demand Function, Demand Schedule and Demand Curve; Determinants of Supply; Law of Supply; Supply Function, Supply Schedule and Supply Curve; Shift and movement along the Demand & Supply Curve; Elasticity of Demand – Price, Income, Cross; Elasticity of Supply; Substitutes & Complementary Goods, Normal & Inferior Goods. Equilibrium Determination, Impact of changes in Demand and Supply, Change in Equilibrium, Stability of Equilibrium; Consumer Surplus, Producer Surplus, Deadweight Loss, Change in surplus, Incidence of Tax, Impact of Subsidy.

Unit II: Theory of Consumption 12 Hrs

Budget Constraint: Composite goods, Budget Set, Properties of budget set, Budget Line, change in budget line due to change in income and prices, Application: Taxes, Subsidies, Rationing

Preferences: Consumer Preferences, basic assumptions about preferences; Indifference Curves, Indifference Map, Marginal Rate of Substitution; Shape of Indifference curves: Perfect substitutes, perfect complements, Bads, Neutrals, Satiation, Discrete Goods

Utility: Cardinal Utility, Utility function, Total utility, Marginal Utility, Ordinal Utility, Preference, MRS

Choice: Optimal Choice, Consumer's Equilibrium, Change in Equilibrium due to change in income, and prices, Income Consumption Curve, Engel Curve, Price Consumption Curve, Individual Demand, From individual to market demand; Price Effect: Hicks, Slutsky approach, Income Effect, Substitution Effect, Compensated Demand.

Unit III: Theory of Production 15 Hrs

Technological relationship between output and inputs, Production decision of a firm; Production function, short run versus long run production; Production with single variable input: TP, AP, MP, Law of diminishing marginal return; Production with two variable inputs: Isoquant, Economic region of production, Input flexibility, Input substitution; MRTS, Elasticity of substitution; Expansion Path, Returns to scale; Effects of changes in input prices on output. Special Cases: Homogeneous Production Function, Cobb-Douglas Production.

Different types of costs; opportunity cost, sunk cost; fixed cost, variable cost; Costs in the SR production, TC, AC, MC, Cost curves; Costs in the LR production, LR cost curves, relation between SR and LR cost curves; Shift in cost curves.

Input choices, Isocost line, Change in technology and change in input prices; optimal choice of inputs, Economies of Scope, Economics of Scale, Learning Curve.

Unit IV: Market: Perfect Competition 12 Hrs

Profit Maximization by a firm, Competition in a market, Different forms of Competition;

Perfectly competitive market and its characteristics, Choosing output in Short Run, SR supply curve, Choosing output in the Long Run, LR Industry supply curve: Increasing cost industry, Decreasing cost industry, and Constant cost industry;

Efficiency of a competitive market: Effect of Tax, Minimum Prices, Price Support, Production Quota, Impact of tax and subsidy.

Unit V : Market: Imperfect Competition 10 Hrs

Market Power, Sources, Monopoly, Monopsony, Bilateral Monopoly, Natural Monopoly;

Monopolist's Output Decision, and pricing.

Monopolistic Competition: Characteristics, Equilibrium in Short and Long run, Economic Efficiency; Branding

Oligopoly: market structure, collusion, competition, equilibrium.

READING LIST:

1. Dominick Salvatore (2009). Principles of Microeconomics (5th ed.) Oxford University Press
2. Koutosyannis (1979). Modern Micro Economics. Palgrave Macmillan
3. Pindyck, Rubinfeld and Mehta. (2009). Micro Economics. (7th ed.). Pearson.
4. Lipsey and Chrystal. (2008). Economics. (11th ed.) Oxford University Press.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:


Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	00	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the terminologies and analytic principles used in microeconomics	PO1, PO 2
CO2	Understand and analyse how different market structures can shape economic results	PSO1,PO2, PO3, PO 6,
CO3	Application of these conceptual tools to several strategic issues in the field of management	PO2, PSO1, PO 6,
CO4	Understand and analyse how different market structures can shape economic results	PO5, PO6, PO7
CO5	Apply micro economic concepts and techniques in evaluating business decisions	PSO 1, PO7, PO2

		Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	: Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools	Development of entrepreneurial skills and spirit.
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2
ECO11003	Microeconomics	-	3	-	-	-	3	3	3	-

1= weakly mapped
2= moderately mapped
3=strongly mapped

Name:			
Enrolment No:			
Course: ECO11003 – Microeconomics			
Program: BBA		Semester: I	
Time: 03 Hrs.		Max. Marks: 50	
Instructions:			
Attempt All Questions from Section A (Each Carrying 1Marks); any Three Questions from Section B (Each Carrying 5Marks). Any Two Questions from Section C (Each Carrying 10 Marks).			
Section A (Answer All the Questions) (5 x 1 = 5)			
1.	Define monopoly power of a firm?	1	CO1
2.	Describe first degree price discrimination.	1	CO3
3.	Define Leontief production function	1	CO3
4.	What is inferior good?	1	CO1
5.	Give two real life examples of oligopoly market.	1	CO1
SECTION B (Attempt any Three Questions) (3 x 5 = 15)			
6.	Describe natural monopoly.	5	CO2

7.	Examine features of monopolistic competition markets/	5	CO2/CO4
8.	Elucidate the equilibrium of a perfectly competitive firm.	5	CO3
9.	Explain Cobb Douglas production function.	5	CO1
SECTION (Answer Any Two Questions) (2 x 10 = 20)			
10.	Explain LAC as envelope of Short run average cost curves.	10	CO3
11.	Explain the equilibrium of a monopoly firm.	10	CO3/CO4
12.	Explain Hicks & Slutsky substitution and income effect	10	CO3

FAC11003	Principles of Accounting	L	T	P	C
Version 1.0	Contact Hours - 40	3	1	0	4
Pre-requisites/Exposure	Basics of Accounting				
Co-requisites					

Course Objectives

01	This course will enable the students to have knowledge about the basics of accounting with concepts, principles and conventions.
02	The students of this course will learn recording of transactions in journal, posting it to ledger and checking the authenticity of records by preparing trial balance.
03	The students of this course will learn depreciation accounting required in the preparation of financial statements.
04	The course will help the students in understanding the method of preparation of cash book and Bank Reconciliation Statement.
05	The students of this course will have the ability to prepare Financial Statements of different forms of business entities.

Course Outcomes

On completion of this course the students will be able to:

CO1	Discuss the basics of accounting with concepts, principles and conventions.
CO2	Record transactions in journal, post it to ledger and check the authenticity of records by preparing trial balance.
CO3	Apply the knowledge of depreciation accounting in preparation of financial statements.
CO4	Prepare cash book and evaluate the reasons of difference between cash book and pass book balance and prepare Bank Reconciliation Statement.
CO5	Prepare Financial Statements of different forms of business entities.

Course Description

Financial Accounting refers to information describing the financial resources, obligations, and activities of an economic entity. The term financial position is used to describe an entity's financial resources and obligations at one point in time, and the term results of operations is used to describe its financial activities during the year. The course focuses on detailed understanding of accounting information system, accounting concepts, accounting principles, accounting cycle, recording of transactions, and financial statement concepts.

Course Contents

Unit-1	Introduction	(3 L)
Nature of accounting; Users of accounting information; Financial & Management Accounting; Qualitative characteristics of accounting information; Double entry book keeping system – Basic accounting equation, meaning of assets, liabilities, equity, revenue and expenses; Accounting Cycle		
Unit-2	Accounting Concepts and Conventions	(3 L)
Bases of accounting: Cash basis and Accrual basis, Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality, matching and full disclosures.		
Unit-3	Journal and Ledger	(8 L)
Journal: Introduction, need, functions, advantages of Journal, recording of entries in Journal with narration; Double entry system Ledger: Features and functions of ledger, posting from journal to respective ledger.		
Unit-4	Trial Balance	(4 L)
Introduction, need and limitations of trial balance, preparation and application of trial balance, errors and types of errors		
Unit-5	Depreciation	(5 L)

The nature of depreciation - The accounting concept of depreciation - Factors in the measurement of depreciation - Methods of computing depreciation: straight line method and diminishing balance method - Disposal of depreciable assets - change in method of charging depreciation - Accounting for depreciation: Asset-depreciation, Asset-provision.

Unit-6 | **Cash Book and Bank Reconciliation Statement** | (7 L)

Cash Book: Introduction, features, functions, advantages, types of cash book-single column, double column, triple column and petty cash book.

Bank Reconciliation Statement: Banking transactions in the Cash Book and Bank Pass Book; Causes of Disagreement between the balances as per Cash Book and Bank Statement; Practical steps for preparation of Bank Reconciliation Statement.

Unit-7 | **Final Accounts** | (10 L)

Preparation of Financial Statements: Sole Proprietorship business entities from a Trial Balance – Manufacturing, Trading, P/L A/c and Balance Sheet.

Suggested Readings:

Text Books:

1. Sukla, Grewal, Gupta: Advanced Accountancy, Vol. I, S. Chand
2. Sehgal & Sehgal, Advanced Accountancy, Vol. I, Taxman Publication
3. Hanif & Mukherjee, Financial Accounting, TMH

Reference Books:

4. Tulsian, Financial Accounting, Pearson
5. Mukherjee and Mukherjee, Financial Accounting Volume I, Oxford Publication

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Mid Term	End Term
Weightage (%)	30	20	50


Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Discuss the basics of accounting with concepts, principles and conventions	PO1, PO2, PO5
CO2	Record transactions in journal, post it to ledger and check the authenticity of records by preparing trial balance.	PO1, PO2, PO5
CO3	Apply the knowledge of depreciation accounting in preparation of financial statements.	PO1, PO2, PO5
CO4	Prepare cash book and evaluate the reasons of difference between cash book and pass book balance and prepare Bank Reconciliation Statement.	PO2, PO4, PO5
CO5	Prepare Financial Statements of different forms of business entities.	PO2, PO3, PO5

Course Code	Course Title	Holistic overview on Trade and Commerce	Expertise in Accounting and Management Accounting	Specific Trade and Commerce practices	Knowledge on BIFS	Analytical skills for Decision Making and Research
FAC11003	Principles of Accounting	PO1	PO2	PO3	PO4	PO5
		3	3	1	1	3

1=Weakly mapped	2=Moderately mapped	3=Strongly mapped
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Name: Enrolment No:			
Course: FAC11003 – Principles of Accounting			
Program: BBA Time: 03 Hrs.		Semester: Odd Max. Marks: 50	
Instructions: Attempt All Questions from Section A (Each Carrying 1Marks); any Four Questions from Section B (Each Carrying 5Marks). Any Two Questions from Section C (Each Carrying 10 Marks).			
SECTION A (Answer All Questions)			
1.	What is a contra entry? Give an example.	Remembering	CO1
2.	Define cash discount.	Remembering	CO1
3.	What do you mean by accounting cycle?	Remembering	CO2
4.	Explain the term ‘Amortisation’?	Understanding	CO1
5.	What do you mean by inventory?	Remembering	CO1
SECTION B			
1.	What is a Bank Reconciliation Statement? Why is it prepared? What are the reasons for difference between cash book and pass book balances?	Remembering	CO2
2.	Compare Capital Expenditure and Revenue Expenditure.	Understanding	CO3, CO2
3.	On 01.01.2014 a firm purchased a machinery for Rs. 1,00,000. On 01.07.2015 additions were made to the extent of Rs. 20,000. On 01.04.2016 further additions of Rs. 6,400 were made. On 30 th June 2017, machinery, original value of which was Rs. 16,000 on 01.01.2014 was sold for Rs. 12,000. Depreciation is charged at 10% p.a. on original cost. Show the machinery account for the years from 2014 to 2017 in the books of the firm. The firm closes its books on 31 st December every year.	Understanding	CO 3
4.	From the following particulars construct a Bank Reconciliation Statement: (i) Bank overdraft balance as per Cash Book Rs. 19,500. (ii) A Cheque for Rs.700 was deposited in the bank but no entry was made in the cash book. (iii) Debit side of the cash book Bank column cast short by Rs. 200. (iv) A cheque for Rs.5000 was deposited in the bank but only Rs.4,960 were collected. (v) A party’s cheque for Rs.550 returned dishonoured as per bank statement only. (vi) Bills worth Rs.3,500 collected directly by the bank.	Creating	CO2

- (vii) Bank charges Rs. 35 recorded twice in the cash book.
- (viii) Cheques aggregating Rs.2,325 were deposited but not yet collected by bank.
- (ix) Cheques of Rs.1,350 issued but not yet presented to bank for encashment.

SECTION C (Attempt any Two Questions)

1. A summary of Receipts & Payments Account of Calcutta Cricket Club for the year 2017 is given below:

**Receipts & Payments Account
for the year ended 31st December,2017**

Receipts	Amount (Rs.)	Payments	Amount (Rs.)
To, Balance b/d	3,000	By Salaries and Rent	1,500
To, Subscription	20,000	By Electric Charge	300
To, Donation	5,000	By Sports Expense	1,000
To, Entrance Fees	1,000	By Sports Goods Purchased	9,000
To, Interest	100	By Books Purchased	5,000
To, Charity Show Receipts	2,400	By Miscellaneous Expenses	700
		By Charity Show Expenses	2,000
		By Investment	8,000
		By Balance c/d	4,000
	31,500		31,500

Additional information: (i) Out of the total subscription received, Rs.500 is for 2016 and Rs.600 for 2018 but Rs.100 is due for 2017; (ii) The total sum received on Entrance fees is to be capitalized; (iii) Salary is remaining due to be paid Rs.300; (iv) Arrear interest Rs.500.

The club had the following assets on the opening date of the year: Sports Goods Rs.3,000; Books Rs.2,000; Investment Rs.6,000.

Prepare an Income & Expenditure Account for the year ended 31st December,2017 and also the Balance Sheet as on that date.

Understanding

CO4

2. What do you understand by Accounting Conventions? Briefly explain different Accounting Conventions.

Understanding

CO2,CO4

3. Define Accounting. State the relationship between Accounting,

Analysing

CO4

	Book Keeping and Accountancy. Explain the Accounting Cycle.		
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DGS11001	DESIGN THINKING	L	T	P	C
Version 1.0		2	0	0	2
Pre-requisites/Exposure	Knowledge of analyzing society problems and product usage problems and a zeal to improve the current situation, in				

	addition to knowing to using laptop/computers, internet, social media interaction, file sharing and uploading, email and communication etiquettes.
Co-requisites	--

Course Objectives

1. To enable students to acquire knowledge, imagination and be more assertive on opinions on problems in society.
2. To enable students to learn basics of research, data collection, analysis, brainstorming to find solutions to issues.
3. To make them understand Design Thinking methodologies to problems in field of study and other areas as well.
4. To help students to understand future Engineering positions with scope of understanding dynamics of working between inter departments of a typical OEM.

Course Outcomes

On completion of this course, the students will be able to

C01. Examine design thinking concepts and principles

C02. Practice the methods, processes, and tools of design thinking

C03. Apply the Design Thinking approach and model to real world scenarios

C04. Analyze the role of primary and secondary research in the discovery stage of design thinking

Catalog Description

Design thinking course is a completely online course offered to the first year UG programs across all streams. This course is designed to help understand the steps followed in the process of designing a solution to a problem.

Course Content

UNIT I: WHAT IS DESIGN THINKING

2 hours

Designers seek to transform problems into opportunities. Through collaboration, teamwork, and creativity, they investigate user needs and desires on the way to developing human-centered products and/or services. This approach is at the very heart of design thinking.

UNIT II: THE DESIGN THINKING MODEL

2 hours

A tool that helps guide you along a design thinking path. The model does this by providing a series of activities that that will help you effectively design a product, service or solution to a user's need. The model presents the approach as a process, allowing us to look at each step – or phase – along the journey to the development of a final design.

UNIT III: PHASE 1: DISCOVER

4 hours

Begin the design thinking process with the Discover phase, where you will identify the specific problem your design is intended to solve, as well as important usability aspects from those who will use your design. Discovery can be performed through a variety of different research methods which you will learn in this module.

UNIT IV: PHASE 2: DEFINE**4 hours**

In the Define phase, you come to understand the problem. We often refer to this as framing the problem. You can do this by using a variety of tools, including storytelling, storyboarding, customer journey maps, personas, scenarios, and more.

UNIT V: PHASE 3: DEVELOP**4 hours**

Turn your attention to solving the problem. In this phase you brainstorm custom creative solutions to the problems previously identified and framed. To do this, you conceptualize in any way that helps, putting ideas on paper, on a computer, or anywhere whereby they can be considered and discussed.

UNIT VI: PHASE 4: DELIVER**4 hours**

This phase is all about testing and building concepts. Here you take all of the ideas that have been discussed to this point and bring them a little closer to reality by building a concept; something that makes it easier for a user to experience a design. This concept is referred to as a prototype.

UNIT VII: PHASE 5: ITERATE**4 hours**

You will test the prototype of your design solution, collecting and acting on feedback received. These actions may mean minor or major revisions to your design, and are repeated as often as necessary until a solution is reached. Tools such as focus groups and questionnaires are used to help you collect feedback that can help with your final design.

UNIT VIII: BEYOND DESIGN THINKING**2 hours**

The Design Thinking Model is a tool that helps guide you along a design thinking path. The model does this by providing a series of activities that that will help you effectively design a product, service or solution to a user's need. The model presents the approach as a process, allowing us to look at each step – or phase – along the journey to the development of a final design.

Text Books

1. All the references are available to download in the online course.

Reference Books

1. Brown, Tim. "What We Can Learn from Barn Raisers." Design Thinking: Thoughts by Tim Brown. Design Thinking, 16 January 2015. Web. 9 July 2015.
2. Knapp, Jake. "The 8 Steps to Creating a Great Storyboard." Co.Design. Fast Company & Inc., 21 Dec. 2013. Web. 9 July 2015.
3. van der Lelie, Corrie. "The Value of Storyboards in the Product Design Process." Journal of Personal and Ubiquitous Computing 10.203 (2006): 159–162. Web. 9 July 2015. [PDF].
4. Millenson, Alisson. "Design Research 101: Prototyping Your Service with a Storyboard." Peer Insight. Peer Insight, 31 May 2013. Web. 9 July 2015.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**Examination Scheme:**

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Examine design thinking concepts and principles.	PO5, PO6
CO2	Practice the methods, processes, and tools of design thinking.	PO7, PO5
CO3	Apply the Design Thinking approach and model to real world scenarios.	PO6, PSO3
CO4	Analyze the role of primary and secondary research in the discovery stage of design thinking	PO7, PSO3

		Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools and techniques to enable them to take up higher studies and research.	Development of entrepreneurial skills and spirit.	Develop competencies to be socially responsible business professionals.
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
DGS11001	Design Thinking	-	-	-	-	3	3	3	-	-	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

<p>Name:</p> <p>Enrolment No:</p>	
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Course: DGS11001– Design Thinking**Program: BBA**
Time: 03 Hrs.**Semester: Odd**
Max. Marks: 50**Instructions:**

Attempt All Questions from **Section A** (Each Carrying 2 Marks); any **Four Questions** from **Section B** (Each Carrying 5 Marks). Any **Two Questions from Section C** (Each Carrying 10 Marks).

SECTION A (Answer All Questions)

1.	Is design thinking applicable to all spheres of human endeavor?	Remembering	CO1
2.	Is design thinking applicable to services?	Understanding	CO1
3.	Define wicked problems in the context of design thinking.	Remembering	CO2
4.	What traits are needed to identify societal problems?	Remembering	CO1
5.	Why is design thinking a collaborative process?	Remembering	CO1
SECTION B			
1.	Design thinking is not common among organizations. Why?	Understanding	CO2
2.	What are the methods of defining the social problems?	Remembering	CO3, CO2
3.	Design Thinking is an iterative process. Why is it so?	Understanding	CO 3
4.	Though time consuming, design thinking brings the most suitable solution. Analyze the statement.	Analysing	CO3
SECTION C (Attempt any Two Questions)			
1.	Trace the genesis and evolution of Design Thinking as a method of solving wicked societal problems in your domain of study.	Applying	CO4
2.	Take any societal problem you feel passionately about. Discuss how you would go about finding a solution to that problem.	Applying	CO4
3.	Poverty is a very widespread problem the society faces. Assume you are given the authority to solve the problem in your locality. How would you go about planning for finding and implementing a solution? Who are the other agencies/bodies you would collaborate with?	Creating	CO4

LWJ11014	Business Law	L	T	P	C
Version 1.0	Contact Hours – 60	3	1	0	4
Pre-requisites/Exposure	-				
Co-requisites	-				

Course Objectives

1. To provide basic and broad knowledge in business laws in management.
2. To get the ability to apply concepts, principles and theories to understand simple business laws.
3. To become aware of the different business laws.
4. To gain awareness of the global business laws and its impacts on businesses.

Course Outcomes

On completion of this course, the students will be able to

- CO1. Understand the Legal environment in India and would be in position to differentiate on the functions of different courts and their structure.
- CO2. Understand and learn the concept of Contract Act, its applicability in business and litigations to draft a valid contract.
- CO3. Describe the applicability of Sale of Goods act, Rights of Seller and Buyer
- CO4. Recognition of Consumer Redressal forum and also to understand their rights and duties.
- CO5. Understand the concept of negotiable instruments and importance of such instruments in business organization.

Course Description

This course is designed to provide the student with knowledge of the legal environment in which a consumer and businesses operates, and to provide the student with knowledge of legal principles

Course Content

Unit-1 Introduction to Business Law

(10 Hrs)

Meaning and Philosophy of Law - Object of Law - Classification of Law - Justice Delivery System in India - Classification of Courts in India

Unit-2: Indian Contract Act, 1872

(14 Hrs)

Contract: Meaning and essential elements of a valid contract, types of contracts. Offer and Acceptance: meaning, rules relating to valid offer and acceptance; Consideration: definition; essential elements, Capacity of Parties; free consent; Void and Voidable Agreements: wagering agreement. Discharge of Contracts: meaning; methods of termination or discharge of contract. Special Contracts

Unit-3: The Sale of Goods Act, 1930

(12 Hrs)

Meaning of Contract of a Sale, Sale and an agreement to sell, Essential elements of contract of sale, Sale distinguished from hire purchase , Bailment , Mortgage .Conditions and Warranties, Doctrine

of Caveat Emptor ,Unpaid seller and his rights.

Unit-4: Consumer Protection Act, 1986

(12 Hrs)

Objective of the Act, Definitions of complaint, consumer; consumer dispute, goods, services, etc. Objectives of Central Council and State Council, Consumer Dispute Redressal forums, Manner of Lodging a Complaint and Appeal

Unit-5: Negotiable Instruments Act

(12Hrs)

Definition of a negotiable instrument; instruments negotiable by law and by custom; types of negotiable instruments; parties to a negotiable instrument - duties, rights, liabilities and discharge; material alteration; crossing of cheques

Reference Books

Text Books:

1. P C Tulsian (2017), Business Law, 3rd Edition, Tata McGraw Hill, New Delhi
2. M.C. Kuchhal and Vivek Kuchal (2018), Business Law, 7th Edition, S Chand Publishing
3. Telpal Seth, (2017) Business Law, 3rd Edition, Pearson

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the Legal environment in India and would be in position to differentiate on the functions of different courts and their structure.	PO3, PO6, PSO2
CO2	Understand and learn the concept of Contract Act, its applicability in business and litigations to draft a valid contract.	PO5, PO4, PSO2
CO3	Describe the applicability of Sale of Goods act, Rights of Seller and Buyer.	PO5, PO4, PO6
CO4	Will be able to understand the process of Consumer Redressal forum and also to understand their rights and duties	PO5, PO3, PSO1
CO5	Understand the concept of negotiable instruments and importance of such instruments in business organization.	PO4, PO4, PSO1


		Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools and techniques to enable them to take up higher studies and research.	Development of entrepreneurial skills and spirit.	Develop competencies to be socially responsible business professionals.
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
LWJ11014	Business Law	-	-	-	3	3	3	-	3	-	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:			
Course: LWJ11014 – Business Law Program: BBA Time: 03 Hrs. Semester: II Max. Marks: 50			
Instructions: Attempt All Questions from Section A (Each Carrying 2 Marks); any Four Questions from Section B (Each Carrying 5 Marks). Any Two Questions from Section C (Each Carrying 10 Marks).			
SECTION A (Answer All Questions)			
1.	Define Business Law. (Remembering)	2	CO1
2.	Define Contract. (Remembering)	2	CO2
3.	Explain the meaning of Bailment. (Understanding)	2	CO3
4.	Define Consumer as per Consumer Protection Act. (Remembering)	2	CO4
5.	Define Negotiable Instrument. (Remembering)	2	CO5
SECTION B			
1.	Explain the elements of a valid contract. (Understanding)	5	CO2

2.	Distinguish between Hire Purchase and Lease. (Analyzing)	5	CO3
3.	State the ethical issues involved in Legal System in India. (Analyzing)	5	CO1
4.	Explain the functions of Consumer Dispute Redressal Forum. (Analyzing)	5	CO5
SECTION C (Attempt any Two Questions)			
1.	Explain the process of Lodging of Complaint and Appeal. (Creating)	10	CO4
2.	Explain the consequences of material alterations in negotiable instruments. (Understanding)	10	CO5
3.	(a) Define Free Consent. (Remembering)	2	CO2
	(b) Explain the term Wagering Agreement. (Understanding)	2	CO2
	(c) Classify the law as per the Indian Judiciary System (Analyzing)	6	CO1

SDS11503	Business Statistics	L	T	P	C
Version 1.1	Contact Hours - 60	3	1	0	4
Pre-requisites/Exposure	12 th level Mathematics				
Co-requisites	--				
Academic year	2020-21				

Course objectives:

1. To use the techniques of statistical analysis, which are commonly applied to understand and analyse business problems.
2. To strengthen the knowledge of the students in data collection, presentation, and to understand the basic descriptive properties of the data with statistical tools and techniques.
3. To enhance the fundamental knowledge of probability where the true essence of statistics lies.

Course Outcomes

On completion of this course, the students will be able to:

CO1: **Define** different measurements of statistical data and diagrammatic representation of data.

CO2: **Illustrate** the basic concept of correlation and regression of bivariate data.

CO3: **Classify** classical, statistical and axiomatic definition of probability and use Bay's theorem to measure happening of an event.

CO4: **Compare** discrete distribution and continuous distribution of random variables with their fundamental properties.

CO5: **Find** probability mass function of Binomial distribution, geometric distribution and Poisson distribution.

CO6: **Define** probability density function of Uniform distribution and Normal distribution.

Course Description:

This course introduces several techniques of statistical analysis, which are commonly applied to understand and analyse business problems. The course deals with simple tools and techniques, which will help a student in data collection, presentation, and to understand the basic descriptive properties of the data. This course introduces the concept of bivariate data and their application in several areas. A major emphasis is given on the fundamental knowledge of probability where the true essence of statistics lies. This course contains probability distribution of discrete and continuous random variables, different measures to obtain the nature of statistical data, correlation and regression.

