Detailed Program

Bachelor of Business Administration (BBA)

(BBA-General)

Semester- VI

(2026-2030)

DOC202606030029

GLOBAL UNIVERSITY

Educating stars for tomorrow

RNB GLOBAL UNIVERSITY

RNB Global City, Ganganagar Road,
Bikaner, Rajasthan 334601

OVERVIEW

RNB Global University follows Semester System along with Choice Based Credit System as per latest guidelines of University Grants Commission (UGC). Accordingly, each academic year is divided into two semesters, **Odd (July-December) and Even (January-June).** Also, the university follows a system of continuous evaluation along with regular updating in course curricula and teaching pedagogy.

The curriculum for BBA program for (January – June) Even Semester, 2029 along with examination pattern is as follows:

Course Scheme

Semester –VI

S. No.	Course Code	Category	Course Name	L	T	P	Credits
1.	BCHE21019	DSC-19	Insurance & Risk Management	3	1	0	4
2.	BBAC22351	DSC-19	Business Policy and Strategic Management	3	1	0	4
3.	BCHE21005	DSC-20	Income Tax Law and Practice	3	1	0	4
4.	BBAE23003	DSC -21	Sales and Distribution Management	3	1	0	4
5.	GEC066018	GE -6	Research Methodology (One from the pool of GE- Group B)	3	1	0	4
6.	IAPC99399	IAPC-4	Internship/Apprenticeship / **Project**/Community Outreach	0	0	4	2
7.	WHNN99000		Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
			Total	**15**	**5**	**4**	**23**

EVALUATION SCHEME

The evaluation of the BBA program would be based on Internal and External Assessments. Internal Assessment would consist of 50% of the marks (50 marks) and external assessment (in form of End Term Exam) would consist of remaining 50% marks (50 marks). Detailed scheme of Internal and External Assessments as follows:

Internal Assessment

The distribution of Internal Assessment Marks is as follows:

Type	Details	Marks
Mid Term	One Mid-term Sessional	25
Quiz	Quiz based on MCQs	5
Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc.	Average of marks obtained	15
Academic Performance including Attendance	Eligibility >75% Attendance	5
TOTAL		**50**

External Assessment

Type	Marks
Theory	50

EVALUATION SCHEME- WORKSHOPS & SEMINARS &NCC/NSS

1. NCC/NSS will be completed from Semester I – Semester IV. It will be evaluated internally by the institute. The credit for this will be given at the end of each Semester.

2. The students must join club/clubs with the active participation in different activities of club. The students would be continuously assessed from Semester-I to Semester-IV and credits and marks would be given after the end of each Semester

1. Vision

To educate and inspire capable and competent leaders with a futuristic business acumen & entrepreneurial spirit.

2. Mission

To equip the students of school of commerce & management with the ability to explore, examine, think critically, and develop professional skills to become responsible global leaders who can contribute meaningfully to the industry and society through excellence in learning and practice-oriented research.

3. Program Educational Objectives (PEO's)

PEO1: To develop students to handle business issues as professional and solve the problems.

PEO2: To develop students to lead a team as well as work as member of team.

PEO3: To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.

4. Programme Outcomes (PO's)

After the completion of this program students will be able to:

PO1 Exhibit memory of previously learned management knowledge by correlating facts and terminologies.

PO2. Understand the impact of societal and environmental factors on business and corporate world and explain its relationship with sustainable development.

PO3. Demonstrate knowledge and understanding of the management principles to explore different functional aspects of business world.

PO4. Develop technical competence in domestic and global business through the study of major disciplines within the fields of business.

PO5. **Apply** the knowledge of business concepts and functions in an integrated manner to solve business problems.

PO6. Make use of ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

PO7. Organize a complex issue into a coherent written statement and plan its effective presentation.

PO8. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO9.Analyze, and devise solutions for structured and unstructured business, problems of law and issues using structured, cohesive, and logical reasoning

PO10. Create and manage innovations, new business development, and high-growth potential entities. They will be able to create an additional avenue of self-employment andalsotobenefitindustrybyprovidingthemwithsuitabletrainedperson.

PO11. Examine and break information into parts to manage projects in multidisciplinary environments.

PO12. Build the ability to engage in independent and life-long learning in the broadest context of technological change.

5. Program Specific Outcome (PSO)

PSO1: Demonstrate understanding of arrange of disciplines of Management, business, accounting, economics, finance, and marketing.

PSO2: Develop the proficiency to adopt critical thinking by analysis & interpretation of the situations, cases & construct feasible solutions to solve problems and use decision making skills in business decisions.

PSO3: Apply the knowledge of academics in Industry and get trained to exhibit the relevance of conceptual knowledge gained in academics in real professional world through Internship and projects.

PSO4: **Adapt** business practices based on the opportunities and challenges of a growing business environment.

