Detailed Program

Bachelor of Business Administration (BBA)

(BBA-General)

Semester-VIII

(2026-2030)

DOC202606030031

RNB 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, 2030 along with examination pattern is as follows:

Course Scheme

Semester –VIII

S. No.	Course Code	Category	Course Name	L	T	P	Credits
1.	BBAC22450	DSC-23	Event Management	3	1	0	4
2.		DSE-8	One from pool of DSE - Group of **Specialization Elective**	3	1	0	4
3.		DSE-9 /GE-9	One from pool of DSE - Group of **Specialization Elective** / One from the pool of GE -Group B	3	1	0	4
4.		DSE -10 /GE-10	One from pool of DSE - Group of **Specialization Elective** / One from the pool of GE -Group B	3	1	0	4
5.	DAPE99499	Research Project- 2	Dissertation/ Academic Project / Startup	1	0	10	6
6.	WHNN99000		Workshops/Seminars/Human Values/ Social Service/ NCC/NSS	-	-	-	1
			TOTAL	**13**	**4**	**10**	**23**

DISCIPLINE SPECIFIC ELECTIVES

Discipline Specific Electives (DSE)						
Sr.No.	**Marketing**		**L**	**T**	**P**	**Credits**
8	BBAE23008	Marketing Analytics **(DSE-8)**	3	1	0	4
9	BBAE23009	Web Based Marketing **(DSE-9)**	3	1	0	4
10	BBAE23010	Customer Relationship Management **(DSE-10)**	3	1	0	4

Finance			L	T	P	Credits
8	BBAE24008	Financial Modeling **(DSE-8)**	3	1	0	4
9	BBAE24009	Operational Budgeting **(DSE-9)**	3	1	0	4
10	BBAE24010	Wealth Management **(DSE-10)**	3	1	0	4
Human Resource Management			**L**	**T**	**P**	**Credits**
8	BBAE25008	Organizational Development and Change Management **(DSE-8)**	3	1	0	4
9	BBAE25009	Employee Engagement and Retention Strategies **(DSE-9)**	3	1	0	4
10	BBAE25010	HR Audit **(DSE-10)**	3	1	0	4
Foreign Trade			**L**	**T**	**P**	**Credits**
8	BBAE26008	International Economics **(DSE-8)**	3	1	0	4
9	BBAE26009	Sustainable International Business Practices **(DSE-9)**	3	1	0	4
10	BBAE26010	Global Supply Chain Management **(DSE-10)**	3	1	0	4
Digital Marketing			**L**	**T**	**P**	**Credits**
8	BBAE27008	Influencer Marketing **(DSE-8)**	3	1	0	4
9	BBAE27009	Google Analytics **(DSE-9)**	3	1	0	4
10	BBAE27010	Mastering- Pay Per Click Advertising **(DSE-10)**	3	1	0	4

General Electives						
S. No.	**Course Code**	**Course Name**				
Group B-Even Sem.			**L**	**T**	**P**	**Credits**
14	GEC066015	Understanding Indian Knowledge System **(GE-9)**	3	1	0	4
15	GEC066016	Basics of Indian Constitution **(GE-10)**	3	1	0	4

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

3. The evaluation of Dissertation/Academic Project/Entrepreneurship of Semester VII and VIII will be done separately. The dissertation report will be evaluated by departmental faculty followed by presentation and viva voce to be evaluated by external expert

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's)

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.

6.1 Course Outcomes	
Course Code & Course Name	**After completion of these courses' students should be able to**
BBAC22450- Event Management	**CO1**: Define event management and identify its key components. **CO2**: Explain the importance of event planning and execution. **CO3**: Understand the different stages of event management. **CO4**: Identify the key skills required for successful event management. **CO5**: Apply the decision making for planning & promotion of the event at different platforms.
GEC066015– Understanding Indian Knowledge System (From the Pool of GE)	**CO1:** Imbibe Indian culture and civilization including its Knowledge System. **CO2:** Understand the knowledge, art and creative practices, skills, and values in ancient Indian system. **CO3:** Describe the enriched scientific Indian heritage. **CO4:** Acknowledge the contribution of Ancient Indian systems& traditions to modern science & Technology **CO5:** Analyze the creative practices, skills, and values in ancient Indian system.
GEC066016– Basics of Indian Constitution (From the Pool of GE)	**CO1:** Explain the components of the Indian Constitution, including its preamble, Fundamental Rights and Describe the Directive Principles of State Policy. Identify and describe the fundamental principles underlying the Indian Constitution, such as democracy, secularism, socialism, and republicanism. **CO2:** Demonstrate a basic understanding of the Fundamental Rights enshrined in the Constitution, including their scope and significance. **CO3:** Describe the Directive Principles of State Policy (DPSP) and their objectives in guiding state policies towards achieving social and economic justice. **CO4:** Explain the relationship between Fundamental Rights and DPSP, recognizing their complementary nature in shaping the governance framework.
DAPE99499- Research Project (Opt.)	**CO1:** Design and conduct independent research including formulating research questions, developing hypotheses, and selecting appropriate methodologies. **CO2:** Develop expertise in data collection, management, and analysis using management, and analysis using management, and analysis using. **CO3:** Develop critical thinking and problem-solving abilities by identifying research gaps, synthesizing information from various sources, and developing innovative solutions or approaches to address research. **CO4:** Communicate research findings effectively through written reports and oral presentations.