Course Structure

Unit-I 10L

Statistics: definition, scope and limitation, presentation of data, diagrammatic and graphical representation of data, measures of central tendency, mean, median and mode, geometric and harmonic mean and their limitations.

Unit-II 10L

Correlation: Scatter diagram, Karl-Pearson's correlation, concurrent deviation method, rank correlation, uses of correlation in business regression, regression lines, regression coefficients, properties of regression coefficients, and uses of regression in business problems.

Unit-III 10L

Theory of probability: Probability as a concept, basic probability rules, tree diagrams, conditional probability, mutually exclusive events and independent events, Bayes' theorem or inverse probability rule.

Unit-IV 08L

Probability distribution of a random variable: Discrete and Continuous random variables, expectation value, mean and variance of a random variable, theorems on expectation.

Unit-V 14L

Theoretical probability distributions: Probability mass function and density function, discrete distributions, the Binomial distribution and its properties, idea of geometrical and hyper geometric distributions, the Poisson distribution and its properties, fitting a Binomial or Poisson distribution to an observed distribution.

Unit-VI 08L

Continuous distribution, uniform, exponential and Normal distributions, Normal approximation to Binomial and Poisson distributions.

Text Book(s):-

TH-1. Gupta, S.P. & M.P. Gupta, Business Statistics

TH-2. Davis: Business Statistics using Excel, Oxford University Press.

TH-3. Gupta, C.B., An Introduction to Statistical Methods

TH-4. Gupta, B.N., An Introduction to Modern Statistics

TH-5. Sancheti, S.C. & V.K. Kapoor, Statistical Methods

TH-6. Ellhans, D.N., Fundamentals of Statistics

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
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Weightage (%)	20	00	30	50
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Relationship between the Course Outcomes (COs) and Program Outcomes (POs)


Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Define different measurements of statistical data and diagrammatic representation of data.	PO2, PO6, PSO3
CO2	Illustrate the basic concept of correlation and regression of bivariate data.	PO2, PO 6, PSO1
CO3	Classify classical, statistical and axiomatic definition of probability and use Bay's theorem to measure happening of an event	PO2, PO 6, PSO1
CO4	Compare discrete distribution and continuous distribution of random variables with their fundamental properties.	PO6, PSO1
CO5	Find probability mass function of Binomial distribution, geometric distribution and Poisson distribution.	PO2, PO6, PSO3
CO6	Define probability density function of Uniform distribution and Normal distribution.	PO2, PO6

		Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools and techniques to enable them to take up higher studies and research.	Development of entrepreneurial skills and spirit.	Develop competencies to be socially responsible business professionals.
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO3
SDS11503	Business Statistics		3				3		3		3

1= weakly mapped

2= moderately mapped

3=strongly mapped

Name:			
Enrolment No:			
Course: SDS11503 – Business Statistics			
Program: BBA Time: 03 Hrs.		Semester: II Max. Marks: 50	
Instructions: Attempt All Questions from Section A (Each Carrying 2 Marks); any Four Questions from Section B (Each Carrying 5 Marks). Any Two Questions from Section C (Each Carrying 10 Marks).			
SECTION A (Answer All Questions)			
1.	Define primary data and secondary data.	Remembering	CO1
2.	Show that $Cov(x, x) = \sigma_x^2$.	Understanding	CO2
3.	Explain the limitations of classical definition of probability.	Understanding	CO3
4.	What is median and mode of a distribution?	Remembering	CO1
5.	Explain the positive and negative correlation.	Understanding	CO2
SECTION B			
1.	The average salary of male employees in a firm was Rs. 5200 and that of females was Rs. 4200. The average salary of all employees was Rs. 5000. Find the percentage of male and female employees.	Remembering	CO1
2.	A speaks the truth 3 out of 4 times and B 7 times out of 10. They agree in their statement that from a bag containing 6 balls of different colors, a white ball has been drawn. Find the probability that the statement is true.	Understanding	CO3
3.	The distribution function $F(x)$ of a random variate X is defined as follows $F(x) = \begin{cases} A, & -\infty < x < -1 \\ B, & -1 \leq x < 0 \\ C, & 0 \leq x < 2 \\ D, & 2 \leq x < \infty \end{cases}$ Find the value of the constants A, B, C, D given that $P(X = 0) = \frac{1}{6}$ and $P(X > 1) = \frac{2}{3}$.	Understanding	CO4
4.	If a random variable X follows normal distribution such that $P(9.6 \leq X \leq 13.8) = 0.7008$ and $P(X \geq 9.6) = 0.8159$ where $\frac{1}{\sqrt{2\pi}} \int_{-\infty}^{0.9} e^{-\frac{t^2}{2}} dt = 0.8159$, $\frac{1}{\sqrt{2\pi}} \int_{-\infty}^{1.2} e^{-\frac{t^2}{2}} dt = 0.8849$, find mean and variance of X .	Remembering	CO6
SECTION C (Attempt any Two Questions)			
1.	Suppose you are working with a data set (X) that is normally distributed with mean (μ) as 200 and standard deviation (σ) as 47. Then find the following	Remembering	CO6

	<p>(i) the value of x for which 60% of the values are greater than x.</p> <p>(ii) $P(X \leq 250)$.</p> <p>(iii) How much percentage of the data is in the interval $[175, 225]$?</p>																
2.	<p>Goals scored by two teams A and B in football seasons were as follows:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>Team A</td> <td>27</td> <td>9</td> <td>8</td> <td>5</td> <td>4</td> </tr> <tr> <td>Team B</td> <td>17</td> <td>9</td> <td>6</td> <td>5</td> <td>3</td> </tr> </table> <p>Find out which team is more consistent?</p>	Team A	27	9	8	5	4	Team B	17	9	6	5	3	Remembering	CO1		
Team A	27	9	8	5	4												
Team B	17	9	6	5	3												
3.	<p>a) Show that the correlation coefficient for the following data is 0.6:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>x</td> <td>10</td> <td>14</td> <td>18</td> <td>22</td> <td>26</td> <td>30</td> </tr> <tr> <td>y</td> <td>18</td> <td>12</td> <td>24</td> <td>6</td> <td>30</td> <td>36</td> </tr> </table> <p>b) Show that mean and variance of a Poisson distribution is same.</p>	x	10	14	18	22	26	30	y	18	12	24	6	30	36	Understanding Remembering	CO2 CO5
x	10	14	18	22	26	30											
y	18	12	24	6	30	36											

ECO11501	Macro Economics	L	T	P	C
Version 1.1	Contact Hours - 12	3	1	0	4
Pre-requisites/Exposure	Understanding management principles				
Co-requisites	--				
Academic year	2021-22				

Course objectives:

1. To develop fundamentals ideas of macroeconomics relevant to business.
2. The course will help to learn different theories associated with issues of open as well as closed economies.
3. The course should develop idea of output and employment determination in a country in short as well as long runs.

Course Outcomes:

At the end of the course, the student will be able to:

CO1	Understand various theoretical issues related to an open economy.
CO2	Recall of measurement of aggregate macroeconomic variable like savings, investment, GDP, money, inflation, and the balance of payments
CO3	Explore various alternative theories of output and employment determination in a closed economy in the short run as well as long run and the role of policy in this context

Course Description:

The objective of the course is to make students understand and analyse how different macroeconomic variables are measured and can shape economic results. The course analyses different macroeconomic concepts and techniques in evaluating business decisions under different situations both in case of open and closed economy. Students will be able to understand the terminologies and analytic principles used in macroeconomics and the application of these conceptual tools to several strategic issues in the field of management. Simple geometry and basic concepts of mathematics will be used in the course of teaching.

Course Structure:

Unit 1: Introduction to Macroeconomics and National Income Accounting

Basic issues studied in macroeconomics; measurement of gross domestic product; income,

expenditure and the circular flow; real versus nominal GDP; price indices.

Unit II: The Closed Economy in the Short Run

Classical and Keynesian systems; simple Keynesian model of income determination; ISLM model; fiscal and monetary multipliers.

Unit III: Aggregate Demand and Aggregate Supply Curves

Derivation of aggregate demand and aggregate and supply curves; interaction of aggregate demand and supply.

Unit IV: Money and Inflation

Functions of money; quantity theory of money; determination of money supply and demand; credit creation; tools of monetary policy, cost push and demand pull inflation.

Unit V: Unemployment and Expectations

Aggregate supply- the Sticky-Price Model, the Imperfect Information Model; Okun's Law; the short-run trade -off between inflation and unemployment; Phillips Curve; Shifts in the Phillips curve; the role of expectation; Natural Rate of unemployment ;The Phillips curve and the Aggregate supply curve; The debate.

Text Books

T1. N. Gregory Mankiw. Macroeconomics, Worth Publishers, 7th edition, 2010.

T2. Dornbusch, Fischer and Startz, Macroeconomics, McGraw Hill, 11th edition, 2010

T3. Andrew B. Abel and Ben S. Bernanke, Macroeconomics, Pearson Education, Inc., 7th edition, 2011.

Reference Books

R1. Olivier Blanchard, Macroeconomics, Pearson Education, Inc., 5th edition, 2009

R2. Steven M. Sheffrin, Rational Expectations, Cambridge University Press, 2nd edition, 1996.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes

CO1	Understand various theoretical issues related to an open economy.	PO1, PO 2, PO6, PSO1
CO2	Recall of measurement of aggregate macroeconomic variable like savings, investment, GDP, money, inflation, and the balance of payments	PO1,PO2, PO 6, PSO1
CO3	Explore various alternative theories of output and employment determination in a closed economy in the short run as well as long run and the role of policy in this context	PO1, PO2, PO3, PO 6, PSO1

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO 3
ECO11501	Macro Economics	3	3				3		3		

1= weakly mapped
2= moderately mapped
3=strongly mapped

Name: Enrolment No:	
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Course: ECO11501– Macro Economics**Program: BBA**
Time: 03 Hrs.**Semester: II**
Max. Marks: 50**Instructions:**

Attempt All Questions from **Section A** (Each Carrying 2 Marks); any **Four Questions** from **Section B** (Each Carrying 5 Marks). Any **Two Questions from Section C** (Each Carrying 10 Marks).

SECTION A (Answer All Questions)

1.	Define trade balance.	Remembering	CO1
2	Justify the statement ‘Short Run Phillips Curve is downward sloping’.	Understanding	CO3
3	Define GDP deflator.	Remembering	CO2
4	What is the relationship between investment and income in Simple Keynesian Model	Remembering	CO2
5	What do you mean by marginal propensity to consume?	Remembering	CO2
SECTION B			
1.	Explain graphically the change in the position of aggregate expenditure curve due to fall in interest rate.	Understanding	CO2
2	Discuss the nature of Long Run Phillips Curve	Applying	CO3,
3.	Illustrate Capital Account in the Balance of Payment.	Understanding	CO 1
4.	Analyse how MPC (marginal propensity to consume) and the slope of IS curve.	Analysing	CO2
SECTION C (Attempt any Two Questions)			
1.	What are the assumptions of Simple Keynesian Model and illustrate the role of inventory in Keynesian system in open economy.	Remembering, Understanding	CO1
2.	Discuss in detail the three methods of National income accounting and state the precautions that should be kept in mind while calculation national income.	Applying	CO2
3.	Discuss graphically the impact of increase in money supply in the economy on equilibrium level of income and interest rate in IS-LM model.	Applying	CO2

OBH11001	Behavioural Science	L	T	P	C
Version 1.1	Contact Hours – 60	3	1	0	4
Pre-requisites/Exposure	Understanding management principles				
Co-requisites	Developing human skills				
Academic year	2021-22				

Course Objectives:

1. Provide scope to the students to develop behavioral insight, identifying and prioritizing behaviors effectively, in the context of individuals, groups and organizations.
2. Use behavioral frameworks to systematically investigate and analyze behaviors.
3. Develop a behavior change intervention using a behavioral analysis.
4. Think through how a behavior change intervention can be implemented effectively.

Course Outcomes:

At the end of the course, the student will be able to:

CO1: Familiarize with basic individual and group behavioral aspects that influence organizational effectiveness, sustainability and change.

CO2: Understand inter-personal behavior in work groups and develop knowledge and skills in communication, and relationship building.

CO3: Understand and manage interpersonal relationships and thus maintain better workplace environment.

CO4: Understand and participate in handling issues related to individual behavior and inter-personal behavior

Course Description:

This course fulfills behavioral requirements of BBA students and is open to any graduate student with interest in the material. This course covers essential content in addressing behavioral science concepts for application across corporate or business management domains. The course focuses on Group and Organizational dimensions of behavioural science. It provides exposure to multiple behavioral theories and application of theory in understanding the behavior of employees at work. Lectures and readings provide students with an overview of theories and their implementation. Group activities provide the opportunity to apply learning to practice simulations, and assignments to synthesize lectures and readings into intellectual and creative documents.

Course Content:

Unit I: Introduction to Organization Behavior: Concept and Emergence of OB Concept; Disciplines contributing to the field of OB, Challenges and Opportunities for Organizational

Behavior.

[20 Lectures]

Unit II: Individual Dimensions in Organizational Behavior: Personality – Meaning, Theories, Determinants and Distortions; Perception – Meaning, Process, etc.; Motivation – Meaning, Process, Content Theories vs. Process Theories, Maslow’s Need Hierarchy, Herzberg’s Two Factors Theory, Goal Setting Theory, etc.; Attitude and Job Satisfaction. [20 Lectures]

Unit III: Inter-personal Behavior: Interpersonal Communication and Feedback; Transactional Analysis (TA); Johari Window; Managing misbehavior at work - Sexual abuse, Substance abuse, Cyber slacking, etc. [20 Lectures]

Text Books:

1. Aswathappa, K.: Organization Behaviour, Himalaya Publishing House, Mumbai.
2. Prasad, L.M.: Organization Theory and Behaviour, HPH, New Delhi.
3. Luthans, F.: Organizational Behaviour, Ed. VII, PHI, New Delhi.

Reference Book(s) & other resources:

1. Robins, S.P. and Sanghi, S.: Organizational Behaviour, Ed. XI, Pearson-Education, New Delhi.
2. Sakaran, U.: Organizational Behaviour, TMH, N. Delhi.
3. Newstrom, J. W. and Davis, K: Organizational Behaviour: Human Behaviour at Work, Ed. V. New Delhi: Tata McGraw Hill.
4. Mullins, L. J.: Management and Organizational Behaviour, Pearson- Education, N. Delhi.

Project:

The class will be divided into groups consisting of 5 members in each. Each group will interact with 20 people to understand the behavioural and attitudinal changes observed in them in the pandemic crisis. The objective of the project is to acquaint the students with the relevance of the behavioural theories and concepts. Students are required to submit the report just after mid-semester examination. Each group will present their work in the class such that all students should have an idea of the practical and managerial implications of behavioural concepts.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes


CO1	Familiarize with basic individual and group behavioral aspects that influence organizational effectiveness, sustainability and change.	PO1, PO 2, PSO1
CO2	Understand inter-personal behavior in work groups and develop knowledge and skills in communication, and relationship building.	PO1,PO2, PO3, PO 6, PSO3
CO3	Understand and manage interpersonal relationships and thus maintain better workplace environment.	PO2, PO4, PO 6, PSO1
CO4	Understand and participate in handling issues related to individual behavior and inter-personal behavior	PO2, PO1, PO7, PSO3

		Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools and techniques to enable them to take up higher studies and research and research.	Development of entrepreneurial skills and spirit.	Develop competencies to be socially responsible business professionals.
Course Code	Course Title	PO1	PO2	PO3	PO 4	PO5	PO6	PO 7	PSO 1	PSO 2	PSO 3
OBH11001	Behavioral Science	3	3	-	-	-	-	-	3	-	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Name:	
Enrolment No:	
Course: OBH11001 – Behavioural Science	
Program: BBA	Semester: II
Time: 03 Hrs.	Max. Marks: 50
Instructions: Attempt All Questions from Section A (Each Carrying 2 Marks); any Four Questions from Section B (Each Carrying 5 Marks). Any Two Questions from Section C (Each Carrying 10 Marks).	
SECTION A (Answer All Questions)	

1.	What do you understand by the term ‘Organizational Behaviour’?	Remembering	CO1
2	How does interpersonal relationship influence team performance?	Understanding	CO1
3	What is Self-actualization? Give example.	Remembering	CO2
4	What is the difference between Group and Team?	Remembering	CO1
5	Comment on the relation between employee behavior and organizational effectiveness.	Remembering	CO1
SECTION B (Attempt any Three Questions)			
1.	Discuss how the subjects of Psychology, Social Psychology and Sociology contribute to the study of Organizational Behavior.	Understanding	CO2
2	Compare Maslow’s Need Hierarchy Model of motivation with Herzberg’s Two Factor Theory of motivation.	Remembering	CO3, CO2
3.	Discuss the problems that may arise in the various phases of Group Development.	Understanding	CO 3
4.	Discuss the major factors that influence individual behavior in general.	Analyzing	CO3
SECTION C (Attempt any Two Questions)			
1.	<p>More Than a Paycheck</p> <p>Lakhan Gokhale was a trainer for a large builder of homes. Gokhale had been hired fresh from graduate school with a master’s degree in English. At first, the company put him to write and revise company brochures and help in important correspondence at the senior level. Soon senior management officials noticed how well Gokhale worked with executives on their writing, and also made them feel more confident about it. The company moved Gokhale into its prestigious training department. The company’s trainers worked with thousands of supervisors, managers, and executives, helping them learn everything from new computer languages to time management skills to how to get the most out of the workers on the plant floor, many of whom were unmotivated high school dropouts. Soon Gokhale was spending all his time giving short seminars on executive writing as well as coaching his students to perfect their memos and letters.</p> <p>Gokhale’s supervisor, Mira Aiyer knew that Gokhale was getting more money than many executives who had been with the company three times as long. Yet in her biweekly meetings with him, she could tell that he wasn’t happy. When Aiyer asked him about it, Gokhale replied that he was in a bit of a rut. He had to keep saying the same things over and over in his seminars, and business memos weren’t as interesting as the literature he had been trained on. But then, after trailing off for a moment, he blurted out, "They don’t need me!" Since the memos filtering down through the company were now flawlessly polished, and the annual report was 20 percent shorter but said everything it needed to, Gokhale’s desire to be needed was not fulfilled.</p> <p>The next week, Gokhale came to Aiyer with a proposal: What if he</p>	Applying	CO4

	<p>started holding classes for some of the floor workers, many of whom had no future within or outside the company because many could write nothing but their own names? Aiyer took the idea to her superiors. They told her that they wouldn't oppose it, but Gokhale couldn't possibly keep drawing such a high salary if he worked with people whose contribution to the company was compensated at minimum wage. Gokhale agreed to a reduced salary and began offering English classes on the factory floor. At first only two or three workers showed up. Gokhale believed that they only wanted an excuse to get away from work. But gradually word got around that Gokhale was serious about what he was doing and didn't treat the workers like kids in a remedial class.</p> <p>At the end of the year, Gokhale got a bonus from the vice president in charge of production. Although Gokhale's course took workers off the job for a couple of hours a week, productivity had actually improved since his course began, employee turnover had dropped, and for the first time in over a year, some of the floor workers had begun to apply for supervisory positions. Gokhale was pleased with the bonus, but when Aiyer saw him grinning as he walked around the building, she knew he wasn't thinking about his bank account.</p> <p>Case Questions: [5+5=10 Marks]</p> <p>A) What need theories would explain why Lakhan Gokhale was unhappy despite his high income?</p> <p>B) What do you think might have led to improvement in productivity and fall in employee turnover after Gokhale started offering English classes to the floor workers?</p>		
2.	Critically examine the relationship between expectancy, instrumentality and valence according to Vroom's Expectancy Theory of Motivation.	Applying	CO4
3.	Discuss relevance of JOHARI Window in self-analysis and self-development. Give an illustration to explain.	Creating	CO4

EVS11109	Environmental Studies	L	T	P	C
Version 1.1	Contact Hours – 30	2	0	0	2
Pre-requisites/Exposure	--				
Co-requisites	--				
Academic year	2020-21				

Course Objectives:

1. To impart basic knowledge about the environment and its problem.
2. To create awareness and concern about environmental resources protection.
3. To feel connected to the intrinsic relation between humans and environment, our position in the ecosystem around us.
4. To make the students familiar with the good civic practices and policies pertaining to environment.
5. Understanding multidimensional complex nature of environmental problems and policies.
6. To motivate students for active participation in minimizing the environmental damage caused due to our action.

Course Outcomes

On completion of this course the students will be able to:

CO 1: Distinguish between various types of ecosystems, ecosystem dynamics, perceive and appreciate the surrounding nature.

CO 2: Feel connected with the intrinsic relation between humans and environment, our position in the ecosystem around us, and importance of biodiversity.

CO 3: Comprehend the presence of various pollutants, their significance, and impacts, and develop the underlying concepts involved in various air pollution prevention and mitigation measures.

CO 4: Understand the basic science which can explain the phenomena occurring around us.

CO 5: Build the in-depth knowledge about natural resources including energy resource.

CO 6: Understand the legal framework in our country for safeguarding the environment including pollution prevention, control, management, and wildlife management.

Course Description:

We can survive without everything except food, which includes fuel and other nutrients and oxygen. For these two basic requirements, we must depend on our environment. But, over exploitation of resources, polluting the media around us, has resulted in environmental backlashes of both global and local scales. We are going through the sixth mass extinction event, the Holocene Extinction, which makes studying this subject as a compulsory course even more relevant, to develop the students into responsible citizens of the future.

Course content

Unit I: Fundamentals of Environmental studies

(2 hrs)

Multidisciplinary nature of environmental studies; scope and importance; need for public awareness; concept of sustainability and sustainable development

Unit II : Natural Resources

(5hrs)

Renewable and non-renewable resources; Forest resources: Use and over-exploitation,

deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people, Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems, Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies, Land resources: Land as a resource, land degradation, soil erosion and desertification, Energy Resources: renewable and nonrenewable energy resources, fossil fuel types and their environmental impact, solar, wind, hydropower, biomass energy and geothermal energy

Unit III: Ecosystems & Biodiversity (5 hrs)

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Food chains, food webs and ecological pyramids, Energy Flow

Levels of Biodiversity: genetic, species and ecosystem diversity, Values of biodiversity, India as a mega-diversity nation, Biodiversity hotspots, Threats to Biodiversity, In-situ and Ex-situ conservation of Biodiversity

Unit – IV: Environmental Pollution (8hrs)

Environmental pollution: types, causes, effects and controls; Air, water and noise pollution, Pollution case studies

Unit – V: Global Issues and Environmental Policies (5 hrs)

Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents.

Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).

Unit –VI: Human Population and the Environment (5hrs)

Human population growth: Impacts on environment, human health and welfare. Environmental movements: Chipko, Silent valley, Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Sustainable development, Water conservation, rain water harvesting, watershed management; its problems and concerns. Environmental communication and public awareness, case studies; Swachh Bharat Mission

Text Books:	
1.	Principles of Environmental Science, 4 th edition by Cunningham, W.P. and Cunningham, M.A. (2002), Tata McGraw-Hill Publishing Company, New Delhi
2.	Basic Environmental Engineering & Elementary Biology by Monidranath Patra and Rahul Kumar Singha, Aryan Publishing house
3.	Introduction to Environmental Engineering and Science, by Masters, G.M., Prentice Hall of India, Second Indian Reprint.
Reference Books:	
1	Wastewater Engineering: Treatment and Reuse, 4 th Edition, Metcalf and Eddy, Inc. McGraw-Hill, Inc., New York, 2002
2	Environmental Engineering”, Howard S. Peavy, Donald R. Rowe and George Tchobanoglous, McGraw-Hill Education (India) Private Limited, New Delhi
3	Introduction to Environmental Engineering, 2 nd Ed. by Davis, M. L. and Cornwell D. A. McGraw Hill, Singapore.
4	Environmental Sciences: The Environment and Human Impact by Jackson, A.R.W. and Jackson, J.M., , Longman Publishers

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Mid Term	End Term
Weightage (%)	30	20	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Distinguish between various types of ecosystems, ecosystem dynamics, perceive and appreciate the surrounding nature.	PO4, PO5
CO2	Feel connected with the intrinsic relation between humans and environment, our position in the ecosystem around us, and importance of biodiversity.	PO4, PO6
CO3	Comprehend the presence of various pollutants, their significance, and impacts, and develop the underlying concepts involved in various air pollution prevention and mitigation measures.	PO5, PO7
CO4	Understand the basic science which can explain the phenomena occurring around us.	PO6
CO5	Build the in-depth knowledge about natural resources including energy resource.	PO6
CO6	Understand the legal framework in our country for safeguarding the environment including pollution prevention, control, management and wildlife management.	PO4, PO5

Course Code	Course Title	Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	: Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools and techniques to enable them to take up	Development of entrepreneurial skills and spirit.	Develop competencies to be socially responsible business professionals
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO3
EVS11109	Environmental Studies				3	3	3				

1=weakly mapped

2= moderately mapped

3=strongly mapped

Name: Enrolment No:			
Course: EVS11109 – Environmental studies			
Program: BBA Time: 03 Hrs.		Semester: II Max. Marks:50	
Instructions: Attempt any five questions from Section A (Each Carrying 2 Marks); any four questions from Section B (Each Carrying 5 Marks). Any two question from Section C (Carrying 10 Marks).			
SECTION A (Answer any five questions) (5 x 2 = 10)			
1.	What information about any ecosystem are conveyed by ecological pyramids?	Analysing	CO1
2.	What is ecological succession?	Remembering	CO1
3.	What is the importance of healthy DO levels in water?	Understanding	CO3
4.	Mention few problems associated with large dams?	Applying	CO2
5.	What are the different types of wind turbine?	Remembering	CO5
6.	What is “fossil fuel”? Provide examples.	Remembering	CO4
SECTION B (Attempt any four questions) (4 x 5 =20)			
1.	Name any two important indoor air pollutants? What is the full form of PAH and POP? What are point and non-point sources of air pollution. Give examples. (1+1+3=5)	Remembering	CO3
2.	What is salinity? What is the unit of salinity? How can aquatic ecosystems be classified based on their salinity? (1+1+3=5)	Understanding	CO4
3.	Differentiate between habitat and niche. What is an ecotone and why is it significant? Give an example of an ecotone. (2+2+1=5)	Understanding	CO1
4.	Describe the distribution of water resources.	Remembering	CO2
5.	Discuss the importance of forest resources.	Evaluating	CO5
SECTION C (Attempt any one question) (2 x 10 = 10)			
1.	Describe the chronology of development of the silent valley movement.	Remembering	CO6
2.	How does hydroelectricity get produced in hydroelectric power plant? What are the advantages and disadvantages of hydroelectric energy? (5+5=10)	Understanding	CO5

ENG11052	Business English II	L	T	P	C
Version 1.0		2	0	0	2
Pre-requisites/Exposure	Basic Knowledge of English Language				
Co-requisites	-				

Course Objectives

5. To help the second language learners develop the ability to understand spoken language.
6. To enable students communicate with clarity and precision at workplace.
7. To give the students a perspective to appreciate life in its variables by exposing them to comprehension texts; and also to enrich their word power.
8. To enable students acquire structure and written expression required for their profession.