6. Course outcomes: Semester – VI	
Course Code & Course Name	**After completion of these courses' students should be able to**
BCHE21019– Insurance and Risk Management	**CO1:** Understand the business environment of Insurance in India & the key concepts in General Insurance contracts and insurance contracts. **CO2:** Understand and identify what is Insurance, why insurance works and to determine insurance needs. **CO3:** Identify various insurance operation, including functions of insurance, insurance markets, insurance regulations & understand the pricing, financing, and risk diversification strategies of insurance companies. **CO4:** Analyze and compare the various kinds of insurance plans as well as the contract selection criteria from a cost benefit point of view. **CO5**: Evaluate the risk adjusted performance measures for risk management and value creation.
BBAC22351– Business Policy and Strategic Management	**CO1:** Understand the nature, scope, and dimensions of business policy. **CO2:** Explain about the growing importance of strategies in uncertain business Environment. & learn the unique challenges faced by firms in competitive environment. **CO3:** Identify the applicability of various Strategies in varied situations & also in general and competitive business environments. **CO4:** Analyze cases through strategic decision making, & the use strategic management concepts and techniques. **CO5:** Formulate the policies and strategies for a business organisation.
BCHE21005- Income Tax Law & Practice	**CO1:** Remember the basic concepts of framework of taxation including residential status. **CO2:** Understand the legal framework of Income Tax Act, 1961 and rules made there under relating to five heads of income. **CO3:** Identify the requirements of filling of various forms and returns. **CO4:** Analyse the tax regime and finding methods of tax planning. **CO5:** Measure the income tax liability of an individual or organization.
BBAE23003 – Sales and Distribution Management	**CO1:** Define the basic concepts related to sales & distribution system **CO2:** Understand sales budgeting & its method this will help them to manage the selling expenses by using sales forecasting methods. **CO3:** Apply & determine size of sales force & Design Personal selling strategies.

	CO4: Analyse & design sales meeting agenda and sales contests & key decision-making variables in sales Management and distribution channel management. Apply the techniques of territory design for the sales force for effective creation of distribution network.
GEC066018-Research Methodology	**CO1:** Define what constitutes a research problem and identify its significance in the research process. **CO2:** Frame a hypothesis that is testable and aligns with the defined research problem. **CO3:** Recognize the limitations of various hypothesis tests and develop strategies to address them. **CO4:** Understand and be able to create the appropriate layout for a research report. **CO5**: Write and present a thesis, including text setting, footnotes, conclusions, and suggestions.
IAPC99399–Mini Project	**CO1:** Able to find out the relevancy of the concepts learned while conducting research in management issues. **CO2:** Demonstrate the skills learned in writing the mini project report for the problem/topic undertaken for study. **CO3:** Make use of tabulation, charts, and statistical tools for data interpretation. **CO4:** Analyze data and arrive at a meaningful conclusion for the research undertaken. **CO5:** Interpret the data for preparing the effective strategy

7. CO PO Mapping: Semester – VI

BCHE21019	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	-	2	1	2	1	2	2	2	3	2
CO2	1	3	2	3	2	2	2	2	3	3	-	-
CO3	-	2	3	-	3	-	2	-	2	2	2	2
CO4	2	1	-	-	3	-	3	3	2	3	-	2
CO5	2	2	2	2	-	2	3	-	2	2	2	-

BBAC22351	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	3	1	2	1	2	1			3
CO2	2	2		1			1	1		2	3	3
CO3	1	2	2	1		2			2	-	2	3
CO4	2	2	1		2		2			2		3
CO5	3	3	2	3	1	2	3	2	3	2	2	3

BCHE21005	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	1	2	3	3	2	2	3	3	2	3	3
CO2	1	3	1	2	2	1	3	2	2	3	3	2
CO3	2	2	3	2	2	2	3	3	1	2	-	3
CO4	2	3	3	2	1	3	2	2	2	2	-	2
CO5	3	3	2	3	2	2	3	3	3	3	2	3

BBAE23003	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	3	2	1	2		2	1	2	2	2
CO2	3	3		3	2	2	1	2	2	3	2	2
CO3	2	3	3		3	2	3	3	2	2	3	2
CO4	2	3	2	3	2	2	2	2	1	2	1	
CO5	2	2	2	3	3	1	3	3	2	2	3	3

GEC066018	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	2	2	-	-	-	2	3	-	-
CO2	-	2	2	2	-	-	2	-	-	3	2	3
CO3	2	-	3	-	2	2	-	3	-	3	2	-
CO4	2	2	2	2	3	-	2	-	3	3	-	3
CO5	3	2	2	2	3	-	2	2	3	3	2	-

IAPC99399	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	3	3	3	3	2	2	2	-	3
CO2	-	2	3	1	2	2	2	-	3	3	3	3
CO3	2	-	1	3	-	2	-	3	2	-	2	3
CO4	3	3	2	2	2	-	-	2	-	3	2	2
CO5	3	3	3	3	3	3	3	3	3	3	3	3

8. Curriculum

Course Name: Insurance & Risk Management
Course Code: BCHE21019

Objectives

- To provide an overview of the various life insurance and general insurance schemes, policies and procedure covering the history and governance prospect of insurance. The subject will also provide knowledge regarding various mathematical prospect of calculation of insurance premiums and risk management.
- To develop an understanding among students about identifying analyzing and managing various types of risk. Besides, the students will be able to understand principles of insurance and its usefulness in business, along with its regulatory framework.