Course Outcomes

On completion of this course, the students will be able to

- CO1. Demonstrate a better understanding of the communication process by identifying, explaining, and applying current communication theories
- CO2. Comprehend the complexities inherent in the grammatical aspects and complex nuances of the language
- CO3. Develop a greater awareness of features of the speech stream, to be able to comprehend different accents and to be familiar with the various theoretical aspects of listening
- CO4. Acquire fluency in spoken aspect of business communication and speak in an impromptu manner
- CO5. Demonstrate a comprehensive and cohesive acquisition of writing skills (along with its necessary sub-skills) in formal and functional contexts

Course Description

This is a continuation of Business English II. Like the previous course, this course too focuses on improving LSRW skills, i.e. listening, speaking, reading and writing. Students will not only learn how to communicate effectively, but also equip themselves with professional skills, which will help them to be more job-ready and industry-friendly. Classroom activities will be designed to encourage students to play an active role in the construction of their own knowledge and in the design of their own learning strategies. We will combine traditional lectures with other active teaching methodologies, such as group discussions, cooperative group solving problems, analysis of video scenes and debates. Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, DVDs, and newspapers etc.

Course Content

Unit 1: Communication: 8 Hrs

a) Theories of Communication

Symbolic Interaction Theory, Social Penetration Theory, High Culture-Low Culture Context

b) Models of communication

Unit II: Grammar and Syntax: 8 Hrs

a) Kinds of sentences

b) Phrases and Clauses

c) Conjunctions and participles

d) Degrees of comparison

e) Subject-verb agreement

f) Narration

Unit III: Reading and Listening skills: 8 Hrs

a) Types of reading

b) Pronunciation skills

c) Barriers to effective listening

d) Reading and listening exercises

Unit IV: Speaking skills 8 Hrs

Group Discussion, Small skits, Role play, Interview

Unit V: Writing Skills 8 Hrs

Email, Minutes, Memo /Notice, Letter writing

Text Books

T4. Kaul Asha. Effective Business Communication. PHI Learning Pvt Ltd. 2014.

T5. Wren and Martin. High School Grammar And Composition. S. Chand, 1995.

T6. Lewis, Norman. Word Power Made Easy. Anchor: 2014.

T7. Riordan, Daniel G & Pauley Steven A. : Technical Report Writing Today. 2004.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Demonstrate a better understanding of the communication process by identifying, explaining, and applying current communication theories	PO6
CO2	Comprehend the complexities inherent in the grammatical aspects and complex nuances of the language	PO6 PO7 PSO1
CO3	Develop a greater awareness of features of the speech stream, to be able to comprehend different accents and to be familiar with the various theoretical aspects of listening	PO3 PO6
CO4	Acquire fluency in spoken aspect of business communication and speak in an impromptu manner	PO2 PO3 PO7
CO5	Demonstrate a comprehensive and cohesive acquisition of writing skills (along with its necessary sub-skills) in formal and functional contexts	PO3 PO5


		Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools and techniques to enable them to take up	Development of entrepreneurial skills and spirit.	Develop competencies to be socially responsible business professionals.
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
ENG11052	Business English II	-	-	3	-	-	3	3	-	-	-

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:		 ADAMAS UNIVERSITY <small>VERBIS EXCELLENDO</small>	
Course: ENG11052 BUSINESS ENGLISH – II			
Program: BBA Semester: II	Time: 03 Hrs. Max. Marks: 50		
Instructions: Attempt any Four Questions from Section A (each carrying 5 marks); any Three Questions from Section B (each carrying 10 marks).			
Section A (Attempt any Five)			
1.	Define primary and secondary stress with suitable examples. (Re)	5	CO3
2.	Discuss any five features of Schramm’s Model of Communication. (Re)	5	CO1
3.	Change the following sentences into indirect speech: (Ap) a) I said to the girl, “When does the next train come in?” b) The spectators said, “Bravo! Well played, Pankaj.” c) The Students said, “How tough the paper is!” d) The teacher said to the class, “I shall prove now that the earth moves round the sun.” e) Rahul said, “Let me have some tea.”	5	CO2
4.	How is Interactive model of communication different from other models of communication? (Un)	5	CO1
5.	How should you prepare for an online interview? (Un)	5	CO4
6.	What are the different types of sentences? Illustrate with examples. (Re)	5	CO1
SECTION B			
8.	What is the significance of voice quality in speaking? How can you develop it? (Ap)	10	CO1
9.	Discuss the etiquettes that are to be followed while appearing for a job interview. (Un)	10	CO4
10.	Write a short paragraph (in not more than 500 words) on Importance of language in marketing. (Ap)	10	CO5
11.	How do you plan an oral presentation? Discuss the steps involved in it. (Ap)	10	CO4 CO5

FAC11005		Financial Accounting	L	T	P	C
Version 1.0		Contact Hours - 40	3	1	0	4
Pre-requisites/Exposure		Basic knowledge of Accounting				
Co-requisites						
Course Objectives						
01	This course will enable the students to prepare accounting records for partnership firms in case of admission, retirement and death.					
02	This course will enable the students to prepare accounting records for partnership firms in case of dissolution.					
03	The course will help the students in preparing accounting records for consignment.					
04	This course will enable the students to understand the difference between hire purchase and installment payment system and also do accounting for the same.					
05	This course will enable the students to prepare branch and departmental accounts.					
Course Outcomes						
On completion of this course the students will be able to:						
CO1	Prepare accounting records for partnership firms in case of admission, retirement and death.					
CO2	Prepare accounting records for partnership firms in case of dissolution.					
CO3	Understand the concept of and accounting treatment for consignment.					
CO4	Understand the difference between hire purchase and installment payment system and also do accounting for the same.					
CO5	Prepare branch and departmental accounts.					
Course Description						
This course covers the accounting treatment of partnership firms in the event of admission, retirement or death of a partner and also covers the accounting treatment needed in case of dissolution of a partnership firm. It introduces accounting treatments relating to consignment and hire purchase. It also covers branch and departmental accounting.						
Course Contents						
Unit-1	Partnership Accounts					(15 L)
P/L Appropriation account; Capital & Current account; Guarantee – by firm, by partner and both; correction of appropriation items with retrospective effect. Change in constitution of firm – change in P/S ratio, admission, retirement and retirement cum admission – treatment of Goodwill, revaluation of assets & liabilities (with/without alteration of books), treatment of reserve and adjustment relating to capital; treatment of Joint Life Policy, Death of a partner.						
Unit-2	Dissolution of a Partnership					(5 L)
Dissolution of a Partnership – Accounting for dissolution of firm – Insolvency of one or more partner, consideration of private estate and private liabilities; Piecemeal distribution – surplus capital basis; maximum possible loss basis.						
Unit-3	Consignment					(5 L)
Consignment: Basic features; difference with sales; Recording in the books of Consignor – at Cost & at invoice price, Valuation of unsold stock; Ordinary commission, treatment and valuation of abnormal & normal loss, Special commission; Del credere commission (with and without bad debt) - use of Consignment Debtors A/C, Recording in the books of Consignee						
Unit-4	Hire purchase and Installment payment system					(10 L)
Meaning; difference between Hire purchase and Installment payment system; Recording of transactions in the books of buyer – allocation of interest –use of Interest Suspense a/c – partial and complete repossession in the books of seller – Stock and Debtors a/c (with repossession) in the books of seller – H.P. Trading a/c (with repossession) – Operating and Financial Lease (basic concept only).						
Unit-5	Branch and Departmental Accounts					(13 L)

Branch: Dependent branches - Stock and Debtors system -Distinction between wholesale profit and retail profit - Independent branch (including foreign branches).

Departmental accounts: Concept, difference between Branch and Department, objectives of preparation of departmental accounts - apportionment of common costs; Preparation of Departmental Trading and P/L account, Consolidated Trading and P/L account; inter-departmental transfer of goods at cost, cost plus, and at selling price - Elimination of unrealized profit.

Suggested Readings:

Text Books:


1. Hanif & Mukherjee, Financial Accounting, Volume II, TMH
2. Jain & Narang, Financial Accounting, Kalyani Publishers, New Delhi
3. Shukla & Grewal, Advanced Accounting, S. Chand, New Delhi

Reference Books:

4. T. S. Reddy & A. Murthy, Financial Accounting, Margham Publications
5. Mukherjee and Mukherjee, Financial Accounting Volume I, Oxford Publication
6. Hanif & Mukherjee, Modern Accountancy, Volume II, TMH
7. Arora, Achalapathi and Brinda, Financial Accounting, Taxmann Publication

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam						
Examination Scheme:						
Components	Internal	Mid Term	End Term			
Weightage (%)	30	20	50			
Relationship between the Course Outcomes (COs) and Program Outcomes (POs)						
Mapping between COs and Pos						
	Course Outcomes (COs)				Mapped Program Outcomes	
CO1	Prepare accounting records for partnership firms in case of admission, retirement and death.				PO2, PO3	
CO2	Prepare accounting records for partnership firms in case of dissolution.				PO1, PO2, PO3	
CO3	Understand the concept of and accounting treatment for consignment.				PO2, PO4, PO5	
CO4	Understand the difference between hire purchase and installment payment system and also do accounting for the same.				PO2, PO4, PO5	
CO5	Prepare branch and departmental accounts.				PO1, PO2	
		Holistic overview on Trade and Commerce	Expertise in Accounting and Management Accounting	Specific Trade and Commerce practices	Knowledge on BIFS	Analytical skills for Decision Making and Research
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5
FAC11005	Financial Accounting	2	3	2	2	2
1=Weakly mapped		2=Moderately mapped		3=Strongly mapped		

Model Question Paper

Name:																											
Enrolment No:																											
Course: FAC11005 – Financial Accounting																											
Program: BBA Semester: II		Time: 03 Hrs. Max. Marks: 50																									
Instructions: Attempt All Questions from Section A (Each Carrying 2 Marks); any Four Questions from Section B (Each Carrying 5 Marks). Any Two Questions from Section C (Each Carrying 10 Marks).																											
SECTION A (Answer All Questions)																											
1.	Define Accounting Policy.	2	CO1																								
2.	Explain the meaning of Goods Sent on Approval.	2	CO2																								
3.	Define sleeping partner.	2	CO3																								
4.	Explain Contingency Reserve.	2	CO4																								
5.	Define Sweat Equity Shares.	2	CO5																								
SECTION B																											
1.	<p>Sameer and Yasmin are partners with capitals of ₹15,00,000 and ₹ 10,00,000 respectively. They agree to share profits in the ratio of 3:2. Show how the following transactions will be recorded in the capital accounts of the partners in case the capitals are fixed. The books are closed on March 31, every year.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Particulars</th> <th style="text-align: center;">Sameer</th> <th style="text-align: center;">Yasmin</th> </tr> </thead> <tbody> <tr> <td>Additional Capital Contributed on October 2019</td> <td style="text-align: right;">300000</td> <td style="text-align: right;">200000</td> </tr> <tr> <td>Interest on Capital</td> <td style="text-align: right;">5% p.a.</td> <td style="text-align: right;">5% p.a.</td> </tr> <tr> <td>Drawings (during 2019 – 20)</td> <td style="text-align: right;">30,000</td> <td style="text-align: right;">20,000</td> </tr> <tr> <td>Interest on Drawings</td> <td style="text-align: right;">1,800</td> <td style="text-align: right;">1,200</td> </tr> <tr> <td>Salary</td> <td style="text-align: right;">20,000</td> <td style="text-align: center;">-</td> </tr> <tr> <td>Commission</td> <td style="text-align: right;">10,000</td> <td style="text-align: right;">7,000</td> </tr> <tr> <td>Share in Profit for the year 2019 - 20</td> <td style="text-align: right;">60,000</td> <td style="text-align: right;">40,000</td> </tr> </tbody> </table>	Particulars	Sameer	Yasmin	Additional Capital Contributed on October 2019	300000	200000	Interest on Capital	5% p.a.	5% p.a.	Drawings (during 2019 – 20)	30,000	20,000	Interest on Drawings	1,800	1,200	Salary	20,000	-	Commission	10,000	7,000	Share in Profit for the year 2019 - 20	60,000	40,000	5	CO3
Particulars	Sameer	Yasmin																									
Additional Capital Contributed on October 2019	300000	200000																									
Interest on Capital	5% p.a.	5% p.a.																									
Drawings (during 2019 – 20)	30,000	20,000																									
Interest on Drawings	1,800	1,200																									
Salary	20,000	-																									
Commission	10,000	7,000																									
Share in Profit for the year 2019 - 20	60,000	40,000																									
2.	<p>Sunrise Company Ltd., New Delhi, has registered its capital as ₹40,00,000, divided into 4,00,000 shares of ₹10 each. The company offered to the public for subscription of 2,00,000 shares of ₹10 each, as ₹2 on application, ₹3 on allotment, ₹3 on first call and the balance on final call. The company received applications for 2,50,000 shares. The company finalized the allotment on 2,00,000 shares and rejected applications for 50,000 shares. The company did not make the final call. The company received all the amount except on 2,000 shares where call money has not been received. Show the necessary journal entries. (R)</p>	5	CO5																								
3.	<p>Amit sold goods for ₹20,000 to Sumit on credit on Jan 01, 2019. Amit drew a bill of exchange upon Sumit for the same amount for three months. Sumit accepted the bill and returned it to Amit. Sumit met his acceptance on maturity.</p>	5	CO2																								

	<p>Record and show the necessary journal entries under the following circumstances:</p> <p>(i) Amit retained the bill until the date of its maturity and collected directly (ii) Amit discounted the bill @ 12% p.a from his bank. (iii) Amit endorsed the bill to his creditor Ankit. (iv) Amit retained the bill and on March 31, 2019 Amit sent the bill for collection to its bank. On April 05, 2019, bank advice was received. (R)</p>																																																																																		
4.	<p>An extract from a trial balance on March 31, 2019 is given below :</p> <p>Sundry Debtors - ₹32,000 Bad Debts - ₹2,000 Provision for Doubtful Debts - ₹3,500</p> <p>Additional Information: Write-off further bad debts ₹1,000 and create a provision for doubtful debts @ 5% on debtors. Calculate the Balance of the debtors at the end of the FY. (A)</p>	5	CO6																																																																																
SECTION C (Attempt any Two Questions)																																																																																			
1.	<p>From the following data prepare a Final Accounts – (A)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Particulars</th> <th style="width: 15%;">Amount (₹)</th> <th style="width: 25%;">Particulars</th> <th style="width: 35%;">Amount (₹)</th> </tr> </thead> <tbody> <tr> <td>Drawings</td> <td style="text-align: right;">6,300</td> <td>Capital</td> <td style="text-align: right;">1,50,000</td> </tr> <tr> <td>Cash at Bank</td> <td style="text-align: right;">13,870</td> <td>Discount Received</td> <td style="text-align: right;">2,980</td> </tr> <tr> <td>Bills Receivables</td> <td style="text-align: right;">1,860</td> <td>Bank Loans</td> <td style="text-align: right;">15,000</td> </tr> <tr> <td>Land and Buildings</td> <td style="text-align: right;">42,580</td> <td>Purchase Returns</td> <td style="text-align: right;">1,450</td> </tr> <tr> <td>Furniture</td> <td style="text-align: right;">5,130</td> <td>Sales</td> <td style="text-align: right;">2,81,500</td> </tr> <tr> <td>Discount Allowed</td> <td style="text-align: right;">3,960</td> <td>Reserve for Bad Debts</td> <td style="text-align: right;">4,650</td> </tr> <tr> <td>Bank Charges</td> <td style="text-align: right;">100</td> <td>Creditors</td> <td style="text-align: right;">18,670</td> </tr> <tr> <td>Salaries</td> <td style="text-align: right;">6,420</td> <td></td> <td></td> </tr> <tr> <td>Purchases</td> <td style="text-align: right;">1,99,080</td> <td></td> <td></td> </tr> <tr> <td>Opening Stock</td> <td style="text-align: right;">60,220</td> <td></td> <td></td> </tr> <tr> <td>Sales Return</td> <td style="text-align: right;">1,870</td> <td></td> <td></td> </tr> <tr> <td>Carriage</td> <td style="text-align: right;">5,170</td> <td></td> <td></td> </tr> <tr> <td>Rent and Taxes</td> <td style="text-align: right;">7,680</td> <td></td> <td></td> </tr> <tr> <td>General Expenses</td> <td style="text-align: right;">3,630</td> <td></td> <td></td> </tr> <tr> <td>Plant and Machinery</td> <td style="text-align: right;">31,640</td> <td></td> <td></td> </tr> <tr> <td>Book Debts</td> <td style="text-align: right;">82,740</td> <td></td> <td></td> </tr> <tr> <td>Bad Debts</td> <td style="text-align: right;">1,250</td> <td></td> <td></td> </tr> <tr> <td>Insurances</td> <td style="text-align: right;">750</td> <td></td> <td></td> </tr> <tr> <td></td> <td style="text-align: right;">4,74,250</td> <td></td> <td style="text-align: right;">4,74,250</td> </tr> </tbody> </table> <p>Adjustments</p> <ol style="list-style-type: none"> 1. Closing stock ₹70,000 2. Create a reserve for bad and doubtful debts @ 10% on book debts 3. Insurance prepaid ₹50 4. Rent outstanding ₹150 5. Interest on loan is due @ 6% p.a. 	Particulars	Amount (₹)	Particulars	Amount (₹)	Drawings	6,300	Capital	1,50,000	Cash at Bank	13,870	Discount Received	2,980	Bills Receivables	1,860	Bank Loans	15,000	Land and Buildings	42,580	Purchase Returns	1,450	Furniture	5,130	Sales	2,81,500	Discount Allowed	3,960	Reserve for Bad Debts	4,650	Bank Charges	100	Creditors	18,670	Salaries	6,420			Purchases	1,99,080			Opening Stock	60,220			Sales Return	1,870			Carriage	5,170			Rent and Taxes	7,680			General Expenses	3,630			Plant and Machinery	31,640			Book Debts	82,740			Bad Debts	1,250			Insurances	750				4,74,250		4,74,250	10	CO6
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2.	<p>Ashok sold goods ₹14,000 to Bishan on October 30, 2016 and drew three bills for ₹2,000, ₹4,000 & ₹8,000 payable after two, three, and four months respectively. The first bill was kept by Ashok with him till maturity. He</p>	10	CO2																																																																																

	<p>endorsed the second bill in favor of his creditor Chetan. The third bill was discounted on December 03, 2016 at 12% p.a. The first and second bills were duly met on maturity but the third bill was dishonored and the bank paid ₹50 as noting charges. On March 03, 2017 Bishan paid ₹4,000 and noting charges in cash and accepted a new bill at two months after date for the balance plus interest ₹100. The new bill was met on maturity by Bishan. You are required to give the journal entries in the books of both Ashok and Bishan and prepare Bishan's account in Ashok's books and Ashok's account in Bishan's books. (A)</p>		
3.	<p>Mahesh and Dinesh share profits and losses in the ratio of 2:1. From January 01, 2019 they admit Rakesh into their firm who is to be given a share of 1/10 of the profits with a guaranteed minimum of Rs. 25,000. Mahesh and Dinesh continue to share profits as before but agree to bear any deficiency on account of guarantee to Rakesh in the ratio of 3:2 respectively. The profits of the firm for the year ending December 31, 2020 amounted to ₹1,20,000. Show Profit and Loss Appropriation Account. (A)</p>	10	CO3

IDP14001	Inter-Disciplinary Project	L	T	P	C
Version 1.0		-	-	-	3
Pre-requisites/Exposure	Knowledge of Basic English				
Co-requisites	Knowledge of Basic Computer Skills				

Course Objectives

This course will develop a student's knowledge of and appreciation for the

- interdisciplinary nature of knowledge and learning
- importance and value of integrating knowledge and perspectives from multiple disciplines as a means to evaluating and understanding complex topics, problems, issues, phenomena, and events
- competencies learned during the educational process and to apply these competencies in a real-world application

Course Outcomes

Upon successful completion of the course, students will be able to

- CO1. recognize the unique advantages of integrative research and learning
- CO2. understand the fundamentals of research methods and practices of various academic disciplines
- CO3. demonstrate an understanding of current issues and concerns
- CO4. realize the importance of ethics in research process
- CO5. understand the inter-disciplinary systems of research documentation

Typical Progress Roadmap

- After discussion with the Project Advisor(s), each student shall prepare an initial outline of their assigned project indicating the major sections of discussion, list the principal research sources for each section, and explain the overall objective of the project, including a justification of the interdisciplinary nature of the work.
- Each student shall meet with the Project Advisor(s) regularly as per the weekly Time-Table. Other meetings may be scheduled at the discretion of the Project Advisor(s) at mutually agreed upon timings.
- Typically, the progress will include a combination of industrial and academic mentoring, self study sessions, case studies, trend studies, presentation by students, interactive sessions, industrial visits etc.
- Regular submission of progress reports shall be required of each student-group as notified through the Project Advisor(s) from time to time.

Mode of Evaluation

Students will be evaluated by team participation and a team presentation at the end of the project. Interactive & continuous, task/assignment-based evaluation methodology will be applied for the course.

MKT11002	Marketing Management-I	L	T	P	C
Version 1.1	Contact Hours – 60	3	1	0	4
Pre-requisites/Exposure	Understanding management principles				
Co-requisites	--				
Academic year	2020-21				

Course objectives:

1. To develop fundamentals idea of marketing and others tools of marketing.
2. The course will help to learn different market moving techniques such as segmentation, targeting and positioning.
3. The course should develop idea on the application of various marketing tools in the marketplace.

Course Outcomes

On completion of this course, the students will be able to:

CO1: Discuss the different components of marketing and its impact on business performance.

CO2: Identify the basics of different components of marketing: STP: Segmenting, Targeting and Positioning which is treated as heart of modern marketing and consumer decision making process

CO3: Prepare marketing mix model applications based on Product and New Product development process, PLC. Students will also know the Pricing strategy of a product or service.

CO4: Illustrate different design channel of distribution, pricing in different products and modern retailing.

Course Description:

Marketing is the core objectives of each and every organization and without proper marketing outcome, the sustainability of the organization under a stake. Therefore, it is very common job of each management graduate that they should be very much clear about marketing understanding, how market operates, price design, product development and its importance, life cycle of a product and the promotional tools. This course covers all aspects above with market segmentation, targeting and positioning and will discuss how company do that with real life example. The course will cover through group discussion, presentation, and real issues.

Course Structure

Unit-I

Marketing – scope, nature, definition, core marketing concept, selling vs. marketing; Marketing mix recent trends in marketing in India. Marketing environment.

Unit-II

12L

Consumer Behavior and Market Segmentation: Nature, scope, and significance of consumer behavior; Market segmentation -concept and importance; Targeting and positioning.

Unit-III

16 L

Product: Concept of product, consumer and industrial goods; Product planning and development. Product life cycle; New product development; Brand extension; Brand rejuvenation; Brand re-launch.

Price: Importance of price in the marketing mix; Factors affecting price of a product/service; pricing methods. Pricing strategy

Unit- IV

12L

Distributions Channels and Physical Distribution: Distribution channels – concept and role; Types of distribution channels; designing a distribution logistics system; Factors affecting choice of a distribution channel; Retailing and wholesaling; Physical distribution of goods; Transportation; Warehousing.

Text Book(s):-

TH-1.Ramaswamy&Namakumari, Marketing Management, Sage, 6th Ed.

TH-2.Kotler Philip and Armstrong Gary: Principles of Marketing; Prentice-Hall of India, New Delhi.

TH-3.Stanton W.J., Etzel Michael J., and Walker Bruce J; Fundamentals of Marketing; McGraw-Hill, New York

Project:

The class will be divided into Groups consist of 5 members. Each Group will select a company of their choice respect to study the Marketing Mix of the Particular Company. The Project will be brief in the session 9. The objectives of the project is to acquaint the students Marketing mix application in respect to a specific company. Students are required to submit the report just after Mid semester examination. Each group will present before all student as a result all students should have idea of Marketing Mix of around 7 to 9 companies.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program

		Outcomes
CO1	Discuss the different components of marketing and its impact on business performance	PO1, PO 2
CO2	Identify the basics of different components of marketing: STP: Segmenting, Targeting and Positioning which is treated as heart of modern marketing and consumer decision making process.	PO1,PO2, PO3, PO 6, PSO2
CO3	Prepare marketing mix model applications based on Product and New Product development process, PLC. Students will also know the Pricing strategy of a product or service.	PO2, PO4, PO 6, PSO1
CO4	Illustrate different design channel of distribution, pricing in different products and modern retailing.	PO5, PO6, PO7

		Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	: Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools and techniques to enable them to take up	Development of entrepreneurial skills and spirit.	Develop competencies to be socially responsible business professionals.
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO3
MKT11002	Marketing Management-I	3	3	-	-	-	3	3	3	-	-

1= weakly mapped

2= moderately mapped

3=strongly mapped

Name: Enrolment No:	
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Course: MKT11002– Marketing Management I**Program: BBA****Semester: III****Time: 03 Hrs.****Max. Marks: 50****Instructions:**

Attempt All Questions from **Section A** (Each Carrying 2 Marks); any **Four Questions** from **Section B** (Each Carrying 5 Marks). Any **Two Questions from Section C** (Each Carrying 10 Marks).

SECTION A (Answer All Questions)

1.	Define concept of societal marketing	Remembering	CO1
2	Compare and contrast between marketing vs. selling.	Understanding	CO1
3	Define the term marketing environment?	Remembering	CO2
4	What are different 4Ps of marketing	Remembering	CO1
5	What do you mean by reference pricing	Remembering	CO1

SECTION B

1.	Explain new product development concept? What are the different stages of new product development (NPD) Process?	Understanding	CO2
2	a) How to design up and down sides of price-oriented strategy?	Remembering	CO3, CO2
3.	Illustrate pricing method with suitable examples.	Understanding	CO 3
4.	Analyse how the low- end mobile handset makers in India realised the limitations of their price-oriented strategy and started brand development	Analysing	CO3

SECTION C (Attempt any Two Questions)

1.	<p>After introducing popcorn and Sundrop cooking oil, ITC Agrotech launched wheat flour (atta) under the brand name Healthy world. US based food products firm, Congra, has 51 percent stake in ITC Agrotech. The vice president says, “We tool an Indian perspective out of the Congra portfolio with relevance to local palate...Healthy World marks our entry into mass market products.”</p> <p>Priced at Rs 18.50 for 1 kg pack, Healthy World comes in packs ranging from 500 gm to 1 kg. ITC Agrotech claims that it spent nearly one year on R& D before launching Healthy World, benchmarking it against national players in the branded atta category, players like HUL (Annapurna), Pillsbury. There are several regional brand too. Parameters such as softness, taste, colour and texture preferences are said to have been looked into in detail before finalizing the variant. “Our research revealed that the preferences in the North and South in India differ distinctly across</p>	Applying	CO4
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	<p>almost all parameters of atta. While creamish to white colour and finer size is preferred in the South, the North consumer is more discerning as far as taste goes,” informs the marketing manager. Consumers in the South are more receptive to branded atta, but the North leads in consumption, where average monthly household consumption is 27 kg as against just 3 kg in the South.</p> <p>Conagra claims to be the largest miller in the US. ITC Agro took over the atta manufacturing portion of a partner in Chennai to streamline it in line with its parent company’s manufacturing process. What will also help ITC Agro is the fact that it has established itself as a health conscious manufacturer with Sundrop. The distribution network is already in place. In fact, the Healthy World packs too leverage this with the image of the boy somersaulting (The Sundrop trademark) with the proclamation- “from the makers of Sundrop.”</p> <p>The branded atta market is estimated to be in excess of Rs 350 crore, with category advertising spend of about Rs 20-25 crore. The theme line of Healthy World says, “More health. More Energy.”</p> <p>a) Develop a sales promotion plan to encourage continued consumption of Health World in North India.</p> <p>b) How would you make your sales promotion competition proof?</p> <p>c) Examine the result of sales promotion in the above matter?</p>		
2.	Discuss value philosophy of marketing and its application in Indian retail? Why do retailers develop their own private level brands?	Applying	CO4
3.	Design a product mix model a FMCG companies and describe its advantages and consequence in present market	Creating	CO4

FAC11007	Financial Management	L	T	P	C
Version 1.1	Contact Hours - 60	3	1	0	4
Pre-requisites/Exposure	Understanding basic financial terms				
Co-requisites	--				
Academic year	2020-21				

Course objectives:

4. Provide an in-depth view of the process in financial management of the firm
5. Develop knowledge on the allocation, management and funding of financial resources.
6. Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.
7. Enhancing 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 Outcomes

On completion of this course, the students will be able to:

CO1: Explain the concept of fundamental financial concepts, especially time value of money

CO2: Apply capital budgeting projects using traditional methods.

CO3: Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances

CO4: Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting

Course Description:

Finance considers the requirements for financial information both external and internal to the organisation and the role of finance professionals as key players in a dynamic and ever-changing business environment, encompassing key decisions and the fundamental principles of Business. Classroom activities including lectures, discussions and case studies (topped up with role play) will be designed to encourage students to get involved, absorb and assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, live projects, analysis of video cases and debates. Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, and newspapers etc.

Course Structure

Unit 1: Nature of Financial Management

Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organization of finance function; Concept of Time Value of Money, present value, future value, and annuity.

Unit 2: Risk & Return

10L

Historical return, expected return, absolute return, holding period return, annualized return, arithmetic & geometric return; Risk - Systematic & unsystematic risk – their sources and measures.

Unit 3: Long -term investment decisions

10L

Capital Budgeting - Principles and Techniques; Nature and meaning of capital budgeting; Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return & MIRR, Net Terminal Value, Profitability Index Method.

Unit 4: Concept and Measurement of Cost of Capital

10L

Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical and Market weights. Capital Structures: Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, Traditional approach, Capital Structure and Financial Distress, Trade-Off Theory.

Unit 5: Dividend Policy Decision

10L

Dividend and Capital; The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model; Leverage Analysis: Operating and Financial Leverage; EBIT -EPS analysis; Combined leverage.

Unit 6: Working Capital Management

10L

Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique, Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Costs - Collection Cost, Capital Cost, Default Cost, Delinquency Cost, Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ, Determination of Working Capital.

Text Book(s):-

1. Financial Management by I M Pandey (Vikas Publication)

Reference Book(s):-

1. Bhalla, V.K. (2009). *Financial Management*. New Delhi: Anmol Publications
2. Brealey, R. R., Myers, S., Allen, F., & Mohanty, P. (2009). *Principles of corporate finance* (8th ed.). New Delhi: Tata Mc-Graw Hill.
3. Brigham, E F., & Davis, P. (2009). *Intermediate financial management* (10th ed.). USA: South Western.
4. Brigham, E. F., & Houston, J. F. (2007). *Fundamentals of financial Management* (11th ed.). USA: Thomson.
5. Chandra, P. (2008). *Financial management* (7th ed.). New Delhi: Mc-Graw Hill
6. Hickman, K. A., Hunter, H. O., & Byrd, J. W. (2008). *Foundations of corporate finance* (2nd ed.). USA: South Western.

7. Horne, V. (2008). *Fundamentals of financial Management* (12th ed.).
New Delhi: Pearson Education.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	00	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)


Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Explain the concept of fundamental financial concepts, especially time value of money	PO1, PO 2
CO2	Apply capital budgeting projects using traditional methods.	PO1,PO2, PO3, PO 7, PSO1
CO3	Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances	PO2, PO4, PO 7, PSO1
CO4	Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting	PO1, PO6, PO7

		Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	: Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools and techniques to enable them to take up	Development of entrepreneurial skills and spirit.	Develop competencies to be socially responsible business professionals.
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO3
FAC11007	Financial Management	3	3	-	-	-	-	3	3	-	

1= weakly mapped

2= moderately mapped

3=strongly mapped

Name:			
Enrolment No:			
Course: FAC11007– Financial Management			
Program: BBA Time: 03 Hrs.		Semester: III Max. Marks: 50	
Instructions: Attempt All Questions from Section A (Each Carrying 2 Marks); any Four Questions from Section B (Each Carrying 5 Marks). Any Two Questions from Section C (Each Carrying 10 Marks).			
SECTION A (Answer All Questions)			
1.	Write down the formula for PVIFA and FVIFA.	Remembering	CO1
2.	A project costs Rs.4000 and the cash inflows for next 2 years are 2000 and 2500. If the discount rate is 10%, find the Net Present Value (NPV) of the project.	Understanding	CO1
3.	Define profitability index. Give an example.	Remembering	CO2
4.	Define debt equity ratio, working capital ratio, interest coverage ratio and Quick ratio.	Remembering	CO1
5.	How do you calculate return of an equity share?	Remembering	CO1
SECTION B			
1.	Initial outlay of a project is Rs.1, 00,000 and it can generate cash inflow of Rs.40000, Rs.30000, Rs.50000 and Rs.20000 for the next 4 years. Assume a 10% rate of interest, calculate the profitability index.	Understanding	CO2
2.	Find the effective rate of interest when the nominal rate of interest is 12% compounded yearly, semi-annually, quarterly and monthly.	Understanding	CO1
3.	You buy a house of Rs. 5 lakhs and immediately make a cash payment of Rs. 1 lakh. You take a loan for the balance amount at 12% for 20 years. How much is the annual instalment?	Analyzing	CO3
4.	An investment will see a return of Rs.2000 at the end of each year for the next 3 years and Rs.1000 at the end of each year from year 4 to 7. What is the investment amount at the beginning if the required rate of return is 13%?	Analyzing	CO3
SECTION C (Attempt any Two Questions)			
1.	Suppose a firm is expecting a perpetual net operating income of Rs.150 crore on assets of Rs.1500 crore which are entirely financed by equity. The firm's equity capitalization rate is 10%. The firm is considering to substitute the equity capital by issuing perpetual debentures of Rs.300 crore at 6% interest rate. The cost of equity is expected to increase to 10.56%.The firm is also considering raising perpetual debentures of Rs.600 crore and replacing equity. The	Applying	CO4

	<p>debt-holders will charge interest of 7% and the cost of equity will rise to 12.50% to compensate shareholders for higher financial risk. Calculate the</p> <ol style="list-style-type: none"> total value of the firm for all three scenarios WACC in all these three scenarios Draw the cost of capital graph explaining all three stages (increasing, optimum and declining value). 		
2.	<p>A project costs Rs40,000. Its stream of earnings before depreciation, interest and taxes (EBDIT) from 1 to 5 years is expected to be Rs.10000, Rs.12000, Rs.14000, Rs.16000 and Rs.20000. Assume a 50% tax rate and depreciation on straight line basis, calculate the project's Accounting rate of return. ?</p>	Applying	CO4
3.	<p>A project costs Rs.16000 and is expected to generate cash inflows of Rs.8000, Rs.7000 and Rs.6000 at the end of each year for next 3 years. Find the internal rate of return (IRR) of the project.</p>	Creating	CO4

OBH11004	Human Resource Management I	L	T	P	C
Version 1.0	Contact Hours - 60	3	1	0	4
Pre-requisites/Exposure	Understanding of the general principles of management				
Co-requisites	Understanding of Organization Behavior and Business Communication				
Academic Year	2020-2021				

Course Objectives:

The objective of the course is to educate the student such that he/she understands:

1. To enable the students to understand the HR management and system at various levels in general and in certain specific industries or organizations.
2. To help the students focus on and analyse the issues and strategies required to select and develop manpower resources.
3. To develop relevant skills necessary for application in HR related issues.
4. To enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions.

Course Outcome:

On completion of this course the students will be able to:

CO 1: Discuss the concept of human resource management and its relevance in organizations.

CO2: Develop necessary skill set for application of various HR issues.

CO3: Analyse the strategic issues and strategies required to select and develop manpower resources.

CO4: Examine the knowledge of HR concepts to take correct business decisions.

Course Description:

This course provides an overview of Human Resources Management, including an historical perspective of HR, strategies for designing HR activities, and the roles and responsibilities of HR professionals. It is a prerequisite to all upper-level HR classes for majors. This course provides an introduction to the various functions of human resource management, including job analysis, job evaluation, staffing, recruitment and selection, labour relations, planning, labour welfare, human rights legislation and employment equity.

Course Contents:

Unit I: Introduction to Human Resource Management: Definition and Concept, Features, Objectives, Functions, Process, Scope of Human Resource Management, Importance of Human Resource Management, Human Resource Practices. [10 L]

Unit II: HRM and Personnel Management: Concept of Personnel Management, Personnel Management in India, Functions of the Labour Welfare Officer, Difference Between Personnel Management and HRM. [10 L]

Unit III: Human Resource Planning: Concept of Human Resource Planning (HRP), Factors in

HRP, Process of HRP.

[10 L]

Unit IV: Job Analysis and Design: Job Analysis, Job Description, Writing a Job Description, Job Specification, Job Design - Various Approaches. [10 L]

Unit V: Recruitment: Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment; **Selection:** Concept of Selection, Process of Selection, Selection Tests, and Barriers in Selection. [10 L]

Unit VI: Selective Cases on the above topics. [10 L]

Suggested Readings:

Text Book(s):-

T1: Aswathappa, K.: Human Resource Management, Text & Cases, McGraw Hill (India), New Delhi.

T2: Bhattacharya, D.K.: Human Resource Management.

T3: SubbaRao, P.: Essential of HRM and Industrial Relations.

T4: Memoria, C.B.: Personnel Management.

Reference Book(s) & other resources:-

1. Monappa, Arun: Managing Human Resource.
2. Monappa & Saiyadain: Personnel Management, Tata McGraw Hill, New Delhi.
3. Patnayak, Biswajeet: Human Resource Management, Ed. 3rd, 2006, PHI, New Delhi.
4. Armstrong, Michael: A handbook of HRM practice, Kgan Page Limited, London.
5. Rao, VSP: Human Resource Management: Text and Concept, Excel Books, New Delhi.

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	00	20	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)


Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	To develop the understanding of the concept of human resource management and to understand its relevance in organizations	PO3, PO2, PSO1
CO2	To develop necessary skill set for application of various HR issues.	PO1, PO2, PO3, PO 6, PSO2
CO3	To analyse the strategic issues and strategies required to select and develop manpower resources.	PO2, PO4, PO 3, PSO1

CO4	To integrate the knowledge of HR concepts to take correct business decisions.									PO4, PO6, PO7, PSO2	
		Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	: Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools and techniques to enable them to take up	Development of entrepreneurial skills and spirit.	Develop competencies to be socially responsible business professionals.
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO3
OBH11004	Human Resource Management - I	-	3	3	3	-	-	-	3	3	-

1=weakly mapped

2= moderately mapped

3=strongly mapped

Name:			
Enrolment No:			
Course: OBH11004 --- Human Resource Management – I			
Program: BBA			
Semester: III			
Time: 03 Hrs.			
Max. Marks: 50			
Instructions:			
Attempt All Questions from Section A (Each Carrying 2 Marks); any Four Questions from Section B (Each Carrying 5Marks). Any Two Questions from Section C (Each Carrying 10 Marks).			
SECTION A (Answer All Questions)			
1.	What is managerial judgement method?	Remembering	CO1
2	Why manpower planning is important for any organization?	Remembering	CO1
3	Define the concept selection?	Remembering	CO1
4	What do you understand by job design?	Remembering	CO1
5	Explain the concept of succession planning?	Understanding	CO2
SECTION B			

1.	Define the role of HR manager in an organization. Elucidate your answer with suitable examples.	Remembering	CO2
2	What is the difference between personnel management and HRM? Explain your answer.	Remembering	CO1
3.	Suppose HR planners estimate that because of several technological innovations your company will need 25 percent fewer employees in three years. What actions would you take today?	Understanding	CO2
4.	Briefly define the difference between external and internal sources of recruitment in any company. Elucidate your answer with examples.	Remembering	CO3
SECTION C (Attempt any Two Questions)			
1.	<p>Read the case carefully and solve the questions.</p> <p>Vishal Components Limited manufactures a wide range of automotive components. It has a workforce of 1500 including 250 supervisors and executives. Performance appraisals of these employees are being carried out annually. The parameter used for performance appraisal is sense of responsibility, superiors' dependability on subordinates, initiative, regularity and punctuality, community activity and potential for development to take higher positions. All these factors are given equal weight age .the performance appraisal has three objectives: to grant annual increment, to determine promotability and to assess training needs. In the year 2010-11, some supervisors and executives were not given any increment because as per performance appraisal, their total scores were below standard. The overall low scores were due to community activity and potential for development which were given equal weightage along with other factors. On the stoppage of annual increment, the aggrieved supervisors and executives represented their case to the managing director of the company and contended that the entire performance appraisal system was faulty. They were very much against the inclusion of community activity and potential for development in the performance appraisal meant for giving pay raise. They argued that all aggrieved supervisors and executives should be given regular annual increments and time-bound promotions .The system would be more objective, air and free from undue biases.</p> <p>Questions</p> <p>(a) As human resource manager, how will you defend the existing performance appraisal system of the company?</p> <p>(b) Will you like to incorporate changes, if any? If yes, what would be these changes and why?</p> <p>(c) Should there be separate appraisal criteria for appraising supervisors and executives? If yes, where are such differences needs? What actions should be taken to the representation made by the aggrieved supervisors and executives?</p>	Applying	CO4
2.	<p>(a) Critically examine the importance of Delphi Technique resolution technique?</p> <p>(b) Do you think training and development programmes are</p>	Analysing	CO3

	essential at all levels of management? Justify your answer with proper illustrations.		
3.	<p>Read the case carefully and solve the questions.</p> <p>The personnel office of Prashant Chemicals limited informed the middle managers through a circular that a group of consultants would be calling on them later in the week to provide training on team building. The consultants would be emphasizing on how to develop team work and to build inter group relationships throughout the Company. The information also contained the approach to be adopted by the consultants and explained the five-step process of team building: problem sensing, examining differences, giving and receiving feedback, developing interactive skills, and follow up actions. The circular also included a note on the utility of team building in organizational effectiveness. On receiving the circular, middle managers, felt tensed as they thought team building as an exercise involving a lot of hocus-pocus as they experienced in sensitivity training exercises in which participants used to attack each other and let out their aggression by heaping abuse on those disliked. Therefore, the managers felt that the consultants were not needed for team building. One of the managers commented, ‘now that as we understand what is involved in team building, we can go ahead and conduct session ourselves. All we have to do is to choose a manager who is liked by everyone and put him in the role of change agent/ consultant. After all, you really do not need high priced consultants to do team building stuff. You just have a good feel for human factor’. The other managers generally agreed. However, the corporate personal director turned down their suggestion and proceeded with his original programme of hiring consultants.</p> <p>Questions</p> <p>(a) Why did middle managers show resistance to team building approach of organization development?</p> <p>(b) Do you think the managers had accurate view of team building concept and role of external consultant in that?</p> <p>(c) Did corporate personnel office sell the concept of team building and its usefulness properly to middle managers? What actions should the department have taken?</p>	Applying	CO4

OLS11001	Supply chain Management	L	T	P	C
Version 1.0	Contact Hours - 60	3	1	0	4
Pre-requisites/Exposure	Basic understanding of business operation and distributions				
Co-requisites	--				

Course Objectives:

1. This course would help students develop an understanding about the role of supply chain management in business.
2. Distribution and supply chain functions, key issues of supply chain and the drivers of supply chain performance.
3. This course would also give exposure to the students with basic concepts of supply chain management for cost effective functioning of the business.
4. To provide basic knowledge of information technology application in supply chain management.

Course Outcomes

On completion of this course, the students will be able to:

- CO1. Understanding the basic fundamentals of logistics and supply chain management.
- CO2. Recognise the importance of inventory and its planning.
- CO3. Need for warehousing, network of warehouses, and distribution centres.
- CO4. Importance of transportation and its role in logistics and supply chain management.
- CO5. Awareness of information technology and its application in supply chain management.

Catalogue Description:

Over the last six decades, the discipline of business logistics has advanced from the warehouse and transportation dock to the boardroom of leading global companies. Supply chain and logistics management encompasses the development and fundamental of the logistics discipline within a supply chain structure. Logistics includes all the activities required to move product and information to, from, and between members of a supply chain. The supply chain provides the framework for businesses and their suppliers to jointly deliver goods, services, and information efficiently, effectively, and relevantly to customers. Supply chain and logistics management presents the mission, business processes, and strategies needed to achieve integrated logistical management. Classroom will be interactive and encourage students to take part in the class activities. This course is designed to include conventional lecture sessions with other modern teaching techniques such as case study, class assignments, continuous evaluation tests, and presentation on live company based case.

Course Content:

Unit 1: **15 Lecture Hours**

Introduction to Logistics and Supply Chain Management: Scope and Components of Logistics; Logistics and Marketing; Logistics Planning, Principles and focus Areas; Supply Chain Drivers and Obstacles; Demand Management and Forecasting in a Supply Chain and Supply Chain Integration.

Unit II: **15 Lecture Hours**

Managing Inventory: Inventory Planning; Managing Inventory in a Supply Chain; Factors Driving Inventory; Category and Types of Inventory ; Inventory Classifications; ABC Inventory Analysis; Inventory Costs; Inventory control and functions.

Unit III: **10 Lecture Hours**

Warehousing: Purpose and Reasons of Warehousing; Network of Warehouses; Distribution Centres; Market Positioning; Production Positioning; Intermediate Positioning.

Unit IV: **10 Lecture Hours**

Transportation: Transportation Principles; Network Design and Selection Criteria; Relative Merits Analysis; Costs Factors; Customer Service Factors; Reverse Logistics; Advantages & Disadvantages of all forms of Logistics

Unit V: **10 Lecture Hours**

Information Technology: Basic concept of information technology, Enterprise Resource Planning, Application of information technology in supply chain management.

Reference Books:

1. Janat Shah, Supply Chain Management, Pearson
2. V.V. Sople, Supply Chain Management, Pearson
3. K. Shridhara Bhat, Logistics and Supply Chain Management, e/2018, Himalaya Publishing House
4. Donald J Bowersox, David J Closs & M Bixby Cooper, Supply Chain Logistics Management, e/2019, Tata McGraw Hill education

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	00	20	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understanding the basic fundamentals of logistics and supply chain management.	PO1, PO2

CO2	Recognise the importance of inventory and its planning.	PO1,PO2, PO3, PSO1
CO3	Need for warehousing, network of warehouses, and distribution centres.	PO1, PO2, PO3, PO4, PO5, PO4,
CO4	Importance of transportation and its role in logistics and supply chain management.	PO1, PO5, PO7, PSO2
CO5	Awareness of information technology and its application in supply chain management.	PO11, PO12


		Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools and techniques to enable them to take up higher studies and research	Development of entrepreneurial skills and spirit.	Develop competencies to be socially responsible business professionals.
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO3
OLS11001	Supply chain management	3	2	2	1	1	3	-	1	1	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:			
Enrolment No:			
Course: OLS11001 Supply Chain Management			
Program: BBA			Time: 3 Hrs.
Semester: III			Max. Marks: 50
Instructions:			
Attempt any five questions from Section A (each carrying 2 marks); any Three Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 10 marks).			
Section A (Attempt any Five)			
1.	What is the importance of supply chain management in a business organisation?	2	CO1

2.	What are the components of logistics management?	2	CO2
3.	What is the requirement of inventory management for a manufacturing enterprise?	2	CO4
4.	What is market positioned warehouse?	2	CO3
5	How ERP can be used for effective supply chain management?	2	CO5
6	What is ABC analysis in inventory classification?	2	CO4
SECTION B			
7.	What is supply chain integration? Explain the process of integrating supply chain management for a firm for efficient operation.	10	CO2
8.	Explain the transportation selection criteria for a firm keeping in view all the necessary factors in mind.		CO4
9.	What is value chain? How a firm can optimise primary and supportive activities to earn profit? Explain with diagram.	10	CO1
SECTION C is Compulsory			
10.	Case Study on Distribution and IT	10	CO3 and CO5

OLS11002	PRODUCTION AND OPERATIONS MANAGEMENT	L	T	P	C
Version 1.0	Contact Hours - 60	3	1	0	4
Pre-requisites/Exposure	Basic Calculation Skills				
Co-requisites	--				
Academic Year	2020-21				

Course Objectives

1. To understand the basic concepts and theories of production management.
2. To gain a deeper insight of production management, planning and quality assurance.
3. To expand individual knowledge of production management principles and practices.
4. To apply operations management concepts and their influence on business decisions.

Course Outcomes:

On completion of this course, the students will be able to:

CO1. Discuss the fundamental concepts of Production and Operations Management.

CO2. Recognize the different techniques in Production Planning and Control.

CO3. Evaluate the importance of work-motion study and plant/facility layout.

CO4. Illustrate quality assurance in production and operations management.

Course Description:

Production and Operations Management deal with the processes that transform the inputs of an organization into final goods (or services) through a set of defined, controlled and repeatable policies. This course emphasizes the concepts and practices of managing production and operations in contemporary organizations. This course provides an introduction to the field of production and operations management. The course is designed to highlight the practical and applied techniques which can improve the organization's overall quality and productivity. All the lectures contain a blend of discussions on basic theories and advanced topics, focusing on practical implementation of knowledge. Classes will be conducted by lecture as well as power point presentation as per requirement. The tutorials will familiarize the students with practical problem-solving techniques. Students will be able to gain a strong understanding of the course via theoretical sessions, case study discussions, problem solving and discussions with the coordinator.

Course Structure:

Unit I: 15 L

Introduction of Production Management: Production Management, Productivity, Capital Productivity, Labour Productivity, Personnel Productivity, Training.

Introduction to Operations Management: Introduction, Operations Management and Strategy, Tools for Implementation of Operations, Industry Best Practices.

Unit II 15 L

Product Planning and Control: Production Planning and Control –Models, Process Planning, Aggregate Planning, Scheduling, Data Encryption, Cryptography, Public key, Private key, Computer network- concept, LAN, WAN, Intranet, Extranet, Strategic use of Internet, WWW in marketing.

Unit III 20 L

Work, Motion Study and Plant Layout: Work Study, Motion Study, Work Measurement, Work Sampling, Work Environment, Relationship between Time & Motion Study to work study.

Facility or Layout Planning and Analysis: Introduction, Objectives of Layout, Classification of Facilities, Basis for Types of Layouts, Why Layout decisions are important, Nature of layout problems, Redesigning of a layout, Evaluating Plant Layouts, Assembly Line Balancing, Material handling, Symptom of material handling, Objectives and principles of material handling, Types of material handling equipment.

Unit IV 10 L

Quality Assurance: Quality Assurance, Acceptance Sampling, Statistical Process Control, Total Quality Management, Maintenance Management, Towards TQM, ISO 9000 as a Platform, Working with Intranet, Total Productive Maintenance (TPM), Kaizen , JIT.

Text Books:

1. S.A.Kumar, N. Suresh, Production and Operations Management (With Skills Development, Caselets and Cases), New Age International Publishers.
2. P. Rama Murthy, Production and Operations Management, New Age International,
3. L.C. Jhamb, Production & Operation Management, Everest Publication
4. R.S. Russel, B.W. Taylor, Operations Management Creating Value Along The Supply Chain, John Wiley & Sons Inc.

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	00	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs	
	Course Outcomes (COs)
	Mapped Program

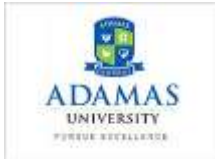
		Outcomes
CO1	Discuss the fundamental concepts of Production and Operations Management.	PO1, PO2, PO5, PO6, PSO1, PSO3
CO2	Recognize the different techniques in Production Planning and Control.	PO1, PO2, PO4, PO5, PSO1
CO3	Evaluate the importance of work-motion study and plant/facility layout.	PO1, PO2, PO3, PO5, PO6, PO7, PSO1, PSO2
CO4	Illustrate quality assurance in production and operations management.	PO1, PO2, PSO1

		Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools and techniques to enable them to take up higher studies and research.	Development of entrepreneurial skills and spirit.	Develop competencies to be socially responsible business professionals.
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO3
OLS11002	Production and Operations Management	3	3	1	1	2	2	1	2	1	1

1= weakly mapped

2= moderately mapped

3=strongly mapped

Name: Enrolment No:	
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Course: OLS11002 – Production and Operations Management

Program: BBA (H.)

Semester: Odd 2020-21

Time: 03 Hrs.

Max. Marks: 50

Instructions:

Attempt All Questions from **Section A** (Each Carrying 2 Marks); any **Four Questions** from **Section B** (Each Carrying 5 Marks). Any **Two Questions from Section C** (Each Carrying 10 Marks).