Course Outline

Unit I: Introduction and Scope of Insurance
Historical perspective, Conceptual Framework, Meaning, Nature and Scope of Insurance, Classification of Insurance Business viz., Life Insurance and General Insurance. Role of Insurance in Economic Development & Insurers' Obligation towards Rural and Social Sectors. Price of a financial transaction, Statistics, and probability from single risk to portfolios. Pooling risks: mutuality & solidarity Introduction to reinsurance, Principles of Life Insurance and Governance of Insurance Business.

Unit II: Life insurance technique: Basics
Demographical bases, life insurance products: Single premiums, single recurrent and periodic premium insurance, products, Mathematical provisions, life insurance products: Endowment, Life annuity, unit and index linked, pension funds.

Unit III: Life insurance technique: Applications
Life insurance with benefits linked to investment performance, the valuation of the life insurance business, Portfolio Evaluation tools Risks and Solvency, Pension Funds and Occupational Pension Schemes Non-life insurance technique: the basics- Actuarial Model for calculation of premium rates, risk classification non-life technical provisions.

Unit IV: **Financial Aspects of Insurance Management**
Insurance Companies and functions, Mutual Funds, Housing Finance. Important Life Insurance Products and General Insurance Products Determination of Premiums and Bonuses Various Distribution Channels.

Unit V:
Risk Management: Risk management objectives and tools, risk management and value creation, the risk management process, enterprise-wide risk management, Risk management in industrial companies, RAPM - Risk Adjusted Performance Measures, value at Risk and Underwriting, Role of Actuaries- Product framing, Underwriting guidelines. Preparation of Insurance Documents Policy Conditions.

Suggested Readings:

1. Neelam Gulati-Principles of Risk Management& Insurance (Excel Books).
2. Kakkar & Srivastava – Insurance and Risk Management (Universities Press).
3. Vaughan & Vaughan - Fundamentals of risk & Insurance (John Wiley & Sons, New York).
4. Srivastava D.C., Srivastava Shashank - Indian Insurance Industry Transition & Prospects (New Century Publications, Delhi).
5. Mishra M.N. - Insurance Principle & Practice (Sultan Chand & Company Ltd., New Delhi).
6. Gupta P.K, "Insurance *and Risk Management*", Himalya Publishing House.
7. Mishra M.N., "Principles *and Practices of Insurance*'s. Chand and Co.
8. Panda G.S., "*Principles and Practices of Insurance*" Kalyani Publications.
9. Jeevanandam C., "*Risk Management,"* Sultan Chand and Sons.
10. *Principles of Insurance*- Insurance Institute of India.

Course Name: Business Policy and Strategic Management
Course Code: BBAC22351

Objectives

- To develop learning and analytical skills among the students to solve business problems and provide strategic solutions.
- The course aims to acquaint the students with nature, scope and dimensions of Business Policy and Strategy Management Process.

Course Outline

Unit I: Business as a social and Economic System
Objective of Business; Society and Business**:** Business ethics, social responsibility of Business; Social Audit. Business Policy in Various Economic Systems**:** Capitalist Economy: Economic System of Socialism and mixed Economic system.

Unit II: Business Environment Analysis
Socio - economic environment; Technology environment; Role of Government and Role of Public Sector; International Trade Environment; The industry Environment – PESTEL; Demographic environment; Competitive environment.

Unit III: Strategy Formulations
What is Strategy? What is Strategic Intent; Mission; Objectives and Goals; Policies; Program; Budget; Identifying strategic alternatives of business; Environmental appraisal – Internal environment; Key Success Factors; Role of Resources, Capabilities and Core Competencies; Competitive Advantage to Competitive Strategies; VRIO Model.
Strategic Analysis: Concept of Value Chain, SWOT Analysis; Tools and Techniques for Strategic Analysis – TOWS Matrix; Generic Strategies; Competitive Strategies - Porter's 5 Forces Model; The Experience Curve, Grand Strategy. BCG Matrix; Functional Strategies;

Unit IV: Strategy Implementation
Organization Structure; Resource Allocation; Projects and Procedural issues. Integration of Functional Plans. Leadership, Change and Conflict Management; Evaluation and Control: Nature; Importance; Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback.

Suggested Readings:

1. Lawrence, R. Jauch and William F. Glueck; Strategic Management and Business Policy, - McGraw - Hill.
2. Wheelen & Hunger, Concepts in Strategic Management and Business Policy, 12th edition, Pearson Education.
3. Kazmi, Azhar, (2008), Strategic Management and Business Policy, 3rd Edition, McGraw Hill Education.
4. R. Srinivasan, Strategic Management the Indian context, Prentice Hall of India
5. L. M. Prasad – Strategic Management – Sultan Chand

Course Name: Income Tax Law & Practices
Course Code: BCHE21005

Objective

- The objective of the lesson and the class will be to provide knowledge to the students about the financial market of India, focused on the Stock Market (Capital Market). The pedagogy will include lectures about the various terminologies and concepts of the Share market. The lectures will be designed in such a way to teach students about the practical aspects of share market i.e. how to trade and how to be a good investor.
- To provide basic knowledge and equip students with application of principles and provisions of Income-tax Act, 1961 and the relevant Rules.