SECTION A (Answer All Questions)

1.	What is the difference between Productivity and Efficiency?	Remembering	CO1						
2	Compare and contrast between PERT and CPM.	Understanding	CO2						
3	<p>A worker while working during his shift either does the job assigned to him or remains idle for one or the other reason. The following table shows that out of total 50 observations, there were 45 working observations and five idle observations.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>State of Worker</th> <th>Number of Observations</th> </tr> </thead> <tbody> <tr> <td>Working</td> <td>45</td> </tr> <tr> <td>Idle</td> <td>5</td> </tr> </tbody> </table> <p>Based on the data provided, for a 9 hour shift, analyze the idle-time of the worker.</p>	State of Worker	Number of Observations	Working	45	Idle	5	Analysing	CO3
State of Worker	Number of Observations								
Working	45								
Idle	5								
4	What do you understand by JIT?	Remembering	CO4						
5	What are the different types of cryptographic algorithms?	Remembering	CO1						

SECTION B

1.	What do you mean by aggregate planning? What are the different strategies that you need to take when demand needs to be increased to match capacity? What are the different strategies that need to be used to increase or decrease capacity to match current demand?	Remembering	CO2																				
2	<p>XYZ company specializes in door opening solutions. One part of the company focuses on manufacturing pin tumbler and lever locks for multiple brands including Union, Yale and Multi-Lock. The production line used to produce padlocks is a perfect example of a network system; the steps are shown in the Table below.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Activity</th> <th>Description</th> <th>Immediate Predecessor</th> <th>Duration (Hours)</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>Receiving raw materials</td> <td>-</td> <td>0.5</td> </tr> <tr> <td>B</td> <td>Bolt Cutting</td> <td>A</td> <td>1.0</td> </tr> <tr> <td>C</td> <td>Transfer Machines (for drilling and cutting operations)</td> <td>B</td> <td>1.5</td> </tr> <tr> <td>D</td> <td>Transfer</td> <td>B</td> <td>1.4</td> </tr> </tbody> </table>	Activity	Description	Immediate Predecessor	Duration (Hours)	A	Receiving raw materials	-	0.5	B	Bolt Cutting	A	1.0	C	Transfer Machines (for drilling and cutting operations)	B	1.5	D	Transfer	B	1.4	Creating, Applying, Remembering	CO2
Activity	Description	Immediate Predecessor	Duration (Hours)																				
A	Receiving raw materials	-	0.5																				
B	Bolt Cutting	A	1.0																				
C	Transfer Machines (for drilling and cutting operations)	B	1.5																				
D	Transfer	B	1.4																				

	<table border="1"> <tr> <td></td> <td>Machines (barrels)</td> <td></td> <td></td> </tr> <tr> <td>E</td> <td>Insert Shackle</td> <td>C,D</td> <td>2</td> </tr> <tr> <td>F</td> <td>Packaging of padlock</td> <td>E</td> <td>1.2</td> </tr> </table> <p>Q1. Build the network diagram Q2. Identify the critical path. Q3. What is the maximum time needed for completion of the task?</p>		Machines (barrels)			E	Insert Shackle	C,D	2	F	Packaging of padlock	E	1.2																						
	Machines (barrels)																																		
E	Insert Shackle	C,D	2																																
F	Packaging of padlock	E	1.2																																
3.	<p>A new healthcare facility is targeted to serve seven census tracts in Delhi. The table below shows the coordinates for the centre of each census tract along with the projected populations, measured in thousands. Customers will travel from the seven census tract centres to the new facility when they need healthcare. Two locations being considered for the new facility are (5.5, 4.5) and (7,2), which are the census tracts C and F. Details of seven census tracts, co-ordinate distances along with the population for each centre are given below. If we use the population as the loads and use rectilinear distance, identify the location is better in terms of total load-distance score?</p> <table border="1"> <thead> <tr> <th>Sr. No.</th> <th>Census Tract</th> <th>(x, y)</th> <th>Population</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>A</td> <td>(2.5, 4.5)</td> <td>2</td> </tr> <tr> <td>2</td> <td>B</td> <td>(2.5, 2.5)</td> <td>5</td> </tr> <tr> <td>3</td> <td>C</td> <td>(5.5, 4.5)</td> <td>10</td> </tr> <tr> <td>4</td> <td>D</td> <td>(5, 2)</td> <td>7</td> </tr> <tr> <td>5</td> <td>E</td> <td>(8, 5)</td> <td>10</td> </tr> <tr> <td>6</td> <td>F</td> <td>(7, 2)</td> <td>20</td> </tr> <tr> <td>7</td> <td>G</td> <td>(9, 2.5)</td> <td>14</td> </tr> </tbody> </table>	Sr. No.	Census Tract	(x, y)	Population	1	A	(2.5, 4.5)	2	2	B	(2.5, 2.5)	5	3	C	(5.5, 4.5)	10	4	D	(5, 2)	7	5	E	(8, 5)	10	6	F	(7, 2)	20	7	G	(9, 2.5)	14	Applying	CO3
Sr. No.	Census Tract	(x, y)	Population																																
1	A	(2.5, 4.5)	2																																
2	B	(2.5, 2.5)	5																																
3	C	(5.5, 4.5)	10																																
4	D	(5, 2)	7																																
5	E	(8, 5)	10																																
6	F	(7, 2)	20																																
7	G	(9, 2.5)	14																																
4.	<p>What is work measurement? What is work sampling?</p> <p>A work sampling investigation was conducted to estimate the time for which the workers in plant remain idle. A total of 720 observations were made about the workers. In 45 observations the workers were found idle. If the confidence level is 95% identify the absolute accuracy of the current estimate of the proportion of time consumed by idleness.</p>	Remembering, Analysing	CO3, CO4																																
SECTION C (Attempt any Two Questions)																																			
1.	<p>The ABC Company makes a variety of candies in three factories worldwide. Its line of chocolate candies exhibits a highly seasonal demand pattern, with peaks during the winter months and valleys during the summer months. Given the following costs and quarterly sales forecasts, evaluate whether (a) level production, or (b) chase demand would be more economically meet the demand for chocolate candies:</p> <table border="1"> <thead> <tr> <th>Quarter</th> <th>Sales Forecast (lbs)</th> </tr> </thead> <tbody> <tr> <td>Spring</td> <td>80,000</td> </tr> </tbody> </table>	Quarter	Sales Forecast (lbs)	Spring	80,000	Evaluating	CO2																												
Quarter	Sales Forecast (lbs)																																		
Spring	80,000																																		

Summer	50,000
Fall	120,000
Winter	150,000

Hiring Cost = \$100 per worker
 Firing Cost = \$500 per worker
 Inventory carrying cost = \$0.50 per pound per quarter
 Regular production cost per pound = \$2.00
 Production per employee = 1000 pounds per quarter
 Beginning workforce = 100 workers

2. The MS 800 car is to be assembled on a conveyor belt. Five hundred cars are required per day. Production time per day is 420 minutes, and the assembly steps and times for the wagon are given below. Identify the balance that minimizes the number of workstations, subject to cycle time and precedence constraints.

Task	Task Time (in seconds)	Description	Tasks that must precede
A	45	Position rear axle support and hand fasten	-
B	11	Four screws to nuts	A
C	9	Insert rear axle	B
D	50	Tighten rear axle support	-
E	15	Position front axle assembly	D
F	12	Fasten with four screws to nuts	C
G	12	Tighten front axle assembly screws	C
H	12	Position rear wheel 1 and fasten hubcap	E
I	12	Position rear wheel 2 and fasten hubcap	E
J	8	Position front wheel 1 and fasten hubcap	F, G, H, I
K	9	Position front wheel 2 and fasten hubcap	J

3. What do you mean by Total Quality Management and Total Productive Maintenance? What is the difference between partial and

Applying

CO3

Remembering

CO1, CO4

	<p>total productivity? Based on the information given below, find the productivity indices (labour productivity, capital productivity, material productivity, energy productivity, total productivity, total factor productivity).</p> <p>Output – Rs 10000/-</p> <p>Human Input – Rs 3000/-</p> <p>Material Input – Rs 2000/-</p> <p>Capital Input – Rs 3000/-</p> <p>Energy Input – Rs 1000/-</p> <p>Other Misc. Input – Rs 500/-</p> <p>The values are in terms of base year rupee value.</p>		
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SOC14100	Community Service	L	T	P	C
Version 1.0		-	-	-	1
Pre-requisites/Exposure	Knowledge of Basic English				
Co-requisites	Knowledge of Basic Computer Skills				

Course Objectives

1. To familiarise the students with the concept of giving back to society.
2. To familiarize the students with the issues faced by marginalized communities.
3. To provide an experiential platform to the students on any one or two issues as an internship.

Course Outcomes

On completion of this course, the students will be able to

CO1: Understand the concept of social responsibility through an internship.

CO2: Acquire hands on experience in 'giving back to the society' through the concept of social responsibility through an internship.

Catalog Description

Along with Intelligent Quotient, it is important for students to enhance their Emotional Quotient as well. The Social Internship offers opportunity to the student to be empathetic towards social issues facing our society. To help and support the affected community / cause through a field internship is the essence of the course in 'giving back to the society'.

Course Content

Unit I:

Introduction to the course. A brief on social issues facing the society with both global and Indian examples.

Unit II:

Minimum 24 hours of field work on a social issue and helping the marginalized / affected community / cause with photographs and testimonies.

Unit III:

Submission of individual reflection on the social service rendered.

The benefits that accrue to the students are

A.) Subjective

1. Psychosomatic benefits: Volunteering increases overall life satisfaction and also helps to relive stress and acts as an anti-depressant.

2. Intellectual benefits: Enhances knowledge through new experiences, and develops communication skills.
3. Career benefits : Enhances career prospects by acquisition of work-related skills, builds good references for employers and provides a forum to network with future potential employers. It also The experience allows gained helps students to take up leadership positions. Letters of recommendation can also be easily sought. Research shows that students who indulge in volunteer work perform better in studies as it invigorates their passion for learning
4. Personal benefits : Real world skills like leadership, problem-solving, collaboration with others, time management and communication skills, learn patience and empathy.
5. Connect learning to real world and enables deeper and lifelong learning.

B.) Community

1. Collective benefits: Strong interpersonal bonds are created, and leads to increased civic and social awareness and responsibility.

Further Reading :

1. Tadevosyan, Gohar & Schoenhuth, Michael. Participatory Research Approach : Principles, Challenges and Perspectives. http://ysu.am/files/01G_Tadevosyan_M_Schoenhuth.pdf
2. Bergold, Jarg & Thomas Stefan. Participatory Research Methods: A Methodological Approach in Motion <http://www.qualitative-research.net/index.php/fqs/article/view/1801/3334>

Plan of Work

1. Reading on social issues facing the society with both global and Indian examples.
2. Selecting an issue where the student wishes to contribute and wants to make a difference.
3. Areas - The internship may be broadly completed by getting in touch with NGO in your city / town / Police / Municipal Corporation / Local Gram Panchayat / Hospital / State Health Department / Women & Child Development Centre / CSR departments of Corporates / school / Old Age Home / Orphanage / Literacy Drive / Aanganwadi Centres / etc.
4. **Online Discussion** – Through discussion, students elaborate their preferred area of work with reference to the Global Scenario and India. Reason for choosing that area also needs and resources of the people in their area of Social Internship and also submit the testimonials, which include signature of the authority where students initiated their work, or the signature of the authority in whose area students are currently working or photographs of work (photographs must include students working).
5. **Final Report Submission** - Submission of the Testimonials include signatures of the authorities you have worked with, or the signature of the authority in whose area you have worked or photographs of your work (photographs must include you working). Students' accomplishment in their area of operation along with the major successes student experienced and major challenges faced.
6. Students will submit the complete elaborated report along with testimonials and completion certificate in the form of signed Template
 - The registration for all students will open twice, during winter and summer breaks. They may enroll for the internship in either of the two breaks.
 - The student will have to submit a continuous record of their 10 to 15 days internship in the form of photographs and testimonies (wherever required).

Mode and Scheme of Online Evaluation:

Modes of Evaluation: Online – Quiz / Assignment / Discussions / Case Studies
Examination Scheme:

Components	MSE (Discussion Initiating Internship Template)	+	MSE III (Detailed Assignment - Report Submission + Testimonials Photographs/Videos) Student Experience Sharing Video	ESE
Weightage (%)	00		00	100

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understand the concept of social responsibility through an internship.	PO6, PS03
CO2	Acquire hands on experience in 'giving back to the society' through the concept of social responsibility through an internship.	PO6, PS03

		Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools and techniques to enable them to take up	Development of entrepreneurial skills and spirit.	Develop competencies to be socially responsible business professionals.
Course Code	Course Title	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
SOC14100	Community Service	-	-	-	-	-	3	-	-	-	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

EIC11001	Venture Ideation	L	T	P	C
Version 2.0		2	0	0	2
Pre-requisites/Exposure	Basic knowledge of English and computer applications such as Internet Explorer and MS Office				
Co-requisites	--				

Course Objectives

1. To help the students understand the way to be an Entrepreneur
2. To identify the right business opportunity
3. To empower students to perform a technical feasibility study and thereby developing a prototype
4. To help students in identifying their customers using primary and secondary research methods.
5. Expose students to various factors of market and competition with the help of market feasibility study, forecasting techniques, business model canvass and insights about financial statements.
6. To prepare students with finalizing their entrepreneurial Portfolio

Course Outcomes

On completion of this course, the students will be able to:

- CO1. Assess personal capacity in the context of the entrepreneurial process
- CO2. Assess characteristics of successful entrepreneurs and entrepreneurial forms and processes
- CO3. Apply resources, research and tools for Entrepreneurial ventures
- CO4. Analyze and apply opportunity identification techniques, feasibility terminology, processes and models
- CO5. Develop Ideation and planning documents for entrepreneurial venture

Catalog Description

Over the last decade, the core of our economy has been transitioning from one of industrial might, large monolithic corporations and mass production towards one of networks, flexible enterprises comprising many smaller units and unique value. This new economy is based on innovation originating in creativity and design; it is also disrupting long-standing and established employment patterns and bringing to the fore the importance of entrepreneurship. This core unit will bring together creativity, design and entrepreneurship at the conceptual and more practical level. It aims to explore the nature, determinants and consequences of creativity, design and entrepreneurship as well as the interaction between them.

Course Content

Unit 1. Introduction

6 hours

Preview of the Course, Introduction to the Course, Guest Lecture with U.S. Secretary of Commerce Penny Pritzker – Meaning of Innovation, Entrepreneurial opportunities, Factors influencing the feasibility of an innovation, Innovation strategy: technology-push or market-pull, Product-market fit, How to develop a business model, Walkthrough of the business model canvas, Welcome to Innovation for Entrepreneurs: From Idea to Marketplace.

Unit 2. Customer Discovery and Validation**6 hours**

Customer types, Customer archetypes, Customer segments and business models, Customer segments, value propositions, product features, value mapping, interviewing customer, insights of your customers.

Unit 3: Product Understanding and Marketing.**6 hours**

Customer value, The DNA of customer-centricity, Crossing the chasm, Qualitative and quantitative marketing research, importance and methods of market segmentation, Focusing on the target market, Beyond the chasm, Strategic implications of beyond the chasm, E-commerce: The internet as a selling platform.

Unit 4. Prototyping and Testing.**6 hours**

Planning for prototyping, Rapid prototyping and development, Lean startup MVPs, Choosing a wire framing/UX prototyping tool, Anatomy of an experience map, What you'll learn from user testing, Analytics and insight, Troubleshooting your customer discovery, Levels of a product/service.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Continuous Assessment (course era)	Summative Assessment (Video pitch for a business venture concept, Business model for a start-up using theories on creativity, design and entrepreneurship.)
Weightage (%)	50 %	50 %

Relationship between the Program Outcomes (POs), Program Specific Outcomes (PSOs) and Course Outcomes (COs)

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
C01	-	-	-	-	-	2	-	-	-	-	2	-	-	-
C02	-	-	-	-	-	3	-	-	-	-	3	-	-	-
C03	-	-	-	-	-	3	-	3	-	-	3	-	-	-
C04	-	-	-	-	-	2	-	3	-	-	3	-	-	-
C05	-	-	-	-	-	3	-	3	-	-	2	-	-	--
Average	-	-	-	-	-	2.6	-	3	-	-	2.6	-	-	--

1=Weakly mapped

2= Moderately mapped

3=Strongly mapped

MKT11003	Marketing Management-II	L	T	P	C
Version 1.1	Contact Hours - 60	3	1	0	4
Pre-requisites/Exposure	Understanding Marketing Management-I				
Co-requisites	--				
Academic year	2020-21				

Course objectives:

1. To develop fundamentals idea of marketing and others tools of marketing.
2. The course will help to learn different market moving techniques such as segmentation, targeting and positioning.
3. The course should develop idea on the application of various marketing tools in the marketplace.

Course Outcomes

On completion of this course, the students will be able to:

CO1: Discuss the different components of promotion, marketing information system and marketing research.

CO2: Identify the basics of different components of marketing: like selling skills, research tools and techniques etc.

CO3: Prepare marketing promotion mix model applications based on Product and New Product development process, Students will also know the Promotion strategy of a product or service.

CO4: Illustrate different contemporary issues in marketing to judge the best practices in the industries.

Course Description:

Marketing is the core objectives of each and every organization and without proper marketing outcome, the sustainability of the organization under a stake. Therefore, it is very common job of each management graduate that they should be very much clear about marketing understanding, how market operates, price design, promotion and different strategy of selling to generate more revenue for firms. This course covers all aspects like different tools of promotion and its applications, how to make effective selling and managing marketing information system and mostly important part which is marketing research to develop a strategic decision skills. The course will cover through group discussion, presentation, and real market problem discussion.

Course Structure

Unit-I

12 Hrs

Promotion: Promotion mix, IMC, Sales promotion, personal selling, direct marketing. Methods of promotion; Advertising, Measuring effective advertising media – their relative merits and limitations; sales promotion, Personal selling; and publicity.

Unit-II

10 Hrs

Marketing information system, Marketing Planning- Corporate, SBU, SWOT analysis, Porters Five Forces Model,

Unit-III

12 Hrs

Salesmanship and Qualities of Salesman: Buyer-seller dyads; Product knowledge; Customer knowledge – buying motives and selling points, Scientific Selling Process: Basic steps in personal selling – prospecting, pre-approach, and qualifying; concept of system selling.

UNIT-IV

12 Hrs

Marketing Research: Meaning, Definitions, Importance & Scope, Steps involved in Marketing Research, Major Techniques of Marketing Research, MIS

UNIT-V

12 Hrs

Contemporary topics

Services Marketing, Customer Relationship Management, Retail Management, Green Marketing, Digital Marketing (Basics only), Digital marketing, Web site design

Text Book(s):-

TH-1.Ramaswamy&Namakumari, Marketing Management, Sage, 6th Ed.

TH-2.Kotler Philip and Armstrong Gary: Principles of Marketing; Prentice-Hall of India, New Delhi.

TH-3.Stanton W.J., Etzel Michael J., and Walker Bruce J; Fundamentals of Marketing; McGraw-Hill, New York

Project:

The class will be divided into Groups consist of 5 members. Each Group will select a company of their choice respect to study the Marketing Mix of the Particular Company. The Project will be brief in the session 9. The objectives of the project is to acquaint the students Marketing mix application in respect to a specific company. Students are required to submit the report just after Mid semester examination. Each group will present before all student as a result all students should have idea of Marketing Mix of around 7 to 9 companies.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	00	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Discuss the different components of marketing and its impact on business performance	PO1, PO 2
CO2	Identify the basics of different components of marketing: STP: Segmenting, Targeting and Positioning which is treated as heart of modern marketing and consumer decision making process.	PO1,PO2, PO3, PO 6, PSO2
CO3	Prepare marketing mix model applications based on Product and New Product development process, PLC. Students will also know the Pricing strategy of a product or service.	PO2, PO4, PO 6, PSO1
CO4	Illustrate different design channel of distribution, pricing in different products and modern retailing.	PO5, PO6, PO7

Course Code	Course Title	Domain Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	: Life-long Learning	Creativity and Innovation	Development of knowledge in the area of digital and allied technologies including digital tools such as SEO, SEM, social	Develop competencies to be socially responsible business professionals	Develop competencies to be socially responsible business professionals.
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO3
MKT11003	Marketing Management-II	2	3	1	1	1	2	1	1	1	

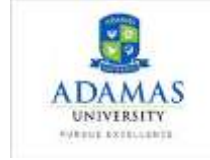
1= weakly mapped

2= moderately mapped

3=strongly mapped

Name:

Enrolment No:



ADAMAS UNIVERSITY
SCHOOL OF BUSINESS & ECONOMICS
END SEMESTER EXAMINATIONS
Course: MKT11003– Marketing Management II

Program: BBA

Time: 03 Hrs.

Semester: IV

Max. Marks: 50

Instructions:

Attempt All Questions from **Section A** (Each Carrying 2 Marks); any **Four Questions** from **Section B** (Each Carrying 5 Marks). Any **Two Questions** from **Section C** (Each Carrying 10 Marks).

SECTION A (Answer All Questions)

1.	Define concept of societal marketing	Remembering	CO1
2	Compare and contrast between marketing vs. selling.	Understanding	CO1
3	Define the term marketing environment?	Remembering	CO2
4	What are different 4Ps of marketing	Remembering	CO1
5	What do you mean by reference pricing	Remembering	CO1

SECTION B

1.	Explain new product development concept? What are the different stages of new product development (NPD) Process?	Understanding	CO2
2	a) How to design up and down sides of price-oriented strategy?	Remembering	CO3, CO2
3.	Illustrate pricing method with suitable examples.	Understanding	CO 3
4.	Analyse how the low- end mobile handset makers in India realised the limitations of their price-oriented strategy and started brand development	Analysing	CO3

SECTION C (Attempt any Two Questions)

1.	After introducing popcorn and Sundrop cooking oil, ITC Agrotech launched wheat flour (atta) under the brand name Healthy world. US based food products firm, Congra, has 51 percent stake in ITC Agrotech. The vice president says, “We tool an Indian perspective out of the Congra portfolio with relevance to local palate...Healthy World marks our entry into mass market products.” Priced at Rs 18.50 for 1 kg pack, Healthy World comes in packs ranging from 500 gm to 1 kg. ITC Agrotech claims that it spent nearly one year on R& D before launching Healthy World,	Applying	CO4
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	<p>benchmarking it against national players in the branded atta category, players like HUL (Annapurna), Pillsbury. There are several regional brand too. Parameters such as softness, taste, colour and texture preferences are said to have been looked into in detail before finalizing the variant. “Our research revealed that the preferences in the North and South in India differ distinctly across almost all parameters of atta. While creamish to white colour and finer size is preferred in the South, the North consumer is more discerning as far as taste goes,” informs the marketing manager. Consumers in the South are more receptive to branded atta, but the North leads in consumption, where average monthly household consumption is 27 kg as against just 3 kg in the South.</p> <p>Conagra claims to be the largest miller in the US. ITC Agro took over the atta manufacturing portion of a partner in Chennai to streamline it in line with its parent company’s manufacturing process. What will also help ITC Agro is the fact that it has established itself as a health conscious manufacturer with Sundrop. The distribution network is already in place. In fact, the Healthy World packs too leverage this with the image of the boy somersaulting (The Sundrop trademark) with the proclamation- “from the makers of Sundrop.”</p> <p>The branded atta market is estimated to be in excess of Rs 350 crore, with category advertising spend of about Rs 20-25 crore. The theme line of Healthy World says, “More health. More Energy.”</p> <p>a) Develop a sales promotion plan to encourage continued consumption of Health World in North India.</p> <p>b) How would you make your sales promotion competition proof?</p> <p>c) Examine the result of sales promotion in the above matter?</p>		
2.	Discuss value philosophy of marketing and its application in Indian retail? Why do retailers develop their own private level brands?	Applying	CO4
3.	Design a product mix model a FMCG companies and describe its advantages and consequence in present market	Creating	CO4

FAC11008	Cost and Management Accounting	L	T	P	C
Version 1.1	Contact Hours - 60	3	1	0	4
Pre-requisites/Exposure	Understanding basic terms related to finance.				
Co-requisites	--				
Academic year	2020-21				

Course objectives:

8. Provide an understanding of the ways in which management accountants can provide relevant information for a variety of decisions to be made in managing any organisation.
9. Develop ability to identify, use and interpret the results of costing techniques appropriate to different activities and decisions and formulate and use standards and budgets for planning and control purposes.
10. Improving student's ability to understand the role of responsibility accounting and performance measurement; understand the behavioural implications of performance measurement and transfer pricing systems in divisionalised businesses.
11. Enhancing the appreciation for the need to relate management accounting systems to contemporary thinking about organisational planning and control.

Course Outcomes

On completion of this course, the students will be able to:

CO1: Explain the fundamental purposes of cost and management accounting. As part of this learning, students will be able to appreciate the *use of different costs for different purposes*.

CO2: Apply traditional and contemporary approaches to cost allocation.

CO3: Analyze relevant information for decision making purposes in order to produce financial analyses for a range of decisions such as product-mix, pricing, outsourcing and special orders.

CO4: Integrate the concept of standard costs with other theories to prepare budgets for planning and control purposes.

Course Description:

The subject 'Cost and Management Accounting' is very important and useful for optimum utilisation of existing resources. These are branches of accounting and had been developed due to limitations of financial accounting. It is an indispensable discipline for corporate management, as the information collected and presented to management based on cost and management accounting techniques helps management to solve not only specific problems but also guides them in decision making. Classroom activities including lectures, discussions and case studies (topped up with role

play) will be designed to encourage students to get involved, absorb and assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, live projects, analysis of video cases and debates. Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, and newspapers etc.

Course Structure

Unit I 10L

Introduction and Accountants Role in the organization, Cost Allocations, Activity Based Costing; Activity Based Costing Exercises and Problem Solving

Unit II 10L

Cost Volume Profit Analysis (CVP), Marginal Costing, CVP & Marginal Costing Exercises and Problem Solving.

Unit III 10L

Standard Costing; Standard Costing, Exercises and Problem Solving, Planning: Master Budget, Budgets and Budgeting Cycles, Advantages, Steps in Developing Operating Budgets, Cash Budgets.

Unit IV 10L

Flexible Budgets and Cost Variances, Flexible Budgets Exercises and Problem Solving; Cost Variances Exercises and Problem Solving

Unit V 10L

Management Control Systems, Transfer Pricing; Transfer Pricing Exercises and Problem Solving

Text Book(s):-

2. Managerial Accounting: Ronald W Hilton, G Ramesh, M Jayadev, Tata McGraw-Hill
3. Cost Accounting: A Managerial Emphasis by Charles T. Horngren, Srikant M. Datar and George Foster, PHI Private Limited
4. Cost Accounting: A Managerial Emphasis by Horngren, Datar, Foster, Rajan and Ittner, Pearson

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	00	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs	
	Course Outcomes (COs)
	Mapped Program


		Outcomes
CO1	Explain the fundamental purposes of cost and management accounting. As part of this learning, students will be able to appreciate the use of different costs for different purposes.	PO1, PO 2
CO2	Apply traditional and contemporary approaches to cost allocation.	PO1,PO5, PO3, PO 6, PSO2
CO3	Analyze relevant information for decision making purposes in order to produce financial analyses for a range of decisions such as product-mix, pricing, outsourcing and special orders.	PO2, PO4, PO 6, PSO1, PSO2
CO4	Integrate the concept of standard costs with other theories to prepare budgets for planning and control purposes.	PO5, PO6, PO7

		Domain Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	: Life-long Learning	Creativity and Innovation	Development of knowledge in the area of digital and allied technologies including digital tools such as SEO, SEM, social	Develop competencies to be socially responsible business professionals
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2
FAC11008	Cost and Management Accounting	3	3	2	1	1	3	2	1	3

1= weakly mapped

2= moderately mapped

3=strongly mapped

Name:	
Enrolment No:	

	Calculate: (a)P/V ratio (b) break even sales (c) sales to earn a profit of Rs. 2,000 (d) Profit at sales of Rs. 60,000?																		
4.	Johnny Ltd. manufactures a single product having a marginal cost of Rs. 1.50 per unit. Fixed cost is Rs. 30,000 per annum. The market is such that up to 40,000 units can be sold at a price of Rs. 3.00 per unit, but any additional sale must be made at Rs. 2.00 per unit. Company has a planned profit of Rs. 50,000. How many units must be made and sold	Analysing	CO3																
SECTION C (Attempt any Two Questions)																			
1.	Prepare a statement showing the pricing of issues, on the basis of (a) Simple Average and (b) Weighted Average methods from the following information pertaining to Material-DS 2016 March 1 Purchased 100 units @ ₹10 each 2 Purchased 200 units @ ₹ 10.2 each. 5 Issued 250 units to Job X vide M.R.No.12 7 Purchased 200 units @ ₹10.50 each 10 Purchased 300 units @ ₹10.80 each 13 Issued 200 units to Job Y vide M.R.No.15 18 Issued 200 units to Job Z vide M.R.No.17 20 Purchased 100 units @ ₹11 each 25 Issued 150 units to Job K vide M.R.No.25	Applying	CO4																
2.	A company is providing its product to the consumer through the wholesalers. The managing director of the company thinks that if the company starts selling through retailers or to the consumers directly, it can increase its sales, charge higher prices and make more profit. On the basis of the following information, advise the managing director whether the company should change its channel of distribution or not: <table border="1" data-bbox="240 1493 1105 1797"> <thead> <tr> <th>Particulars</th> <th>Wholesaler</th> <th>Retailer</th> <th>Consumer</th> </tr> </thead> <tbody> <tr> <td>Sales per unit (Rs.)</td> <td>3.60</td> <td>5.25</td> <td>6.00</td> </tr> <tr> <td>Estimated Sales per year (units)</td> <td>1, 00, 000</td> <td>1, 20, 000</td> <td>1, 80, 000</td> </tr> <tr> <td>Selling and distribution Overheads (per unit in Rs.)</td> <td>0.40</td> <td>1.00</td> <td>1.50</td> </tr> </tbody> </table>	Particulars	Wholesaler	Retailer	Consumer	Sales per unit (Rs.)	3.60	5.25	6.00	Estimated Sales per year (units)	1, 00, 000	1, 20, 000	1, 80, 000	Selling and distribution Overheads (per unit in Rs.)	0.40	1.00	1.50	Applying	CO4
Particulars	Wholesaler	Retailer	Consumer																
Sales per unit (Rs.)	3.60	5.25	6.00																
Estimated Sales per year (units)	1, 00, 000	1, 20, 000	1, 80, 000																
Selling and distribution Overheads (per unit in Rs.)	0.40	1.00	1.50																
3.	From the following information's find out: a. P/V Ratio b. Sales & c. Margin of Safety Fixed Cost = Rs.40, 000	Creating	CO4																

	Profit = Rs. 20,000 B.E.P. = Rs. 80,000		
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OBH11006	Human Resource Management II	L	T	P	C
Version 1.0	Contact Hours - 60	3	1	0	4
Prerequisites/Exposure	Understanding of the general principles of management				
Co-requisites	Understanding of Organization Behaviour and Business Communication				
Academic Year	2020-2021				

Course Objectives:

The objective of the course is to educate the student such that he/she understands:

5. Training and career development, training needs analysis, principles of wage determination, salary structure, grades, range, overtime payments etc.
6. Job evaluation, its purpose, methods and procedure, wage policies and regulations in India,
7. Performance management systems in the present organizations
8. Industrial relations machinery, preventive and settlement machinery, grievance and the procedure for the redressal of grievance, roles, rights and responsibilities of trade union, collective bargaining process in the organizations
9. Worker's participation in management, quality of work life, health and safety, voluntary welfare schemes for education, recreation, housing, medical services, an outline of social security measure, etc. In organizations.

Course Outcome:

On completion of this course the students will be able to:

CO1: Discuss the concept of training and development and its relevance in organizations.

CO2: Develop necessary skill set for application of various HR issues.

CO3: Analyse the strategic issues and strategies required to select and develop manpower resources.

CO4: Examine the knowledge of HR concepts to take correct business decisions.

Course Description:

This course provides an introduction to the various functions of human resource management to learn performance management system, Industrial relations machinery, preventive and settlement machinery, grievance and the procedure for the redressal of grievance, roles, rights and responsibilities of trade union, collective bargaining, worker's participation in management, quality of work life, health and safety, voluntary welfare schemes for education, recreation, housing, medical services, an outline of social security measure, etc.

Course Contents:

Unit I: Introduction to Training & Development: Definition and Concept, Features, Objectives, Functions, Process, Concept and Significance of Training, Training Needs, Training Methods,

Types of Training [10 L]

Unit II: Performance appraisal: Introduction, Concept of Performance Appraisal, Purpose, Process, Methods, Major Issues in Performance Appraisal [10 L]

Unit III: Wages and Salary: Introduction, Nature and significance of Wage and Salary Administration, Theories of Wages, Methods of Wage Fixation [10 L]

Unit IV: Incentives: Introduction, Concept of Incentives, Effective Incentive system, Types of Incentive Scheme [8 L]

Unit V: Employee Relations: Introduction, Concept, Managing Discipline, Managing Grievance, Employee Counseling, Trade Union, Industrial Disputes [8 L]

Unit VI: Employee Empowerment: Introduction, Concept of Employee Empowerment, Process of Empowerment, Empowerment in Indian Scenario, Empowerment in Global Scenario [7 L]

Unit VII: Selective Cases on the above topics. [7 L]

Suggested Readings:

Text Book(s):-

T1: Aswathappa, K.: Human Resource Management, Text & Cases, McGraw Hill (India), New Delhi.

T2: Bhattacharya, D.K.: Human Resource Management.

T3: SubbaRao, P.: Essential of HRM and Industrial Relations.

T4: Memoria, C.B.: Personnel Management.

Reference Book(s) & other resources:-

1. Monappa, Arun: Managing Human Resource.
2. Monoppa & Saiyadain: Personnel Management, Tata McGraw Hill, New Delhi.
3. Patnayak, Biswajeet: Human Resource Management, Ed. 3rd, 2006, PHI, New Delhi.
4. Armstrong, Michael: A handbook of HRM practice, Kgan Page Limited, London.
5. Rao, VSP: Human Resource Management: Text and Concept, Excel Books, New Delhi.

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	00	20	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)


Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Discuss the concept of training and development and its relevance in organizations.	PO1, PO2, PSO1
CO2	Develop necessary skill set for application of various HR issues.	PO1,PO2, PO3, PO 6, PSO2
CO3	Analyse the strategic issues and strategies required to select and develop manpower resources.	PO2, PO4, PO 6, PSO1
CO4	Examine the knowledge of HR concepts to take correct business decisions.	PO5, PO6, PO7, PSO2

		Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	: Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools and techniques to enable them to take up higher studies and research	Development of entrepreneurial skills and spirit.	Develop competencies to be socially responsible business professionals.
Course Code	Course Title	PO1	PO2	PO3	PO4	PO 5	PO 6	PO7	PSO 1	PSO 2	PSO 3
OBH11006	Human Resource Management II	3	3	2	1	1	2	2	1	1	

1=weakly mapped

2= moderately mapped

3=strongly mapped

Name: Enrolment No:	
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Course: OBH11006--- Human Resource Management II
Program: BBA

Semester: IV
Max. Marks: 50

Time: 03 Hrs.

Instructions:

Attempt All Questions from **Section A** (Each Carrying 2 Marks); any **Four Questions** from **Section B** (Each Carrying 5Marks). Any **Two Questions from Section C** (Each Carrying 10 Marks).

SECTION A (Answer All Questions)

1.	What is MBO?	Remembering	CO1
2	Why training is important for any organization?	Remembering	CO1
3	Define potential appraisal.	Remembering	CO1
4	What do you understand IR?	Remembering	CO1
5	Explain collective bargaining.	Understanding	CO2

SECTION B

1.	Define the role of trade union in any organization. Elucidate your answer with suitable examples.	Remembering	CO2
2	What is the difference between training and development in any organization? Explain your answer.	Remembering	CO1
3.	Suppose HR planners estimate that because of several technological innovations your company will need 25 percent fewer employees in three years. What actions would you take today?	Understanding	CO2
4.	Briefly define the difference between on-the- job and off –the –job training in a company. Elucidate your answer with examples.	Remembering	CO3

SECTION C (Attempt any Two Questions)

1.	<p>Read the case carefully and solve the questions.</p> <p>Shravan, President of Apex Door, has a problem. No matter how often he tells his employees how to do their jobs, they invariably “decide to do it their way”, as he puts it and arguments ensue between Shravan, the employee and the employee’s supervisor. One example is the door-design department, where the designers are expected to work with the architects to design doors that meet the specifications. While it’s not “rocket science”, as Shravan puts it, the designers invariably make mistakes- such as designing in too much steel, a problem that may cost Apex tens of thousands of wasted rupees, once you consider the number of doors in, say a 30 storey office tower. The current training process is as follows. None of the jobs has a training manual, although several have somewhat out-of-date job descriptions. The training for new people is all on the job. Usually, the person leaving the company trains the new person during the one or two week overlap period, but if there’s no overlap, the new person is trained as well as possible by other employees who have filled occasionally on the job in the past. The training is basically the same throughout the company-for machinists, secretaries, assemblers and accounting clerks, for example.</p>	Applying	CO4
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	<p>Questions</p> <p>What do you think is Apex’s training process?</p> <p>a) Could it help to explain why employees “do things their way” and if so, how?</p> <p>b) Explain in detail what you would do to improve the training process at Apex. Make sure to provide specific suggestions.</p>		
2.	<p>(a) Critically examine the importance of 360 degree performance appraisal technique.</p> <p>(b) Do you think training and development programmes are essential at all levels of management? Justify your answer with proper illustrations.</p>	Analysing	CO3
3.	<p>“Organizations don’t change, people change and then people change organizations.” How does HRD change people? Elucidate your answer with proper illustrations.</p>	Applying	CO4

IST11001	Management Information System & ERP	L	T	P	C
Version 1.0	Contact Hours - 60	3	1	0	4
Pre-requisites/Exposure	Basic Knowledge about Management Principles				
Co-requisites	-				

Course Objectives

1. To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.
2. To introduce the fundamental principles of computer-based information systems analysis and design and develop an understanding of the principles and techniques used.
3. To enable students understand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive.
4. To enable the students to use information to assess the impact of the Internet and Internet technology on electronic commerce and electronic business and understand the specific threats and vulnerabilities of computer systems.
5. To provide the theoretical models used in database management systems to answer business questions.

Course Outcomes

On completion of this course, the students will be able to

- CO6. Relate the basic concepts and technologies used in the field of management information systems.
- CO7. Compare the processes of developing and implementing information systems.
- CO8. Outline the role of the ethical, social, and security issues of information systems.
- CO9. Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.
- CO10. Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization along with implementation of MIS.

Catalog Description

This course helps students see the connection between information systems (IS) and business performance. The use of information and communication technologies (ICT) by individuals and organizations dominates the business world. There is a fundamental change going on in the way that organizations run businesses and interact with each other. New types of infrastructure and applications are developed and utilized such as ERP (enterprise resource planning), IOS (inter-organizational systems), RFID (radio frequency identification), CRM (customer relationship management), to name a few. The aim of the course is to enable students to assess the opportunities and problems that managers in a wide range of organizations face as they attempt to use these IT applications to add value to their businesses. It also aims to help students understand transformational changes within and across industries. These changes have strategic implications for many businesses.

Course Content

Unit I: Introduction

10 Lecture Hours

Basic concepts in organization and management. Information technology versus information

systems. Concept of fit between an organization and its information systems.

Unit II: Decision Making

12 Lecture Hours

Management Decision Types – Structured, Semi-structured, Unstructured. Role of information systems in decision making. Transaction Processing Systems, Management Information Systems, Decision Support systems.

Unit III: Information Systems

12 Lecture Hours

Information Systems and Competitive Advantage. Porter’s 5 Forces Model, impact of information systems on industry dynamics. Concept of value chain and eco-systems and impact of information systems on a firm and its eco-system’s performance. ERP, SCM and KMS systems.

Unit IV: Data and Information Management

14 Lecture Hours

Components of information technology infrastructure. Changing parameters of computing – mainframes to client servers to cloud computing. Importance of Data, Data Management Concepts. Keeping abreast of current trends in IT : Social, Mobile, Analytics, Cloud, AI, ML.

Unit V: IT Implementation

12 Lecture Hours

Deploying information systems in organizations. Make or Buy. IT implementation Life Cycle. In-house versus Outsourcing.

Reference Books

1. Jawadekar, W.S., “Management Information Systems”, Tata McGraw Hill Private Limited, New Delhi, 2009.
2. Kenneth C. Laudon and Jane P. Laudon: “Management Information Systems” 9/e, Pearson Education, New Delhi.
3. Alex Leon and Mathew Leon: “Data Base Management Systems”, Vikas Publishing House, New Delhi.
4. Goyal, D.P.: “Management Information System”, MACMILLAN India Limited, New Delhi, 2008.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)


Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Relate the basic concepts and technologies used in the field of management information systems.	PO1, PO6
CO2	Compare the processes of developing and implementing information systems	PO2, PO6, PO7

CO3	Outline the role of the ethical, social, and security issues of information systems	PO4, PO5, PO6
CO4	Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.	PO1, PO4, PO6, PO7
CO5	Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization along with implementation of MIS.	PO1, PO2, PO3, PO4, PO6, PO7

		Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools and techniques to enable them to take up higher studies and research.	Development of entrepreneurial skills and spirit.	Develop competencies to be socially responsible business professionals.
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
IST11001	Management Information System & ERP	3	2	1	3	1	3	2	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: Enrolment No:	
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Course: IST11001 –Management Information system & ERP

Program: BBA

Time: 03 Hrs.

Semester: Even 2022-23

Max. Marks: 50

Instructions:

Attempt All Questions from **Section A** (Each Carrying 2 Marks); any **Four Questions** from **Section B** (Each Carrying 5 Marks). Any **Two Questions** from **Section C** (Each Carrying 10 Marks).

SECTION A (Answer All Questions)

1.	Define MIS. (Remembering)	2	CO1
2.	Define Data and Information. (Remembering)	2	CO1
3.	Explain the meaning of Data Mining. (Understanding)	2	CO2
4.	Define Structured Decision. (Remembering)	2	CO4
5.	Define ERP. (Remembering)	2	CO4
SECTION B			
1.	Explain Information Life Cycle (Understanding)	5	CO4
2.	Distinguish between Strategic Decision and Stand Alone Decision. (Analyzing)	5	CO1
3.	State the ethical issues involved in Planning of MIS implementation. (Analyzing)	5	CO3
4.	Explain Software Reliability. (Analyzing)	5	CO5
SECTION C (Attempt any Two Questions)			
1.	Organization Structure influences MIS and in turn, MIS influences Organization Structure – Discuss in detail with suitable example. (Creating)	10	CO5
2.	Explain the need and demerits of Information System Audit. (Understanding)	10	CO3
3.	Define DBMS. (Remembering)	4	CO5
	Explain the need for using as a database management system while thinking of implementation of MIS in the organization. (Understanding)	6	

MGT11005	Introduction to Research Methodology	L	T	P	C
Version 1.2	Contact Hours – 60	3	1	0	4
Pre-requisites/Exposure	Basic idea of Mathematics				
Co-requisites	--				
Academic year	2020-21				

Course Objectives

1. To provide understanding and learning fundamental concepts in the field of Business Research.
2. To get detail idea how to design research in relation to various business Problem.
3. To equip the students with research tools to conduct research and analysis for effective decision making.
4. To explore in the area of proposal writing and report preparation.

Course Outcome: At the end of the course, the student will be able to:

CO 1- Discuss basic concept of research methodology, identification of problem etc.

CO 2- Recognize and develop on understanding of qualitative and quantitative research.

CO3- Identify different Concept of Measurement and Levels of measurement and hypothesis testing.

CO 4- Demonstrate different statistical tools with different business problems

CO 5: Develop knowledge and skills on writing of research report

Course Description:

In present market scenario business decision can be taken on concrete practical evidences. Research methodology is an important subject for every business professional to take a fact based decision for the organization. It is fundamental subjects for the business that are making their business in analytics based decision making. This course will help the students to get knowledge on identification of research problem in relation to various business problems, design of problem, collection of information, development of questionnaire, analysis of the data by using different statistical tools.

Course Contents:

UNIT I: 14 Hrs

Introduction: Concept of Research and Its Application in Various Functions of Management, Types of Research, Types of Business Problems Encountered by the Researcher, Problems and Precautions to the Researchers.

Process of Research: Steps Involved in Research Process. Research Design: Various Methods of Research Design, Collection of Data.

UNIT II: 10 Hrs

Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Determination and Selection of Sample Member, Types of Data: Secondary and Primary, Various Methods of Collection and Data,

UNIT-III: 12 Hrs

Preparation of Questionnaire and Schedule, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire and Collection of Data. Measurement and scaling techniques.

UNIT- IV: 14 Hrs

Unit- Analysis of Data: Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance, Use of SPSS / Excel in Data Analysis, Testing of hypothesis- mean, proportion, variances; Application and Analysis of Variance (ANOVA). Measurement and Central Tendency, Measure of Dispersion and their Advantages.

UNIT V 8 Hrs

Report Preparation: Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report: Their Significance, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons.

Suggested Readings:

- 1. Kothari C R – Research Methodology Methods & Techniques (New Age International Publishers)**
- 2 Saunders - Research Methods for Business students (Prentice hall, 2nd Edition, 2007)**
- 2. Cooper and Schindler - Business Research Methods (Tata Mc Graw Hill, 9th Edition)**

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	00	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Discuss basic concept of research methodology, identification of problem etc.	PO1, PO 2
CO2	Recognize and develop on understanding of qualitative and quantitative research.	PO1,PO2, PO3, PO 6, PSO2
CO3	Identify different Concept of Measurement and Levels of measurement and hypothesis testing.	PO2, PO4, PO 6, PSO1
CO4	Demonstrate different statistical tools with different business problems.	PO5, PO6, PO7
CO5	Develop knowledge and skills on writing of research report.	PO4, PO5, PSO 2

		Management Knowledge	Problem Solution	Leadership and Organization Skills	Ethics	Environment and Sustainability	: Life-long Learning	Creativity and Innovation	Prepare basic knowledge, skills, tools and techniques to enable them to take up	Development of entrepreneurial skills	Develop competencies to be socially responsible business professionals.
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO3
MGT11005	Introduction to research methodology	2	2	3	2	1	2	2	3	1	

1= weakly mapped

2= moderately mapped

3=strongly mapped

Name: Enrolment No:	
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Course: MGT11005– Introduction to Research Methodology

Program: BBA

Semester: IV

Time: 03 Hrs.

Max. Marks: 50

Instructions:

Attempt All Questions from **Section A** (Each Carrying 2 Marks); any **Four Questions** from **Section B** (Each Carrying 5 Marks). Any **Two Questions from Section C** (Each Carrying 10 Marks).

SECTION A (Answer All Questions)

1.	Define concept of research methodology	Remembering	CO1
2	Compare and contrast between research method and methodology	Understanding	CO1
3	Define independent and dependent variables	Remembering	CO2
4	What are important aspects of questionnaire	Remembering	CO1
5	What do you mean hypothesis testing?	Remembering	CO1

SECTION B

1.	Explain the criteria of goodness of measurement scale.	Understanding	CO2
2	How does the case study method differ from survey method?	Remembering	CO3, CO2
3.	Illustrate and explain the procedure of selection of random sample.	Understanding	CO 3
4.	Analyse the merits and limitations of case study method in business research	Analysing	CO3

SECTION C (Attempt any Two Questions)

1.	<p>1. Set up an analysis of variance table for the following per acre production data for three varieties of wheat, each grown on 4 plots and state if the verity differences are significant. (Critical value- 4.26).</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th colspan="4">Per acre production data</th> </tr> <tr> <th>Plot of land</th> <th colspan="3">Variety of wheat</th> </tr> <tr> <th></th> <th>A</th> <th>B</th> <th>C</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>6</td> <td>5</td> <td>5</td> </tr> <tr> <td>2</td> <td>7</td> <td>5</td> <td>4</td> </tr> <tr> <td>3</td> <td>3</td> <td>3</td> <td>3</td> </tr> <tr> <td>4</td> <td>8</td> <td>7</td> <td>4</td> </tr> </tbody> </table>	Per acre production data				Plot of land	Variety of wheat				A	B	C	1	6	5	5	2	7	5	4	3	3	3	3	4	8	7	4	Applying	CO4
Per acre production data																															
Plot of land	Variety of wheat																														
	A	B	C																												
1	6	5	5																												
2	7	5	4																												
3	3	3	3																												
4	8	7	4																												

2.	<p>Two researchers adopted different sampling techniques while investigating the same group of customers to find the number of customers falling in different buying-intelligence levels.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th rowspan="2">Researcher</th> <th colspan="4">No of customers in each level</th> <th rowspan="2">Total</th> </tr> <tr> <th>Below average</th> <th>Average</th> <th>Above average</th> <th>Genius</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>86</td> <td>60</td> <td>44</td> <td>10</td> <td>200</td> </tr> <tr> <td>2</td> <td>40</td> <td>33</td> <td>25</td> <td>2</td> <td>100</td> </tr> <tr> <td>Total</td> <td>126</td> <td>93</td> <td>69</td> <td>12</td> <td>300</td> </tr> </tbody> </table>	Researcher	No of customers in each level				Total	Below average	Average	Above average	Genius	1	86	60	44	10	200	2	40	33	25	2	100	Total	126	93	69	12	300	Applying	CO4
Researcher	No of customers in each level				Total																										
	Below average	Average	Above average	Genius																											
1	86	60	44	10	200																										
2	40	33	25	2	100																										
Total	126	93	69	12	300																										

	Are the two sampling techniques and buying intelligence significantly independence. Test at 5% level of significance (value-7.815)		
3.	Develop a research questionnaire in relation to a market problem with the help of Likert and multiple scaling.	Creating	CO4

EIC11002	Entrepreneurship Development	L	T	P	C
Version 1.0	Contact Hours - 60	3	1	0	4
Pre-requisites/Exposure	Basic understanding of business, innovation and marketing				
Co-requisites	--				

Course Objectives:

1. To expose students about entrepreneurship and its importance in every sector of economy since it opens up the door for enterprise creation in every sector of business.
2. Skilling up youth is to encourage them to set up their own micro/small enterprises or engage themselves productively in larger enterprises.
3. Creating an entrepreneurial eco-system essential in our country.
4. Developing an entrepreneurship movement through its education.

Course Outcomes:

On completion of this course, the students will be able to:

- CO1. Understanding the basic fundamentals of entrepreneurship.
- CO2. Recognise the importance of having strong entrepreneurial characteristics.
- CO3. Process of business idea generation and converting the idea into a business model.
- CO4. Role of government agencies that renders support in terms of policies, assistances etc.
- CO5. Sustenance and growth of the enterprises by start-up entrepreneurs.

Catalogue Description

Entrepreneurship is generally understood to be the practice of starting new business organisations in response to perceived opportunities. It results in establishment of small one-person businesses as also large organisations capable of creating many job opportunities. Entrepreneurship has been identified as one of the major trends shaping business, economy and even society. The modern study of entrepreneurship owes a lot to the pioneering efforts of Joseph Schumpeter and other economists. Similarly, Frank Wright, Peter Drucker, and many others have successfully contributed to the growth of entrepreneurship theory, practice and research. In recent times, entrepreneurship and entrepreneurs have received a lot of attention from academicians, writers, media, and general public. The achievements and contributions of entrepreneurs have been acknowledged by society. Many entrepreneurs are honoured and awarded for their achievements nationally as well as internationally.

Course Content:

Introduction - Understanding the meaning of Entrepreneurial ship - Characteristics of an Entrepreneur - Classification of the Entrepreneurs – MSME Classification in India- Entrepreneurial Scene in India - Factors influencing Entrepreneurship.

Module II 10 Lecture Hours

Early Career Dilemmas of an Entrepreneur, The Entrepreneur’s Role, Task and personality
A typology of Entrepreneurs: Defining Survival and success, Entrepreneurship as a Style of Management

Module III 10 Lecture Hours

Entrepreneurial growth - Role played by government and Non-Government agencies - EDP’s, WBIDC, SIDBI, IDBI, IFCI. Rural Entrepreneurs - Small scale entrepreneurs and Export Entrepreneurs .

Module IV 10 Lecture Hours

Business plan, Business idea generation Techniques - Identification of Business Opportunities - Marketing Feasibility - Financial Feasibility - Technical - Legal - Managerial and Location Feasibility.

Module V 10 Lecture Hours

Project Appraisal - Methods - Techniques - Preparation of Business Plan - Content of a Business Plan - Project Report.

Module VI 10 Lecture Hours

Start of an enterprise - Franchising and Acquisition - Product Strategies - Pricing Strategies - Distribution Strategies - Promotional Strategies. How to be a successful Entrepreneur? Learning to be Successful - Successful entrepreneurs.