Course Outline

Unit I: Introduction
Basic concepts: Income, agricultural income, person, assesses, assessment year, previous year, gross total income, total income, maximum marginal rate of tax; Permanent Account Number (PAN).

Residential status; Scope of total income based on residential status of Individual only Exempted income under section 10

Unit II: Computation of Income under different heads-1
Income from Salaries; Income from house property (Only Simple and basic concepts)

Unit III: Computation of Income under different**heads-2**
Profits and gains of business or profession; Capital gains; Income from other sources (Only Simple and basic concepts).

Unit IV: Computation of Total Income and Tax Liability
Income of other persons included in assesses total income; Aggregation of income and set-off and carry forward of losses; Deductions from gross total income; Rebates and reliefs; Computation of total income of individuals and firms; Tax liability of an individual.

Unit V: Preparation of Return of Income
Filing of returns: Manually, On-line filing of Returns of Income & TDS; Provision & Procedures of Compulsory On-Line filing of returns for specified assesses.

Suggested Readings:

1. Singhania, Vinod K. and Monica Singhania. *Students' Guide to Income Tax, University Edition.* Taxmann Publications Pvt. Ltd., New Delhi.
2. Ahuja, Girish, and Ravi Gupta. *Systematic Approach to Income Tax.* Bharat Law House, Delhi.

Course Name: Sales and Distribution Management
Course Code: BBAE23003

Objective:

- To orient students about the negotiation skills and labour-union collective bargaining tactics, cognitively.
- The course aims to impart the knowledge and skills needed to manage the sales force and distribution functions in a business organization to help gain a competitive advantage

Course Outline

Unit I: Sales Management
Definition and meaning, Objectives, Sales Research, Sales Forecasting methods, Sales Planning, and control: Goal setting, Performance measurement, diagnosis, and corrective actions.

Unit II: Sales Organization
Need for Sales Organizations, their structure, Sales Managers Functions, and responsibilities, Planning for major customers and sales Budget, Specific Characteristics of a successful salesman.

Unit III: Managing the Sales Force
Recruiting, Selection and Training of Sales force: Areas of sales Training: Motivating the Sales Team: Evaluating Sales Force Performance and Controlling Sales, activities, Ethical and Legal Issues in Sales Management.

Unit IV: Distributions channel
Importance, types, channel strategy Market Logistic: objective, planning customer-oriented inventory management decision, transportation decision.

Unit V
Designing customer-oriented channel, understanding the customer requirement, comparing the channel design. Managing the behavior of channel member, channel relationship, control, power positioning and conflict, influence strategy.

Suggested Readings:

1. Sales and Distribution Management: Text and Cases; Krishna K. Havaldar, Vasant M. Cavale Tata Mc-Graw Hill Education.
2. Sales and Distribution Management; Tapan K. Panda and Sunil Sahadev; Oxford University Press.
3. Sales Management: Decision Strategy and Cases; Richard R. Still, Edward W. Cundiff and Norman A.P. Govani; Pearson Education.
4. Management of Sales Force; Rosann Spiro, William Stanton, Gregory Rich; Tata Mc-Graw Hill Education.

Course Name: Research Methodology (GE)
Course Code: GEC066018

Course objectives

- This course aims to equip students with the essential skills and knowledge needed to design, conduct, and analyze research in various fields.
- It will cover key aspects of research methodology, including formulating research questions, developing hypotheses, selecting appropriate research designs, and understanding qualitative and quantitative methods.
- Students will learn to collect, analyze, and interpret data using statistical tools and software. The course will also emphasize ethical considerations in research, ensuring students understand the importance of integrity and responsibility in their work.

- By the end of the course, students will be prepared to undertake independent research projects and critically evaluate existing research.

Course Outline

Unit I -Research Methodology: An Introduction

Meaning of Research, Objectives of Research, Motivation in Research, Types of Research, Research Approaches, Significance of Research, Research Methods versus Methodology, Research Topic

Unit II- Research Design

Meaning of Research Design, Need for Research Design, Features of a Good Design, Important Concepts relating to Research Design, Different Research Designs, Basic Principles of Experimental Designs

Unit III- Methods of Data Collection

Collection of Primary Data, Observation Method, Interview Method, Collection of Data through Questionnaires, Collection of Data through Schedules, Difference between Questionnaires and Schedules, Some Other Methods of Data Collection, Collection of Secondary Data

Unit IV- Processing and Analysis of Data

Processing Operations, Elements/Types of Analysis, Statistics in Research, Measures of Central Tendency, Measures of Dispersion, Measures of Asymmetry, Measures of Relationship, Simple Regression Analysis, Multiple Correlation and Regression, Partial Correlation, Association in Case of Attribute

Unit V- Practical Training for Research; Observations, Questionnaires, Interviews

Unit VI- Research ethics

Unit VII- Review of published research in the relevant field

Unit VIII- Availability of books at various Libraries

Suggested Readings:

1. Creswell, J. W., & Creswell, J. D. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (5th ed.). SAGE Publications.
2. Silverman, D. (2013). Doing Qualitative Research (4th ed.). SAGE Publications.
3. Babbie, E. (2016). The Practice of Social Research (14th ed.). Cengage Learning.
4. Yin, R. K. (2018). Case Study Research and Applications: Design and Methods (6th ed.). SAGE Publications.
5. Flick, U. (2018). An Introduction to Qualitative Research (6th ed.). SAGE Publications.

6. Bryman, A. (2016). Social Research Methods (5th ed.). Oxford University Press.
7. Patton, M. Q. (2015). Qualitative Research & Evaluation Methods: Integrating Theory and Practice (4th ed.). SAGE Publications.
8. Saunders, M., Lewis, P., & Thornhill, A. (2019). Research Methods for Business Students (8th ed.). Pearson.
9. Trochim, W. M., & Donnelly, J. P. (2016). The Research Methods Knowledge Base (3rd ed.). Cengage Learning.
10. Cohen, L., Manion, L., & Morrison, K. (2017). Research Methods in Education (8th ed.). Routledge.
11. Seale, C. (Ed.). (2018). Researching Society and Culture (4th ed.). SAGE Publications.
12. Robson, C., & McCartan, K. (2016). Real World Research (4th ed.). Wiley.
13. Creswell, J. W., & Plano Clark, V. L. (2017). Designing and Conducting Mixed Methods Research (3rd ed.). SAGE Publications.
14. Neuman, W. L. (2014). Social Research Methods: Qualitative and Quantitative Approaches (7th ed.). Pearson.
15. Blaikie, N. (2018). Designing Social Research: The Logic of Anticipation (3rd ed.). Polity Press.
16. Maxwell, J. A. (2013). Qualitative Research Design: An Interactive Approach (3rd ed.). SAGE Publications.
17. Denzin, N. K., & Lincoln, Y. S. (Eds.). (2018). The SAGE Handbook of Qualitative Research (5th ed.). SAGE Publications.
18. Mertens, D. M. (2014). Research and Evaluation in Education and Psychology: Integrating Diversity with Quantitative, Qualitative, and Mixed Methods (4th ed.). SAGE Publications.
19. Kothari, C. R. (2004). Research Methodology: Methods and Techniques (2nd ed.). New Age International.

Note: The review of Syllabus happens on periodic basis for the benefit of the students. In case there are changes in curriculum due to review, students would be intimated in writing.

9. Lesson Plans

BCHE21019–Insurance and Risk Management

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Introduction and Scope of Insurance - History.	C-2	Lecture
Unit-I	Conceptual Framework, Meaning, nature and Scope of Insurance.	C-3	Lecture
Unit-I	Role of insurance in economic development and rural obligation	C-4	Lecture
Unit-I	Price of a financial transaction, Statistics, probability	C-5	Lecture
Unit-I	Pooling of risk, Portfolio, Mutually and Solidarity intro to Reinsurance	C-6	Lecture
Unit-I	Principles of Life Insurance and Governance	C-7	Lecture
Unit-I	Clarification Class – I	C-8	Clarification Class
Unit-II	Activity	C-9	Activity
Unit-II	Life Insurance techniques- Bases, Demographic basis	C-10	Lecture
Unit-II	Life Insurance products - Single Premium, Periodic Premium	C-11	Lecture
Unit-II	Mathematical provisions and Endowment plans	C-12	Lecture
Unit-II	Life Annuity, Index linked plans, Pension funds	C-13	Lecture
Unit-II	Class room assignment I	C-14	Lecture
Unit-II	Clarification Class – II	C-15	Lecture
Unit-II	Activity	C-16	Activity
Unit-III	Life Insurance Techniques Applications	C-17	Lecture
Unit-III	Valuation of life insurance business, Portfolio evaluation	C-18	Lecture
Unit-III	Risk and Solvency	C-19	Lecture
Unit-III	Pension funds and occupational pension schemes	C-20	Lecture
Unit-III	Take Home Assignment I		Take Home Assignment
Unit-III	Non-life insurance techniques	C-21	Lecture
Unit-III	Actuarial Model, Calculations, Technical provisions	C-22	Lecture
Unit-III	Presentation I	C-23	Presentation
Unit-III	Activity	C-24	Activity
Unit-III	Clarification Class – III	C-25	Clarification Class
Unit-IV	Insurance Companies and functions	C-26,27	Lecture
Unit-IV	Classroom Assignment II	C-28	Class room assignment
Unit-IV	Insurance Companies and functions	C-29	Lecture
Unit-IV	Mutual Funds	C-30	Lecture
Unit-IV	Activity	C-31	Activity
Unit-IV	Seminar	C-32	Seminar
Unit-IV	Housing Finance	C-33,34	Lecture
Unit-IV	Presentation II	C-35	Presentation