Reference Books:

1. Vasant Desai - Dynamics of Entrepreneurial Development and Management. HPH(2019)
2. Khanna - Entrepreneurial Development. S. CHAND (2018)
3. Rajeev Roy- Entrepreneurship, Oxford University Press

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	00	20	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)


Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Understanding the basic fundamentals of entrepreneurship.	PO1, PO2
CO2	Recognise the importance of having strong entrepreneurial characteristics.	PO1,PO2, PO3, PSO1

CO3	Process of business idea generation and converting the idea into a business model.	PO1, PO2, PO3, PO4, PO5, PO4,
CO4	Role of government agencies that renders support in terms of policies, assistances etc.	PO1, PO5, PO7, PSO2
CO5	Sustenance and growth of the enterprises by start-up entrepreneurs.	PO11, PO12

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO3
EIC11002	Entrepreneurship Development	3	3	-	-	-	-	3	3	-	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name:			
Enrolment No:			
Course: EIC11002 Entrepreneurship Development			
Program: BBA	Time: 3 Hrs.		
Semester: IV	Max. Marks: 50		
Instructions:			
Attempt any five questions from Section A (each carrying 2 marks); any Three Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 10 marks).			
Section A (Attempt any Three)			
1.	What are the characteristics of an entrepreneur?	2	CO1
2.	Write principles of effectuation.	2	CO2
3.	What is the flow of an entrepreneurial idea?	2	CO4

4.	What is design thinking?	2	CO3
5	What is practice venture?	2	CO5
6	Define small and micro enterprise.	2	CO4
SECTION B			
7.	Explain the factors influencing entrepreneurship.	10	CO2
8.	Write a business plan for a service idea.	10	CO4
9.	Explain the Government support available to start-up ventures.	10	CO1
SECTION C is Compulsory			
10.	Case Study on Distribution and IT	10	CO3 and CO5

BAN12002	INTRODUCTION TO DATA ANALYTICS	L	T	P	C
Version 1.0	Contact Hours - 30	0	0	4	2
Pre-requisites/Exposure	Basic Calculation Skills				
Co-requisites	--				
Academic Year	2021-22				

Course Objectives

1. To understand the basic concepts and theories of descriptive analytics.
2. To gain a deeper insight of predictive analytics and regression techniques.
3. To expand individual knowledge of supervised and unsupervised learning techniques.
4. To understand time series forecasting and its applications.

Course Outcomes:

On completion of this course, the students will be able to:

CO1: Discuss the fundamental concepts of descriptive analytics, probability and sampling.

CO2: Explain predictive analytics with the help of different regression techniques.

CO3: Evaluate the use of different Supervised and Unsupervised techniques.

CO4: Illustrate the importance of time series forecasting and relevant applications.

Course Description:

The concept of data and analytics is now part of the business lexicon. Organisations are integrating data science and analytics in their operations and have already seen big wins. Yet only a minority of business managers have perfected the practice of using data to manage information and performance. This course will provide an overview of various data analysis tools which are available to business managers to solve a wide variety of business problems.

Course structure:

UNIT –I Introduction to Data Analytics: 10 Hrs

Introduction to business analytics: Descriptive analytics: Data types and Scales, Population and sample, Measures of central tendency, Measures of variation, Measures of shape, Data visualization; Sampling Methods, Introduction to probability: Fundamental concepts in probability, Normal distribution, Central limit theorem, Estimation of population parameters; Confidence Intervals; Hypothesis Testing: One tailed and two tailed test, Type I error and type 2 error

UNIT- II Introduction to Predictive Analytics: 8 Hrs

Introduction to predictive analytics, Simple linear regression: Simple linear regression model building, Estimation of parameters, Interpretation of simple linear coefficients, Validation of simple

linear regression model, Outlier analysis. Simple Linear regression and multiple linear regressions for prediction. Logistic Regression (Supervised learning): Introduction and Model building, Model Diagnostics, Classification table

UNIT- III Advanced Concepts in Machine Learning: 7 Hrs

Decision Tress (Supervised learning): Introduction and Model building, Clustering (Unsupervised learning): Introduction to unsupervised learning, Distance and dissimilarity measures in clustering, Clustering algorithm K Mean and Hierarchical.

Unit- IV: Time Series Forecasting: 5 Hrs

Forecasting Techniques: Time series modeling, Forecasting Techniques and Forecasting Accuracy, Moving average method

Reference Books:

- TH 1. U. Dinesh Kumar: Business Analytics
- TH 2. David S. Rubin & Levin: Statistics for Management

Project:

The class will be divided into Groups consisting of 5 members each. Each group will be given a topic which will analyze one real life scenario. The Group will have to collect data based on a survey/from social-media and then they will have to analyze the data based on the queries taught during the sessions. Each group will present before all student as a result all students should have an idea of different real life scenarios and how to analyze the data.

Modes of Evaluation: Quiz/Assignment/presentation/Written Examination

Examination Scheme:

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Discuss the fundamental concepts of descriptive analytics, probability and sampling.	PO1, PO2, PO6, PO8, PSO1
CO2	Explain predictive analytics with the help of different regression techniques.	PO1, PO2, PO6, PO7, PO8, PSO1, PSO2, PSO3
CO3	Evaluate the use of different Supervised and Unsupervised techniques.	PO1, PO2, PO6, PO7, PO8, PSO1, PSO2, PSO3
CO4	Illustrate the importance of time series forecasting and relevant applications.	PO1, PO2, PO3, PO6, PO7, PO8, PSO1, PSO2, PSO3

		Domain Knowledge	Problem Solution	Leadership and Organization Skills	Ethics and Governance	Environment and Sustainability	Life-long Learning	Creativity and Innovation	Employability	Create capabilities of converting theoretical knowledge and data into practical applications with help of analytical tools and techniques.	Keep abreast of trans-disciplinary trends which can be brought to bear in creating strategic and tactical benefits in a VUCA world.	Develop competencies to be socially responsible business professionals.
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 03
BAN12002	Introduction to data analytics	3	3	1	-	-	3	2	2	3	2	2

1= weakly mapped

2= moderately mapped

3=strongly mapped

SOC14100	Human Values and Professional Ethics	L	T	P	C
Version 1.0		2	0	0	2
Pre-requisites/Exposure	--				
Co-requisites	--				

Course Objectives

- To inculcate human values and professional ethics in students.
- To enhance the understanding of students towards personal, professional & societal relationships and achieve harmony in life.
- To develop moral responsibilities and ethical vision.

Course Outcomes

At the completion of the course, the student should be able to:

- CO1. Understand the importance of values, ethics, harmony and lifelong learning in personal and professional life
- CO2. Apply the knowledge to perform self-exploration and transformation augmenting harmony, peace and positivity in the surroundings
- CO3. Appreciate the core values that shape the ethical behavior of a professional

Catalog Description

This course aims to develop an understanding for a movement from rule based society to a relationship based society. Apart from teaching values, this course encourages students to discover what values are for them and for society. Self-exploration also enables them to critically evaluate their pre-conditionings and present beliefs. It is designed in a way where students get familiar with the Ethical Code of Conduct, Ethical Dilemma, Conflict of Interest and all this will help them eventually in their professional life.

Course Content

Unit I: Introduction to Human Values: Character, Integrity, Credibility, Mutual Respect, Dedication, Perseverance, Humility and Perception. Self-Assessment & Analysis, Setting Life Goals, Consciousness and Self-Transformation. Team Work, Conflict Resolution, Influencing and Winning People, Anger Management, Forgiveness and Peace, Morality, Conscience. Yoga and Spirituality

Unit II: Harmony and Life Long Learning: Harmony in human being, Nature and Existence. Harmony in family and society –Responsibilities towards society, Respecting teachers. Transition from School to College - Freedom & Responsibilities, Respecting Cultural Diversity, Learning beyond the Classrooms, Independent study and research

Unit III: Introduction to Professional Ethics: Work Ethics, Engineering Ethics, Moral Dilemma, Moral Development Theories, Ethical Theories- Kantinism, Utilitarianism, etc , Case Studies for Choice of the theory, Code of Ethics

Unit IV: Individual to Global Issues: Industrial Standards, A Balanced Outlook on Law, Safety, Responsibility, Rights, Confidentiality, Conflict of Interest, Occupational Crime, Whistle Blowing, Environmental Ethics, Business Conduct in MNC, E-Professionalism (IPR, Internet Ethics & Privacy issues)

Text Books

1. Shetty, Foundation Course in Human Values and Professional Ethics [R.R. Gaur, R. Sangal, G.P. Bagaria]

Modes of Evaluation: Quiz/Assignment/ Seminar/Written Examination Scheme:

Components	MSE I	MSE II (Activity)	Quiz/Assignment/Seminars etc	ESE
Weightage (%)	10	10	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Understand the importance of values, ethics, harmony and lifelong learning in personal and professional life	PO8
CO2	Apply the knowledge to perform self-exploration and transformation augmenting harmony, peace and positivity in the surroundings	PO6
CO3	Appreciate the core values that shape the ethical behavior of a professional	PO8

Course Code	Course Title	Engineering Knowledge PO1	Problem analysis PO2	Design/development of solutions PO3	Conduct investigations of complex PO4	Modern tool usage PO5	The engineer and society PO6	Environment and sustainability PO7	Ethics PO8	Individual or team work PO9	Communication PO10	Project management and finance PO11	Life-long Learning PO12
SOC14100	Human Values and Ethics						2		1 & 3				

1=weakly mapped

2= moderately mapped

3=strongly mapped

Course Outcomes Assessment

This course strongly contributes towards the program outcomes '**Ethics (P08)**' and '**Life Long Learning (P012)**' moderately contributes towards the program outcome '**The Engineer and Society (P06)**' and weakly contributes towards '**Environment and Sustainability (P07)**'. The outcome will be measured by the performance of students in various class tests/assignments in addition to the End Semester Examination (ESE) that contains significant number of questions/activities, related to becoming a better human being and professional.

CLASS ACTIVITY/ASSIGNMENT SHEET

The following activities are provided as base guidelines. The teacher may go beyond these to attain

the desired course outcomes.

CLASS ACTIVITY 1: SELF ANALYSIS

Introduce yourself. What are your goals in life? How do you set your goals in life? How do you differentiate between right and wrong? What have been your achievements and shortcoming in life? Analyse them.

CLASS ACTIVITY 2: SETTING GOALS

Short term goals and long term goals (discussing one's goals). How do we set our goal? How to handle

responsibilities which have to be fulfilled while working for goals. CLASS ACTIVITY 3: HARMONY

Now-a-days, there is a lot of voice about many techno-genic maladies such as energy and natural

resource depletion, environmental pollution, global warming, ozone depletion, deforestation, soil

degradation, etc. – all these seem to be man-made problems threatening the survival of life on Earth

– What is the root cause of these maladies & what is the way out in your opinion?

On the other hand, there is rapidly growing danger because of nuclear proliferation, arms race, terrorism, criminalization of politics, large scale corruption, scams, breakdown of relationships, generation gap, depression & suicidal attempts, etc. – what do you think, is the root cause of these threats to human happiness and peace – what could be the way out in your opinion?

CLASS ACTIVITY 4: BIOGRAPHY

Read biography of a successful person in your field. Share his/her journey from start to fame. What characteristic traits and qualities made that person achieve success? How can you cultivate these attributes in yourself?

CLASS ACTIVITY 5: CASE STUDIES ON ETHICS

Provide Case Studies related to ethical issues to team of students and ask questions. The team will

need to discuss and then state the answers with justification. CLASS ACTIVITY 6: SELF EVALUATION

The course is going to be over now. Evaluate your state before and after the course in terms of

- a. Thought
- b. Behavior
- c. Work

d. Realization

Do you have any plan to participate in the transition of the society after graduating from the institute? Write a brief note on it.

MODEL QUESTION**Course: SOC14100 - Human Values and Professional Ethics****Programme: UG All program****Semester: I Time: 03 hrs.****Max. Marks:60****Instructions:**

Attempt any **Four Questions** from **Section A** (each carrying 6 marks); any **Two Questions** from **Section B** (each carrying 10 marks). **Section C** is Compulsory (carrying 16 marks).

SECTION A (Attempt any Four Questions)

1.	What do you mean by happiness and Prosperity? Critically examine the prevailing notions of happiness in the society and their consequences.	[06]
2.	How do the current world views lead to contradictions and dilemmas in professional life? – Explain.	[06]
3.	What do you mean by ‘Universal Human Order’?	[06]
4.	“Physical facilities are necessary and complete for animals, while they are necessary but not complete for humans.” Comment.	[06]
5.	Why do you think that there should be emphasis on Life Long Learning in the current academic setting?	[06]

SECTION B (Attempt any Two Questions)

6.	Critically examine the issues in professional ethics in the current scenario. List any five unethical practices in profession today and the methods being tried to curb them.	[10]
7.	What are the implications of value based living at all four levels of living? Explain.	[10]
8.	Discuss the Basic Aspects and Characteristic Features of Kohlberg’s Theory and Gilligan’s Theory.	[10]

SECTION C is Compulsory

9.	<p style="text-align: center;">Case Study</p> <p style="text-align: center;">VI HI FI Hose Company</p> <p>Anhydrous ammonia is used to fertilize the crops. The anhydrous ammonia reacts violently with water. Pressurized tanks provided with wheels carry this fertilizer, and tanks are pulled by tractors. Farmers take these tanks on rent. They take on rent or purchase the hose to carry this ammonia from the tank to perforated blades that dig into the soil and spread ammonia. Leaks from the hose are very dangerous.</p> <p>In the past, the hoses were made of steel-mesh reinforced rubber, which were similar to automobile tyres. Later, the reinforced-plastic hoses were introduced and they satisfied the standards. The VI HI FI has been marketing these hose to the farmers. The officials of the company arranged for testing the hose as a consultancy work in the Agricultural College. The tests indicated that the plastic did not react initially to the anhydrous</p>	[8+8]
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ammonia. But over the years, the plastic was found to degrade and lose some mechanical properties. Hence, the company attached warnings on all the hoses, indicating that they should be replaced periodically.

After a few years of use of the product in the market, several accidents occurred where the hoses ruptured during use and severely injured and blinded the farmers. Legal action followed and the company argued in defense that the farmers had misused the hoses and not heeded the replacement warnings. But they have to make substantial out-of-court settlements. The company then dropped the product line and advertised in the press asking the farmers to turn-in their hoses for full refunds. The advertisement stated that the hoses are 'obsolete', and not that are unsafe.

(a) What are the factual, conceptual and normative issues?

(b) What are the methods suggested for resolving these issues?

MKT11025	International Business	L	T	P	C
Version 1.0	Contact Hours - 60	3	1	0	4
Pre-requisites/Exposure	Basic Knowledge of Economics and Marketing				
Co-requisites	--				

Course Objectives:

1. This course provides an overview of the importance of international business and trade in the global economy.
2. Students will learn various international trade theories.
3. It explores the factors that influence success in international markets.
4. Students will learn about the techniques and strategies associated with marketing, distribution, and managing international business effectively.
5. Will learn various tariff and non-tariff barriers in trade; trade agreements, objectives and its impact international business.

Course Outcomes

On completion of this course, the students will be able to

- CO1. Recognise the concepts of international business and international trade theories
- CO2. Understanding globalization and its effects on international business.
- CO3. Getting familiar with the operational environment of international business in foreign market.
- CO4. Understanding marketing challenges in international market and adapting to these challenges.
- CO5. Familiarity with tariff and non-tariff barriers, role of WTO and regional trade agreements.

Course Description:

Globalisation and information technology along with adapted mindset and attitude of the people brought paradigm shifts in international business by removing the boundaries among the countries, cultures, industries as well as disciplines that transformed the international business as a distinct discipline. These shifts brought vibrant changes among the international as well as domestic business houses. Learn about the fundamentals of international business and the global

economy. Students will acquire an appreciation of the different dimensions of the global economy, understand the drivers of global business, analyse the main economic and business organisations which facilitate global business. This course is designed to include conventional lecture sessions with other modern teaching techniques such as case study, class assignments, continuous evaluation tests, and presentation on international business of a domestic company.

Course Content:

Unit 1: 15 Lecture Hours

Business, Trade and the Economy: Terminology, Concepts and Business Communications Practices, The Importance of International Business, The Impact of International Business on India. Introduction to International Trade Theory: Mercantilism, Absolute Cost Advantage Theory, Comparative Cost Advantage Theory, Porter's Diamond of Advantage Theory and international Interdependence

Unit II: 10 Lecture Hours

Global Environment for Business: Globalization and its effects on Business, Factors Influencing Participation in International Business, Foreign Market selection process. Foreign market Entry modes: Franchising, Exporting, Licensing, International Agents, International Distributors, Cross Border Mergers & Acquisitions, Strategic Alliances, Joint Ventures

Unit III: 10 Lecture Hours

Factors Influencing Success in International Markets: Cultural Factors, Political, Economic, and Geographic Factors, Avoiding & Managing Common Mistakes & Problems, India's International Competitiveness.

Unit IV: 10 Lecture Hours

Marketing Challenges, Approaches and Distribution: Marketing Challenges in international market, Marketing Approaches, Logistics & Global Distribution network.

Unit V: 15 Lecture Hours

Understanding Integrations: Tariff and Non-Tariff barriers, General Agreement on Trade and Tariffs (GATT), General Agreement on Trade and Services (GATS). Understanding Functions of: Global Integrations- WTO. Regional Integrations: European Union (EU), North American Free Trade Agreement (NAFTA), South Asian Association for Regional Co-operation (SAARC).

Reference Books

1. Daniels, J.D., Radebaugh L.H., Sullivan D.P. & Prashant Salwan (2019), International Business: Environments and Operations, Pearson Hall, Delhi
2. P. Subba Rao, International Business, Himalaya Publishing House
3. Svend Hollensen and Madhumita Banerjee, Global Marketing, Pearson
4. Charles W L Hill. And Arun Kumar Jain (20018), International Business: competing in the global market place, 6ed. Mc Graw-Hill

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	00	20	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Recognise the concepts of international business and international trade theories	PO1, PO2, PO3
CO2	Understanding globalization and its effects on international business.	PO1, PO2, PO3, PSO1
CO3	Getting familiar with the operational environment of international business in foreign market.	PO1, PO2, PO3, PO4, PO5, PO4,
CO4	Understanding marketing challenges in international market and adapting to these challenges.	PO4, PO5, PO7, PSO8
CO5	Familiarity with tariff and non-tariff barriers, role of WTO and regional trade agreements.	PO11, PO12


Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO3
MKT11025	International Business	3	3	-	-	-	-	3	3	-	3

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:	
Course: MKT11025 International Business	
Program: BBA Semester: V	Time: 3 Hrs. Max. Marks: 50
Instructions: Attempt any five questions from Section A (each carrying 2 marks); Three Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 10 marks).	
Section A (Attempt any Three)	

1.	What is diamond of national advantage theory? Justify whether this theory is still valid in today's globalised context.	2	CO1
2.	What is international business? What are the competitive advantages of India for international business?	2	CO2
3.	Briefly write the factors influences in participation of international business to a country/company?	2	CO4
4.	Discuss the various modes available for entering into a foreign market to a firm?	2	CO3
5	What refers to economic factors in terms of a foreign market? How does an economic factor can affect business of a firm in international market?	2	CO5
6	What is culture? Why culture influence preferences of customer?	2	CO4
SECTION B			
7.	Who developed absolute advantage theory? Explain the concept of absolute advantage theory with the production example of two countries?	10	CO1
8.	Explain the factors affecting international business operations of a firm in global market.	10	CO4
9.	Explain the role of WTO in the context of globalisation of markets.	10	CO5
SECTION C is Compulsory			
10.	Case Study	10	CO3

EIC14001	Industry Verticals	L	T	P	C
Version 1.0	Contact Hours - 60	0	0	0	4
Pre-requisites/Exposure	Basic understanding of start-up business				
Co-requisites	--				

Course Objectives:

- i) Students will learn business models of two companies, functions of each company, revenue and profitability of the company.
- ii) Students will gain in-depth knowledge and skills of each business functions and have confidence to run a business.

Course Outcomes:

On completion of this course, the students will be able to:

CO1. Understand the functioning of the two start-up companies selected from the industry verticals.

CO2. Develop knowledge and skills of each business functions and have confidence to run a similar business.

Course Content:

Students will select any two Industry Verticals for Internship:

- Health and Wellness
- Tourism and Hospitality
- Textiles and Garments
- Materials and Manufacturing
- Plastics and Chemicals
- Automobiles and Ancillaries
- Energy and Clean Technology
- Arts, Handicrafts and Ethnicity
- Electrical Machinery and Electronics
- Education and Training
- Real Estate and Construction
- Media and Entertainment
- Pharmaceutical and Bio-Technology

EIC11004	Launching and Managing an Enterprise	L	T	P	C
Version 1.0	Contact Hours - 60	3	1	0	4
Pre-requisites/Exposure	Basic understanding of business and entrepreneurship skills				
Co-requisites	--				

Course Objectives:

- i) How to scan market opportunity and launch a new business.
- ii) How to conduct market research and develop a business plan
- iii) Understanding techno-feasibility report
- iv) How to accumulate resources
- v) Starting production, marketing, looking into legal issues and managing entrepreneurs

Course Outcomes:

On completion of this course, the students will be able to:

- CO1. Identify scanning of market opportunity and launch of new business.
CO2. Recognise the importance of market research and develop a business plan.
CO3. Learning the process of preparing techno-feasibility report.
CO4. Learning sources of resource mobilisation
CO5. Integrate legal issues, production, marketing, human resource and managing the enterprise.

Catalogue Description

The success of an enterprise depends upon the entrepreneur doing the right thing at the right time. Starting a new venture is a very challenging and rewarding task. It requires an analysis of the project in depth. Preparation of feasibility report: The main purpose of the report is to provide information that is required for the project appraisal. This report would enable the financing agencies to evaluate though project before extending financial assistance. It contain background information about industry and enterprise, product characteristics, market position, trends etc.

Course Content:

Module 1:

10 Lecture Hours

Scanning of environment: refers to the efforts an entrepreneur uses for examining the external and internal environment before making a decision to start an enterprise. Locating business

opportunities: Opportunities for potential entrepreneurs are unlimited. Entrepreneurial opportunities will continue to exist for individuals willing to take the risk.

Module II

10 Lecture Hours

Converting opportunity into reality: The entrepreneur should plan systematically to convert the opportunities into reality in the following manner.

- Through creativity and innovative ideas, products, services.
- By acquiring technical and required skills
- By collecting necessary information
- By evaluating business opportunities through SWOT analysis

Module III

10 Lecture Hours

It involves gathering information about a particular market followed by an analysis of that information to assess the buying behaviour, price and preferences and to identify the competitors. Developing a business plan: The entrepreneur has to prepare expected needs and projected results of the new business. It is a road map for a successful enterprise.

Module IV

10 Lecture Hours

Accumulating resources: An entrepreneur operates in a competitive environment. In order to complete effectively he must allocate resources efficiently. Three kinds of resources are available to the entrepreneur. They are human, material and financial. Financial preparation: It focuses on

- preparation of financial statements i.e., balance sheet, income statements, cash flow statements.
- preparation of operating budgets

Generating funds: Entrepreneur can obtain sources of funds from the following.

- Personal sources
- By issue of shares
- By raising loans from commercial banks and financial companies.
- SIDBI, IDBI, IFCI and ICICI

Legal issues: Entrepreneurs should have some knowledge about certain legal concepts that have implications for the business venture mostly related to

- inception of venture
- ongoing venture
- growth and continuity of venture

Module V

10 Lecture Hours

Organizing production: Once the entrepreneur arranges the funds, he has to organize the production. Organizing production refers to making arrangements for purchase of machinery, appointment of workers, layout of plant, process, planning etc. **Managing entrepreneurs:** It is the most crucial task for the future success of business. It is a great challenge to balance the activities of the organization and manage the growth. It requires both the tactical skill and abilities on the part of entrepreneur.

Reference Books:

1. Vasant Desai - Dynamics of Entrepreneurial Development and Management. HPH(2019)
2. Khanna - Entrepreneurial Development. S. CHAND (2018)
3. Rajeev Roy- Entrepreneurship, Oxford University Press

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	00	20	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Identify scanning of market opportunity and launch of new business.	PO1, PO2
CO2	Recognise the importance of market research and develop a business plan	PO1,PO2, PO3, PSO1
CO3	Learning the process of preparing techno-feasibility	PO1, PO2, PO3, PO4, PO5, PO4,
CO4	Make use of sources of resource mobilisation	PO1, PO5, PO7, PSO2
CO5	Integrate legal issues, production, marketing, human resource and managing the enterprise	PSO1, PSO2


		Domain Knowledge	Business Planning	Leadership and Organization Skills	Ethics	Environment and Sustainability	: Life-long Learning	Creativity and Innovation	Develop understanding of the role of government agencies and policies in sustenance and growth of the start-up	Development of entrepreneurial skills and spirit
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2
EIC11004	Launching and Managing an Enterprise	3	3	2	1	1	2	2	1	1

1= weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:	
ADAMAS UNIVERSITY SCHOOL OF BUSINESS & ECONOMICS END SEMESTER EXAMINATION Course: EIC11004 – Launching and Managing an Enterprise Program: BBA- E &FB Time: 3 Hrs. Semester: Odd Max. Marks: 50	
Instructions: Attempt any five questions from Section A (each carrying 2 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 10 marks).	
Section A (Attempt any Three)	

1.	What is external and internal environment before making a decision to start an enterprise?	Understanding	CO1
2.	What is SWOT analysis for business opportunity?	Understanding	CO2
3.	What is business analysis for consumer behaviour understanding?	Remembering	CO4
4.	What is the role of SIDBI in small business financing?	Understanding	CO3
5	What is plant layout?	Conceptual	CO5
	SECTION B (Attempt any Two Questions)		
6.	How to prepare techno-feasibility report?	Conceptual	CO2
7.	How to conduct market research and find out business opportunity?	Application	CO4
8.	What are the legal procedure before starting a business?	Understanding	CO1
	SECTION C is Compulsory		
9.	Case Study on Entrepreneurship Development	Application	CO3 and CO5
10.	How to start a new business? Explain	Understanding	CO2
11.	What are the options for arranging resources for business?	Conceptual	CO4

ammonia. But over the years, the plastic was found to degrade and lose some mechanical properties. Hence, the company attached warnings on all the hoses, indicating that they should be replaced periodically.

After a few years of use of the product in the market, several accidents occurred where the hoses ruptured during use and severely injured and blinded the farmers. Legal action followed and the company argued in defense that the farmers had misused the hoses and not heeded the replacement warnings. But they have to make substantial out-of-court settlements. The company then dropped the product line and advertised in the press asking the farmers to turn-in their hoses for full refunds. The advertisement stated that the hoses are 'obsolete', and not that are unsafe.

(a) What are the factual, conceptual and normative issues?

(b) What are the methods suggested for resolving these issues?

MGT11010	Strategic Management for Intellectual Property Rights	L	T	P	C
Version 1.0	Contact Hours - 60	3	1	0	4
Pre-requisites/Exposure	Basic understanding of business and laws				
Co-requisites	--				

Course Objectives:

- vi) Understanding strategic management issues and develop strategy for the firm for long term success.
- vii) Understanding Intellectual Property Rights (IPR) laws of business ideas.
- viii) Learning registration procedure of intellectual property rights.
- ix) Learning application procedure for IPR license.
- x) Enforcing IPR for protecting business ideas.
- xi) International Treaties and Conventions on IPRs.