Unit-IV	Important Life Insurance Products and General Insurance Products	C-36-37	Lecture
Unit-IV	Class room assignment III	C-38,39	Class room assignment
Unit-IV	Take Home Assignment II		Take Home Assignment
Unit-IV	Determination of Premiums and Bonuses Various Distribution Channels.	C-40,41	Lecture
Unit-IV	Quiz I	C-42	Quiz
Unit-IV	Clarification class-IV	C-43	Clarification class
Unit-V	Risk Management: Risk management objectives and tools	C-44,45	Lecture
Unit-V	Risk management and value creation	C-46,47	Lecture
Unit-V	Classroom Assignment IV	C-48	Classroom Assignment
Unit-V	The risk management process	C-49,50	Lecture
Unit-V	Enterprise-wide risk management	C-51	Lecture
Unit-V	Quiz II	C-52	Quiz
Unit-V	Risk management in industrial companies,	C-53	Lecture
Unit-V	RAPM - Risk Adjusted Performance Measures	C-54,55	Lecture
Unit-V	Value at Risk and Underwriting	C-56	Lecture
Unit-V	Role of Actuaries- Product framing, Underwriting guidelines. Preparation of Insurance Documents Policy Conditions.	C-57,58	Lecture
Unit-V	Presentation III	C-59	Presentation
Unit-V	Clarification class V	C-60	Lecture

BBAC22351 –Business Policy and Strategic Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Business Policy as a social and Economic System Objective of Business; Society and Business	C-1	Lecture
Unit-I	Business ethics	C-2	Lecture
Unit-I	Social responsibility of Business; Social Audit	C-3	Lecture
Unit-I	Business Policy in Various Economic Systems: Capitalist Economy	C-4	Lecture
Unit-I	Economic System of Socialism and mixed Economic system.	C-5	Lecture
Unit-I	Clarification Class I	C-6	Clarification Class
Unit-II	Business Environment Analysis: Socio – economic environment	C-7	Lecture
Unit-II	Technology environment	C-8	Lecture
Unit-II	Role of Government	C-9	Lecture
Unit-II	Role of Public Sector	C-10	Lecture
Unit-II	International Trade Environment; The industry Environment – PESTEL	C-11	Lecture
Unit-II	Demographic environment; Competitive environment	C-12	Lecture
Unit-II	Classroom Assignment I	C-13	Classroom Assignment
Unit-II	Clarification Class II	C-14	Clarification Class II
Unit-II	Take Home Assignment I		Take Home Assignment
Unit-III	What is Strategy?	C-15	Lecture
Unit-III	What is Strategic Intent; Mission; Objectives and Goals	C-16	Lecture
Unit-III	Policies; Program; Budget; Identifying strategic alternatives of business; Environmental appraisal – Internal environment	C-17	Lecture
Unit-III	Key Success Factors; Role of Resources, Capabilities and Core Competencies;	C-18	Lecture
Unit-III	Presentation I	C-19	Presentation
Unit-III	Competitive Advantage to Competitive Strategies;	C-20	Lecture
Unit-III	VRIO Model	C-21	Lecture
Unit-III	Strategic Analysis: Concept of Value Chain	C-22	Lecture
Unit-III	SWOT Analysis	C-23	Lecture
Unit-III	Webinar	C-24	Webinar
Unit-III	Tools and Techniques for Strategic Analysis	C-25	Lecture
Unit-III	Quiz I	C-26	Quiz
Unit-III	TOWS Matrix	C-27	Lecture
Unit-III	Generic Strategies	C-28	Lecture
Unit-III	Competitive Strategies	C-29	Lecture
Unit-III	Presentation II	C-30	Presentation

Unit-III	Porter's 5 Forces Model	C-31,32	Lecture
Unit-III	Seminar	C-33	Seminar
Unit-III	The Experience Curve	C-34	Lecture
Unit-III	Grand Strategy	C-35	Lecture
Unit-III	Case Study	C-36	Case Study
Unit-III	Presentation III	C-37	Presentation
Unit-III	BCG Matrix	C-38	Lecture
Unit-III	Take Home Assignment II		Take Home Assignment
Unit-III	Case Study	C-39	Case Study
Unit-IV	Strategy Implementation	C-40	Lecture
Unit-IV	Quiz II	C-41	Quiz
Unit-IV	Organization Structure	C-42	Lecture
Unit-IV	Resource Allocation	C43,45	Lecture
Unit-IV	Projects and Procedural issues	C46, C48	Lecture
Unit-IV	Case Study	C-49	Case Study
Unit-IV	Integration of Functional Plans	C-50	Lecture
Unit-IV	Case Study	C-51	Case Study
Unit-IV	Leadership	C-52	Lecture
Unit-IV	Classroom Assignment III	C-53	Classroom Assignment
Unit-IV	Change and Conflict Management	C-54	Lecture
Unit-IV	Case Study	C-55	Case Study
Unit-IV	Evaluation and Control-Nature	C-56	Lecture
Unit-IV	Evaluation and Control-Importance	C-57	Lecture
Unit-IV	Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback.	C-58	Lecture
Unit-IV	Classroom Assignment IV	C-59	Classroom Assignment
Unit-IV	Clarification Class IV	C-60	Clarification Class