Course Outcomes:

On completion of this course, the students will be able to:

- CO1. Identify strategic management issues and develop strategy for the firm
- CO2. Recognise importance of IPR laws for business ideas.
- CO3. Develop learning registration process of intellectual property rights.
- CO4. Make use of application procedure for IPR license.
- CO5. Explain IPR for protecting business assets.
- CO6. Integrate International Treaties and Conventions on IPRs

Catalogue Description

In many organizations, the R&D, strategy, and legal functions are poorly integrated. As a consequence, firms miss opportunities to create and exploit the value of intellectual property. Functional silos are one reason for the lack of integration. More important, however, is the lack of a common framework and even language that would allow engineers, lawyers, and business executives to manage IP assets better. This course provides such a framework. There is no one best way to manage IP and many managers overestimate the attractiveness of using IP to exert market power. Rather, the value of the various means to protect and benefit from IP depends on firm strategy, the competitive landscape, and the rapidly changing contours of intellectual property law.

Course Content:

Module 1: 10 Lecture Hours

Concept, evolution of strategic management as a discipline, characteristics of strategic management, defining strategy. The objectives of strategic management, strategic decision - making, School of thought on strategy formation, strategy formulation, stakeholders in business, vision, mission and purpose, goals and objectives of business organization.

Module II 10 Lecture Hours

Concept, environment appraisal, importance of environmental appraisal, Strategic analysis and choice, environmental threat and opportunity profile (ETOP), organizational capability profile, strategic advantage profile, corporate portfolio analysis, SWOT analysis, porter's five forces model of competition, Mc Kinsey's 7s framework, GE nine cell model, distinctive competitiveness.

Module III 5 Lecture Hours

Grand strategies, stability strategies, expansion strategies, retrenchment strategies, combination strategies, restructuring of business, issues related with all these strategies.

Module IV 10 Lecture Hours

Issues in implementation, project implementation, procedural implementation, resource allocation, budgets, organization structure, matching structure and strategy, behavioural issues, leadership style, corporate culture, values, power, social responsibilities, ethics, building a capable organization, functional issues, functional plans and policies, financial, marketing, operations and personnel plans and policies.

Module V 10 Lecture Hours

Importance, symptoms of malfunctioning of strategy, organization anarchies, operations control and strategic control, measurement of performance, analyzing variances, role of organizational systems in evaluation. Strategic Analysis and Choice- Process of strategic choice, corporate -level strategic analysis, business -level strategic analyses, subjective factors in strategic choice, contingency strategies, strategic plan.

Module VI 10 Lecture Hours

Meaning and practical aspects of registration of Copy Rights, Trademarks, Patents, Geographical Indications, Trade Secrets and Industrial Design registration in India and Abroad. International Treaties and Conventions on IPRs, TRIPS Agreement, PCT Agreement, Patent Act of India, Patent Amendment Act, Design Act, Trademark Act, Geographical Indication Act. Infringement of IPRs, Enforcement Measures, Emerging issues – Case Studies.


Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2
MGT11010	Strategic Management for Intellectual Property Rights	3	3	2	1	1	2	2	1	1

1= weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:	 ADAMAS UNIVERSITY <small>PARQUE EXCELLENCE</small>		
ADAMAS UNIVERSITY SCHOOL OF BUSINESS & ECONOMICS END SEMESTER EXAMINATION Course: MGT11010 Strategic Management for Intellectual Property Rights			
Program: BBA – E& FB Semester: V	Time: 3 Hrs. Max. Marks: 50		
Instructions: Attempt any five questions from Section A (each carrying 2 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 10 marks).			
Section A (Attempt any Three)			
1.	What are the issues of strategic management?	Understanding	CO1
2.	How do you develop strategy for long term success?	Understanding	CO2
3.	What is intellectual property rights?	Remembering	CO4
4.	What is the registration procedure of intellectual property rights	Understanding	CO3
5	What is application procedure for IPR license?	Conceptual	CO5
SECTION B (Attempt any Two Questions)			
6.	What are the school of thoughts on strategy formation?	Conceptual	CO2

7.	Explain the importance of environmental appraisal for strategy formulation.	Application	CO3
8.	What is Porter's five forces model of competition?	Understanding	CO1
	SECTION C is Compulsory		
9.	Case Study on strategy formulation	Application	CO6
10.	What are the symptoms of malfunctioning of strategy?	Understanding	CO2
11.	How infringement of Intellectual Property Rights takes place and what are the legal recourse?	Conceptual	CO6

OLS11004	Project Management	L	T	P	C
Version 1.0	Contact Hours - 60	3	1	0	4
Pre-requisites/Exposure	Basic understanding of business				
Co-requisites	--				

Course Objectives:

- xii) To learn the concepts of project management
- xiii) Understanding project management process and principles.
- xiv) How to identify projects and select, plan and execute.
- xv) Techniques of project management and control
- xvi) Learning project risk reduction and successful completion.
- xvii) Learning Project management software and its application

Course Outcomes:

On completion of this course, the students will be able to:

- CO1. Identify basic concept of project management
- CO2. Recognise the importance of project management process.
- CO3. Identification of projects, selection and execution.
- CO4. Make use of project management techniques and control
- CO5. Realising project risk reduction and completion.
- CO6. Application of project management software.

Course Description

Project management is the process of leading the work of a team to achieve goals and meet success criteria at a specified time. The primary challenge of project management is to achieve all of the project goals within the given constraints. This information is usually described in project documentation, created at the beginning of the development process. The primary constraints are [scope](#), time, [quality](#), and [budget](#). The secondary challenge is to [optimize](#) the [allocation](#) of necessary inputs and apply them to meet pre-defined objectives. A [project](#) is a temporary endeavour designed to produce a unique product, service or result with a defined beginning and end (usually time-constrained, and often constrained by funding or staffing) undertaken to meet unique goals and objectives, typically to bring about beneficial change or added value. The temporary nature of projects stands in contrast with [business as usual \(or operations\)](#), which are repetitive, permanent, or semi-permanent functional activities to produce products or services. In practice, the [management](#) of such distinct production approaches requires the development of distinct technical skills and management strategies.

Course Content:

Module 1: 10 Lecture Hours

Basics of Project Management: Introduction, Need for Project Management, Project Management Knowledge Areas and Processes, The Project Life Cycle, The Project Manager (PM), Phases of Project Management Life Cycle, Project Management Processes, Impact of Delays in Project Completions, Essentials of Project Management Philosophy, Project Management Principles.

Module II 10 Lecture Hours

Project Identification and Selection: Introduction, Project Identification Process, Project Initiation, Pre-Feasibility Study, Feasibility Studies, Project Break-even point. Project Planning: Introduction, Project Planning, Need of Project Planning, Project Life Cycle, Roles, Responsibility and Team Work, Project Planning Process, Work Breakdown Structure (WBS).

Module III 5 Lecture Hours

Organisational Structure and Organisational Issues: Introduction, Concept of Organisational Structure, Roles and Responsibilities of Project Leader, Relationship between Project Manager and Line Manager, Leadership Styles for Project Managers, Conflict Resolution, Team Management and Diversity Management, Change management.

Module IV 10 Lecture Hours

PERT and CPM: Introduction, Development of Project Network, Time Estimation, Determination of the Critical Path, PERT Model, Measures of variability, CPM Model, Network Cost System. Resources Considerations in Projects: Introduction, Resource Allocation, Scheduling, Project Cost Estimate and Budgets, Cost Forecasts.

Module V 10 Lecture Hours

Project Risk Management: Introduction, Risk, Risk Management, Role of Risk Management in Overall Project Management, Steps in Risk Management, Risk Identification, Risk Analysis, Reducing Risks. Project Quality Management and Value Engineering: Introduction, Quality, Quality Concepts, Value Engineering.

Module VI 15 Lecture Hours

Project Execution and Control: Introduction, Project Execution, Project Control Process, Purpose of Project Execution and Control. Project Close-out, Termination and Follow-up: Introduction, Project Close-out, Steps for Closing the Project, Project Termination, Project Follow-up. Project Management Software: Introduction,

Advantages of Using Project Management Software, Common Features Available In Most of the Project Management Software, Illustration. Case Studies in Project Management.

Reference Books:

1. Project Management by Kalpesh Asha, 4e, 2019
2. Project Management: The Managerial Process by Erik Larson and Clifford Gray, 6e, 2017

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	00	20	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Identify basic concept of project management	PO1, PO2
CO2	Recognise the importance of project management process.	PO1, PO2, PO3, PSO1
CO3	Identification of projects, selection and execution.	PO1, PO2, PO3, PO4, PO5, PO4,
CO4	Make use of project management techniques and control	PO1, PO5, PO7, PSO2
CO5	Realising project risk reduction and completion..	PSO1, PSO2
CO6	Application of project management software.	PO6

3.	How do you identify a project?	Remembering	CO4
4.	What are the project management techniques?	Understanding	CO3
5	How do you minimise risk of project management?	Conceptual	CO5
SECTION B			
6.	What are the phases of project management life cycle?	Conceptual	CO2
7.	Explain essentials of project management philosophy.	Application	CO3
8.	What is the role of risk management in overall project management?	Understanding	CO4
SECTION C is Compulsory			
9.	Case Study on Project management	Application	CO6
10.	What is project life cycle? Explain	Understanding	CO2
11.	Compare and contrast PERT and CPM techniques of project management.	Conceptual	CO6

FAC11016	Entrepreneurial Finance	L	T	P	C
Version 1.0	Contact Hours - 60	3	1	0	4
Pre-requisites/Exposure	Basic understanding of business				
Co-requisites	--				

Course Objectives:

1. To provide students with various financial sources available for funding the business.
2. Major assistance provided by central and state government agencies to start-up ventures

Course Outcomes:

On completion of this course, the students will be able to:

- CO1. Identify financial assistance available from different agencies
- CO2. Recognise modernisation assistance available to small scale units.
- CO3. Discuss role of National Small Industries Corporation (NSIC).
- CO4. Integrate incentives and facilities to exports entrepreneurs.
- CO5. Recognising assistance provided by the state industrial development corporation.
- CO6. Familiarisation with the procurement procedure of Central Govt agencies.

Catalogue Description

Entrepreneurial finance is the process of making financial decisions for new ventures (i.e. start-ups). New ventures are inherently different from established ventures, as are entrepreneurs inherently different from conventional business managers. The financial decisions faced by each are starkly different as well. Entrepreneurs face very different financial challenges than do corporate managers. The most obvious, which most entrepreneurs are familiar with, is "financing." To the average entrepreneur, this means simply "finding money." It is this process of finding investors that tends to consume nearly all of the focus of most entrepreneurs. While extremely important, it is not the only financial decision that an entrepreneur faces. Corporations can sell financial claims (capital stock) in the public market at market rates. They can also often fund projects through allocation of internally generated funds. New ventures, on the other hand, do not have a market for their financial claims, and thus must raise funds for projects from investors.

Course Content:

Module 1: 10 Lecture Hours

Financial assistance by different agencies, MSME Act, Small Scale Industries, Assistance to an entrepreneur, Industrial Park (Meaning, features, & examples), Special Economic Zone (Meaning, features & examples), Carry on Business (COB) license.

Module II 10 Lecture Hours

Financial assistance to MSME, Modernisation assistance to small scale unit, The Small Industries Development Bank of India(SIDBI), IDBI, State financial corporation, The State Small Industries Development Corporation(SSIDC), Shilpabandhu-M Incentives for entrepreneurs, reference to The West Bengal State Support for Industries Scheme 2008 & 2013

Module III 5 Lecture Hours

Role of National Small Industries Corporation (NSIC), Government Stores Purchase scheme (e-tender process), Excise exemptions and concession, Exemption from income tax, Quality Standards with special reference to ISO and other incentives provided by state and central govt. to start-ups.

Module IV 10 Lecture Hours

Export oriented units, Incentives and facilities to exports entrepreneurs, Export oriented zone, Export-Import Bank of India and Export credit guarantee corporation.

Module V 10 Lecture Hours

Agencies for industrial assistance, West Bengal Electronics Development Corporation, ICICI- West Bengal Infrastructure Development Corporation, West Bengal Industrial Infrastructure Development Corporation, Other Corporations with focus as specific segments, State Industrial Development Corporation (SIDC).

Module VI 15 Lecture Hours

Directorate General of Supplies and Disposals(DGS & D), Registration with DGS & D, Registration Categories, Registration Procedure, Benefits of DGS & D, Information facilities centre in DGS & D, Khadi and Village Industries Commission (KVIC).

Reference Books:

1. Entrepreneurial Finance 5th Edition (Ronald W. Melicher, J. Chris Leach)

2. Entrepreneurial Finance, Third Edition: Finance and Business Strategies for the Serious Entrepreneur

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	00	20	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Identify financial assistance available from different agencies	PO1, PO2
CO2	Recognise modernisation assistance available to small scale units.	PO1,PO2, PO3, PSO1
CO3	Discuss role of National Small Industries Corporation (NSIC).	PO1, PO2, PO3, PO4, PO5, PO4,
CO4	Integrate incentives and facilities to exports entrepreneurs.	PO1, PO5, PO7, PSO2
CO5	Recognising assistance provided by the state industrial development corporation.	PSO1, PSO2
CO6	Familiarisation with the procurement procedure of Central Govt agencies.	PO6

		Domain Knowledge	Business Planning	Leadership and Organization Skills	Ethics	Environment and Sustainability	: Life-long Learning	Creativity and Innovation	Develop understanding of the role of government agencies and policies in sustenance and growth of the start-up	Development of entrepreneurial skills and spirit
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2


FAC11016	Entrepreneurial Finance	3	3	2	1	1	2	2	1	1
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1= weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name:			
Enrolment No:			
ADAMAS UNIVERSITY SCHOOL OF BUSINESS & ECONOMICS END SEMESTER EXAMINATION Course: FAC11016 Entrepreneurial Finance Program: BBA – E&FB Time: 3 Hrs. Semester: VI Max. Marks: 40			
Instructions:			
Attempt any five questions from Section A (each carrying 2 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 10 marks).			
Section A (Attempt any Five)			
1.	What are Small Scale Industries financial assistance available?	Understanding	CO1
2.	What are the sources of modernisation funds for start-up venture?	Understanding	CO2
3.	What is the role of SEZ in India?	Remembering	CO4
4.	What is Shilpabandhu-M Incentives for entrepreneurs?	Understanding	CO3
5	What is Government Stores Purchase scheme (e-tender process)?	Conceptual	CO5
6	What are the functions of Export credit guarantee corporation?	Remembering	CO6
	SECTION B (Attempt any Two Questions)		
6.	What are the functions and features of Industrial Park in India?	Conceptual	CO2

7.	Explain what are sources of funding available for start-up ventures from Small Industries Development Bank of India(SIDBI).	Application	CO3
8.	What are the incentives and facilities available to exporters under EOU?	Understanding	CO4
	SECTION C is Compulsory		
9.	Case Study on Project management	Application	CO6
10.	Explain why Excise and income tax exemptions are given to start-up ventures?	Understanding	CO2
11.	Compare and contrast the role of Khadi and Village Industries Commission (KVIC) in small industries sector.	Conceptual	CO6

EIC11006	Doing Business with Govt & Public Sector	L	T	P	C
Version 1.0	Contact Hours - 60	3	1	0	4
Pre-requisites/Exposure	Basic understanding of business				
Co-requisites	--				

Course Objectives:

1. To understand, compare and contrast public sector, private sector, charitable status and non-governmental (NGO and quasi-NGOs) forms of organization.
2. To learn performance, ownership and stakeholders (including lobby groups) and its influence in business.

Course Outcomes:

On completion of this course, the students will be able to:

- CO1. Discuss Govt functioning for doing business.
- CO2. Integrate knowledge of public sector undertaking in India from business perspectives.
- CO3. Recognising concepts of corporate governance in the private sector.
- CO4. Understanding private sector, charitable and non-governmental (NGO and quasi-NGOs) forms of organisation.
- CO5. Recognising the lobby groups and their roles.
- CO6. Make familiar with the stakeholders in public sectors.

Catalogue Description

The government and public sector are part of a country's economy that is effectively controlled by the government. This includes central government, state government as well as local government bodies. The public sector includes public companies, entities and public enterprises and services. An excellent example of the public sector is the Indian Railways. The Indian railway system is 100% owned and managed by the state. Now, these enterprises in the public sector need to be given some structure. They need clear ideas about their funding and their spending. We call this the organizing of the public sector. So depending on the nature of its operations the enterprise of the public sector can follow one of the following forms of organization: Departmental Organisation, Public/ Statutory Organisation and Government Organization. This paper will focus on how to deal with all these enterprises for doing business with them.

Course Content:

Module 1:

10 Lecture Hours

What is the 'public sector'?

In what economists call a 'mixed economy', there is a range of organisations. Some are business organisations and exist to make a profit; others are charitable or benevolent in their purpose, and another type is referred to as public sector. Not to be confused with 'public companies' (which describe the public availability of their shares), these are organisations that are, in some way, connected to, or deliver, public goods and services. This means that they help to, in some way, deliver goods and services that cannot be, or should not be, provided by 'for profit' businesses. Public sector organisations are operated, at least in part, by the state. A state, not to be confused with a government, is a self-governing, autonomous region, often comprising a population with a common recent or ancient history.

Module II

10 Lecture Hours

Agency in the public sector

One of the key concepts in corporate governance in the private sector is agency. This means that the people who manage a business do not own it, and in fact manage the business on behalf of their principals. It is said that management has an agency relationship with the principals in that they have a fiduciary duty to help the principals achieve the outcomes that they (the principals) seek. In a private or public incorporated business organisation, the principals are shareholders and, in most cases, shareholders seek to maximise the long-term value of their shares. This is usually achieved by profitable trading and having strategies in place to enable the company to compete effectively in its competitive environment.

Module III

5 Lecture Hours

Forms of organisation

Public sector, private sector, charitable status and non-governmental (NGO and quasi-NGOs) forms of organisation'. The term 'third sector' is sometimes used to refer to charitable and non-governmental organisations. The public and private sector are the first and second sectors, though the order of these – which is the first and which is the second – varies with who is writing. The third sector comprises organisations that do not exist primarily to make a profit nor to deliver a service on behalf of the state. Rather, they exist primarily to provide a set of benefits that cannot easily be provided by either profit-making businesses or the public sector.

Module IV

10 Lecture Hours

Lobbying and lobby groups

In a democratic society, one in which political priorities are publicly debated and governments change with the collective will of voters, a range of external interests seek to influence public policy. In some cases, external interests coalesce around a certain opinion and it seems appropriate, to some, to campaign to influence government policy in favour of their particular vested interest. When organised specifically to attempt to influence government policy or the drafting of legislation (statute law), such interests sometimes

‘lobby’ politicians to try to get them to vote in the legislature in favour of their particular interest. These ‘lobby groups’ may attempt to influence in favour or against a wide range of issues and, although their activities are legal, some argue that they are not always helpful because it is thought by some that those that are the best funded will be the most likely to be heard.

Module V

10 Lecture Hours

Stakeholders in the public sector

Complexities of stakeholders for a private sector (ie business) as well as public sector organisations as business leaders are required in all sectors. Public sector organisations have, in many cases, an even more complex set of stakeholder relationships than some private sector businesses. Because most public sector activities are funded through taxation, public sector bodies have a complicated model of how they add value. For a private business, revenues all come from customers who have willingly engaged with the business and gained some utility for themselves in the form of benefit from goods or services.

With a government, however, taxation is mandatory and may be paid against the wishes of the taxpayer. Citizens of a country might disagree with the levels of taxation taken by a government, especially when a taxpayer sees most of his or her tax being spent on causes or services that mainly benefit others (and not themselves) and with which they may disagree.

Reference Books:

1. Public Sector Enterprises in India by P. K Jain, Seema Gupta and Surendra S Yadav
2. Public Sector Enterprises in India: Evolution, Privatisation and Reforms by Govind Bhattacharjee

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	00	20	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Discuss Govt functioning for doing business.	PO1, PO2

CO2	Integrate knowledge of public sector undertaking in India from business perspectives.	PO1,PO2, PO3, PSO1
CO3	Recognising concepts of corporate governance in the private sector	PO1, PO2, PO3, PO4, PO5, PO4,
CO4	Understanding private sector, charitable and non-governmental (NGO and quasi- NGOs) forms of organisation.	PO1, PO5, PO7, PSO2
CO5	Recognising the lobby groups and their roles.	PSO1, PSO2
CO6	Make familiar with the stakeholders in public sectors.	PO6

		Domain Knowledge	Business Planning	Leadership and Organization Skills	Ethics	Environment and Sustainability	: Life-long Learning	Creativity and Innovation	Develop understanding of the role of government agencies and policies in sustenance and growth of the start-up	Development of entrepreneurial skills and spirit
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2
EIC11006	Doing Business with Govt. & Public Sector	3	3	2	1	1	2	2	1	1

1= weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:	
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ADAMAS UNIVERSITY
SCHOOL OF BUSINESS & ECONOMICS
END SEMESTER EXAMINATION

Course: EIC11006 Doing Business with Govt. and Public Sector

Program: BBA- E&FB

Time: 3 Hrs.

Semester: VI

Max. Marks: 40

Instructions:

Attempt any five questions from **Section A** (each carrying 2 marks); any **Two Questions** from **Section B** (each carrying 10 marks). **Section C** is Compulsory (carrying 10 marks).

Section A (Attempt any Five)

1.	What are the Govt functioning styles in India?	Conceptual	CO1
2.	What is the Govt procurement procedure?	Understanding	CO2
3.	What are the preferences given to start-up and MSME sectors for govt purchase.	Remembering	CO4
4.	How Govt agencies assist in promoting small business?	Understanding	CO3
5	What is Government Stores Purchase scheme (e-tender process)?	Conceptual	CO5
6	What is the procedure of Govt purchase through DGS&D.	Remembering	CO6
SECTION B (Attempt any Two Questions)			
6.	How Public sector in India functions and their purchase procedure?	Conceptual	CO2
7.	Explain the corporate governance laws in India for private sector.	Application	CO3

8.	What are the roles played by NGOs in Govt and Public sector functioning?	Understanding	CO4
	SECTION C is Compulsory		
9.	Case Study on Lobby in Govt Sector in India	Application	CO6

EIC11007	Building a Lasting Family Business	L	T	P	C
Version 1.0	Contact Hours - 60	3	1	0	4
Pre-requisites/Exposure	Basic understanding of family business				
Co-requisites	--				

Course Objectives:

1. Understanding of family businesses and their role in Indian and global economies.
2. Understanding of the dynamic of family business
3. To make students familiar with the problems faced family businesses in India
4. How family business problems and issues can be dealt with to build a lasting family business.
5. Understanding succession plan of family managed business in India.

Course Outcomes:

On completion of this course, the students will be able to:

CO1. Discuss family businesses and their role in Indian and global economies.

CO2. Identify dynamic of family business

CO3. Familiarise with the problems faced family businesses in India

CO4. Integrate problems and issues of family business and how to deal with them to build a lasting family business.

CO5. Design succession plan of family managed business in India.

Catalogue Description

The family managed businesses are those companies who are managed/controlled by their owners. Generally, the chairman or the CEO is the member of the controlling family. Further, the board of the directors are either members of that family or their associates. The family led businesses are been major contributors to the growth of Indian economy. A bigger portion of the companies in India are under the control of family personnel like Reliance, Tata group, Infosys, Bharti Airtel and Bajaj, who stands as some of the well-known examples. Major characteristics of the family managed businesses are: i) All the major policies of the company are determined by the controlling family (which may or may not be in the favour of shareholders). ii) They are loyal towards their own company. You'll rarely find any case where the CEO of a family managed business moved to take a job as CEO of another company just because they were offering a higher salary.

Course Content:

Module 1: 20 Lecture Hours

Exploring and analysing business practices for family-owned businesses-- the functions, issues, operations, and dynamics of family businesses from a strategic management perspective. Topics include, but are not limited to the strengths and weaknesses of family businesses, managing family business conflict, management of succession, professionalization, strategic planning, and family businesses in an international context.

Module II 20 Lecture Hours

The challenges and opportunities facing family-owned enterprises are primarily the result of issues presented by the interaction of family, management, and ownership—particularly where the family wishes to continue to exert its influence and/or control from generation to generation. While 37% of the Fortune 500 companies remain family controlled, the vast majority of family-controlled businesses experience the difficulties of moving from one generation to the next as well as one-person general management to an institutionalized form of management that results in competitive fitness across generations.

Module III 20 Lecture Hours

Family-controlled businesses are characterized by challenges that put their continuity in serious jeopardy. It is common knowledge that leadership and succession crises are the norm in a family business, where 75% do not make it to the second generation; and of those that do, 90% do not make it to a third generation. On the other hand, family businesses possess distinct core competencies that can result in unique competitive advantages.

Reference Books:

1. Indian Family Business Mantras by Peter Leach and Tatwamasi, Rupa Publication
2. Managing the Family Business by Thomas Sellweger, Elger

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	00	20	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	Discuss family businesses and their role in Indian and global economies.	PO1, PO2
CO2	Identify dynamic of family business	PO1,PO2, PO3, PSO1
CO3	Familiarise with the problems faced family businesses in India	PO1, PO2, PO3, PO4, PO5, PO4,
CO4	Integrate problems and issues of family business and how to deal with them to build a lasting family business.	PO1, PO5, PO7, PSO2
CO5	Design succession plan of family managed business in India.	PSO1, PSO2


		Domain Knowledge	Business Planning	Leadership and Organization Skills	Ethics	Environment and Sustainability	: Life-long Learning	Creativity and Innovation	Develop understanding of the role of government agencies and policies in sustenance and growth of the start-up	Development of entrepreneurial skills and spirit
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2
EIC11007	Building a Lasting Family Business	3	3	2	1	1	2	2	1	1

1= weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: Enrolment No:			
Course: EIC11007 Building a Lasting Family Business Program: BBA Time: 3 Hrs. Semester: Even 2020-21 Max. Marks: 40			
Instructions: Attempt any five questions from Section A (each carrying 2 marks); any Two Questions from Section B (each carrying 10 marks). Section C is Compulsory (carrying 10 marks).			
Section A (Attempt any Five)			
1.	What is a family run business?	Conceptual	CO1
2.	What are the dynamics of family business?	Understanding	CO2
3.	What are the problems normally faced by family owned business?	Remembering	CO4
4.	What is joint Hindu undivided family business?	Understanding	CO3
5	What are the strengths of family business?	Conceptual	CO5
6	What are the causes of family business failure?	Remembering	CO2
SECTION B (Attempt any Two Questions)			
6.	Explain succession plan for family business in India.	Conceptual	CO2
7.	Explain the challenges of family business in terms of growth of the business.	Application	CO3

8.	How do you manage family business conflict?	Understanding	CO4
	SECTION C is Compulsory		
9.	Case Study on Lobby in Govt Sector in India	Application	CO5