BCHE21005–Income Tax Law & Practice

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Basic concepts: Income, agricultural income	C1,2,3	Lecture
Unit-I	person, assesses	C-4	Lecture
Unit-I	assessment year, previous year,	C-5	Lecture
Unit-I	gross total income, total income, maximum marginal rate of tax.	C-6	Lecture
Unit-I	Permanent Account Number (PAN)	C-7	Lecture
Unit-I	Residential status; Scope of total income based on residential status of Individual	C-8	Lecture
Unit-I	Exempted income under section 10	C-10	Lecture
Unit-I	Clarification Class	C-11	Clarification Class-1
Unit-I	Classroom assignment I	C-12	Classroom assignment
Unit-II	Income from Salaries	C-13,14,15	Lecture
Unit-II	Income from house property	C-16,17,18	Lecture
Unit-II	Clarification Class	C-19	Clarification Class
Unit-II	Classroom assignment II	C-20	Classroom assignment
Unit-II	Presentation-I	C-21	Presentation
Unit-III	Profits and gains of business or profession	C-22,23,24	Lecture
Unit-III	Capital gains;	C-25,26,27	Lecture
Unit-III	Income from other sources	C-28,29,30	Lecture
Unit-III	Clarification class	C-38	Clarification class
Unit-III	Class Assignment III	C-39	Class Assignment
Unit-III	Presentation-II	C-40	Presentation
Unit-IV	Income of other persons included in income;	C-41	Lecture
Unit-IV	Aggregation of income and set-off and carry forward of losses;	C-42	Lecture
Unit-IV	Deductions from gross total income	C-43	Lecture
Unit-IV	Computation of total income of individuals	C-44	Lecture
Unit-IV	Rebates and reliefs;	C-45	Lecture
Unit-IV	Computation of total income of firms	C-46	Lecture
Unit-IV	Tax liability of an individual.	C-47	Lecture
	Clarification class-IV	C-48	Clarification class
	Quiz	C-49	Quiz
Unit-V	Filing of returns	C-50,51	Lecture
Unit-V	On-line filing of Returns of Income	C-52,53	Lecture
Unit-V	TDS;	C-54	Lecture
Unit-V	Provision Procedures of Compulsory On-Line filing of returns for specified assesses	C-55,56	Lecture
Unit-V	Clarification class	C-57	Clarification class
Unit-V	Class Assignment IV	C-58	Class Assignment IV
Unit-V	Presentation	C-59	Presentation
	Revision	C-60	Lecture

GEC066018-Research Methodology (GE)

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction About the Subject and COs, POs	C-1	Lecture
Unit-I	Meaning of Research	C-2	Lecture
Unit-I	Objectives of Research	C-3	Lecture
Unit-I	Motivation in Research	C-4	Lecture
Unit-I	Types of Research	C-5	Lecture
Unit-I	Research Approaches	C-6	Lecture
Unit-I	Significance of Research	C-7	Lecture
Unit-I	Research Methods versus Methodology	C-8	Lecture
Unit-I	Research Topic	C-9	Lecture
Unit-II	Clarification Class-I	C-10	Clarification Class
Unit-II	Meaning of Research Design	C-11	Lecture
Unit-II	Need for Research Design	C-12	Lecture
	Take Home Assignments		Take Home Assignments
Unit-II	Features of a Good Design	C-13	Lecture
Unit-II	Important Concepts relating to Research Design	C-14	Lecture
Unit-II	Important Concepts relating to Research Design	C-15	Lecture
Unit-II	Different Research Designs	C-16	Lecture
Unit-II	Different Research Designs	C-17	Lecture
Unit-II	Basic Principles of Experimental Designs	C-18	Lecture
Unit-II	Basic Principles of Experimental Designs	C-19	Lecture
Unit-II	Activity	C-20	Activity
	Class Room Assignment	C-21	Class Room Assignment
Unit-II	Clarification Class	C-22	Clarification Class
Unit-III	Collection of Primary Data	C-23	Lecture
Unit-III	Observation Method	C-24	Lecture
Unit-III	Interview Method	C-25	Lecture
Unit-III	Collection of Data through Questionnaires	C-26	Activity
Unit-III	Collection of Data through Schedules	C-27	Lecture
	Take Home Assignments		Take Home Assignments
Unit-III	Difference between Questionnaires and Schedules	C-28	Lecture
Unit -III	Some Other Methods of Data Collection	C-29	Lecture
Unit-III	Some Other Methods of Data Collection	C-30	Lecture
Unit-III	Collection of Secondary Data	C-31	Lecture
Unit-III	Clarification Class	C-32	Clarification Class

Unit-III	Activity-	C-33	Activity
Unit-IV	Processing Operations	C-34	Lecture
Unit-IV	Quiz	C-35	Quiz
Unit-IV	Elements of Analysis	C-36	Lecture
Unit-IV	Types of Analysis	C-37	Lecture
Unit-IV	Statistics in Research	C-38	Lecture
Unit-IV	Measures of Central Tendency	C-39	Lecture
Unit-IV	Measures of Dispersion	C-40	Lecture
Unit-IV	Measures of Asymmetry	C-41	Lecture
Unit-IV	Measures of Relationship	C-42	Lecture
Unit-IV	Activity	C-43	Activity
Unit-IV	Multiple Correlation	C-44	Lecture
	Class Room Assignment	C-45	Class Room Assignment
Unit-IV	Regression	C-46	Lecture
Unit-IV	Partial Correlation	C-47	Lecture
Unit-IV	Association in Case of Attribute	C-48	Lecture
Unit-IV	Clarification Class	C-49	Clarification Class
	Take Home Assignment		Take Home Assignment
Unit-IV	Presentation	C-50	Presentation
Unit-V	Practical Training for Research	C-51	Lecture
Unit-V	Observations	C-52	Lecture
Unit-V	Questionnaires	C-53	Lecture
Unit-V	Interviews	C-54	Lecture
Unit-V	Research Ethics	C-55	Lecture
Unit-V	Review of published research in the relevant field	C-56	Lecture
Unit-V	Availability of books at various Libraries	C-57	Lecture
	Class Room Assignment	C-58	Class Room Assignment
Unit-V	Seminar	C-59	Seminar
Unit-V	Activity	C-60	Activity

BBAE23003 –Sales and Distribution Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Sales Management- Introduction about subject & Definition and meaning, Objectives,	C-1	Lecture
Unit-I	Sales Research	C-2	Lecture
Unit-I	Sales Forecasting Methods	C-3	Lecture
Unit-I	Sales planning & Control-Goal Setting	C-4	Lecture
Unit-I	Performance measurement,	C-5	Lecture
Unit-I	Diagnosis & Corrective actions	C-6	Lecture
Unit-I	Clarification Class I	C-7	Clarification Class
Unit-I	Classroom Assignment I	C-8	Class Room Assignment
Unit-II	Sales Organization-Need for Sales Organizations	C-9,10	Lecture
Unit-II	Presentation I	C-11	Presentation
Unit-II	Webinar	C-12	Webinar
Unit-II	Sales Organization structure	C-13	Lecture
Unit-II	Sales Manager Functions & Responsibilities	C-14,15	Lecture
Unit-II	Planning for major customers	C-16	Lecture
Unit-II	Sales Budget	C-17,18	Lecture
Unit-II	Specific Characteristics of a successful Sales Man	C-19	Lecture
Unit-II	Clarification Class II	C-20	Clarification Class
Unit-II	Class Room Assignment II	C-21	Class Room Assignment
Unit-III	Managing the Sales Force	C-22,23	Lecture
Unit-III	Recruiting	C-24	Lecture
Unit-III	Selection	C-25	Lecture
Unit-III	Training of Sales force	C-26	Lecture
Unit-III	Areas of sales Training	C-27	Lecture
Unit-III	Motivating the Sales Team activities	C-28	Lecture
Unit-III	Take Home Assignment I		Take Home Assignment
Unit-III	Evaluating Sales Force Performance and Controlling Sales	C-29	Lecture
Unit-III	Quiz I	C-30	Quiz
Unit-III	Ethical and Legal issues Issues in Sales Management.	C-31	Lecture
Unit-III	Classroom Assignment III	C-32	Classroom Assignment
Unit-III	Clarification Class III	C-33	Clarification Class
Unit-IV	Distributions channel, Importance, types	C-34,35	Lecture
Unit-IV	Guest lecture	C-36	Guest lecture
Unit-IV	Distributions channel, Importance, types	C-37	Lecture
Unit-IV	Channel strategy Market Logistic: objective, planning	C-38	Lecture
Unit-IV	Customer oriented channel	C-39	Lecture

Unit-IV	Inventory management decision,	C-40	Lecture
Unit-IV	Webinar	C-41	Webinar
Unit-IV Unit-IV	Transportation decision. Take Home Assignment II	C-42	Lecture Take Home Assignment
Unit-IV	Clarification Class IV	C-43	Clarification Class
Unit-IV	Quiz II	C-44	Quiz
Unit-IV	Presentation II	C-45	Presentation
Unit-IV	Designing customer-oriented channel,	C-46	Lecture
Unit-IV	Case-let	C-47	Case-let
Unit-V	Understanding the customer requirement,	C-48,48	Lecture
Unit-V	Comparing the channel design.	C-50,51	Lecture
Unit-V	Managing the behavior of channel member, channel relationship,	C-52	Lecture
Unit-V	Channel control	C-53	Lecture
Unit-V	Classroom Assignment IV	C-54	Classroom Assignment
Unit-V	Power positioning and conflict, influence strategy	C-55,56	Lecture
Unit-V	Presentation III	C-57	Presentation
Unit-V	Revision/Query Solving	C-58,59	Lecture
Unit-V	Clarification Class V	C60	Clarification Class

Note:
This is a tentative lesson plan. The same may change from faculty to faculty as per the teaching pedagogy adopted by the faculty.

----------End Document----------

RNB Global University

Digitally signed by RNB Global University
DN: cn=RNB Global University, o=RNB Global University, c=India
Location: RNB Global University
Co=Administrative and Academic
Audit Cell Reason: Reason: I am the author of this document
Date: 2024-08-31 14:17:+05:30