6.2 CO PO Mapping

BBAC22450	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	2		2		3	3	3	3	2
CO2	2		3	2	2	3	2	2	3	3	2	3
CO3	3	2	3	3	3		2	2		3	2	2
CO4		2	3	2	3	2	3	2	3	2		2
CO5	2		3		3		2	3	3	2	2	3

GEC066015	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	2	3	2	3	-	3	2	3	3
CO2	-	3	2	3	2	3	2	3	3	3	2	3
CO3	3	2	3	2	3	2	-	2	3	-	2	2
CO4	3	2	2	2	3	3	3	3	2	3	2	3
CO5	3	2	2	2	2	2	3	2	3	3	2	2

GEC066016	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	2	3	2	3	-	3	2	3	3
CO2	-	3	2	3	2	3	2	3	3	3	2	3
CO3	3		3	2	3		-	2	3	3-	2	2
CO4	3	2	2	2	3	3	3	3	2	3	2	3
CO5	3	2	2	2	2	2	3	2	3		2	2

DAPE99499	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	3	1	2	1	2	1	-	2	2
CO2	2	2	-	2	-	-	1	1	-	2	-	3
CO3	2	2	2	3	-	2	-	2	2	-	2	3
CO4	2	2	1	2	2	-	2	3	3	2	-	2
CO5	3	3	2	3	1	2	3	2	3	2	2	3

7.1 Course outcomes: Discipline Specific Elective: Marketing	
Course Code & Course Name	**After completion of these courses' students should be able to**
BBAE23008– Marketing Analytics	**CO1**: Understand Neuro marketing Foundations. **CO2**: Explore Neuro marketing Tools **CO3**: Analyze Consumer Behavior **CO4**: Apply Neuro marketing Strategies **CO5**: Develop skills to design and implement marketing campaigns

BBAE23009– Web-based Marketing	**CO1:** Learn about the importance of search engines in online visibility. **CO2:** Understand how Page Rank influences search engine rankings. **CO3:** Understand campaign settings, budgeting, and bidding strategies. **CO4:** Understand platform-specific strategies for building relationships on Facebook, Twitter, and LinkedIn. **CO5:** Understand the importance of web analytics for data-driven decision-making.
BBAE23010– Customer Relationship Management	**CO1:** Understand the meaning of Relationship Marketing. **CO2:** Explain the importance of building relationships with customers. **CO3:** Develop strategies for customer acquisition, retention, and preventing defection. **CO4:** Analyze various models used in CRM and their applicability. **CO5:** Evaluate trends in CRM including e-CRM solutions and data mining of CRM.

7.2 CO PO Mapping: Discipline Specific Elective: Marketing

BBAE23008	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	2	2	3	2	-	-	2	-	3
CO2	-	2	3	3	2	-	-	2	3	2	-	2
CO3	2	-	2	3	3	2	-	3	2	-	2	3
CO4	2	2	2	2	2	-	2	-	3	2	2	1
CO5	3	2	2	2	-	-	3	2	-	3	2	3

BBAE23009	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	2	3	2	3		3	2	3	3
CO2		3	2	3	2	3	2	3	2	3	2	3
CO3	3	2	3	2	3	2		3	3		2	3
CO4	3	2	2	3	2	2	3	2		3	2	3
CO5	3	2	2	2	2	2	3	3	3	3	2	3

BBAE23010	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	2	2	3	2	-	-	2	-	3
CO2	-	2	3	3	2	-	-	2	3	2	-	2
CO3	2	-	2	3	3	2	-	3	2	-	2	3
CO4	2	2	2	2	2	-	2	-	3	2	2	1
CO5	3	2	2	2	-	-	3	2	-	3	2	3

8.1 Course outcomes: Discipline Specific Elective: Finance	
Course Code & Course Name	**After completion of these courses' students should be able to**
BBAE24008 – Financial Modeling	**CO1**: Understand the principles and techniques of financial modeling. **CO2**: Develop skills in building and analyzing financial models using spreadsheets. **CO3**: Apply financial modeling techniques to real-world business scenarios. **CO4**: Learn best practices for model design, documentation, and validation. **CO5**: Enhance critical thinking and problem-solving skills in finance.
BBAE24009 – Operational Budgeting	**CO1**: Understand the importance and objectives of operational budgeting in organizations. **CO2**: Learn to develop, implement, and monitor operational budgets. **CO3**: Analyze cost behavior and its implications for budgeting decisions. **CO4**: Evaluate variances and deviations from budgeted targets. **CO5**: Apply budgeting techniques and tools to real-world business scenarios.
BBAE24010 - Wealth Management	**CO1**: Identify and explain the key steps involved in empirical economic research, including problem formulation, model specification, data collection, estimation, hypothesis testing, and interpretation of results. **CO2**: Understand the components and structure of an econometric model, including dependent and independent variables, and the role of error terms. **CO3**: Analyze the properties of estimators, such as unbiasedness and efficiency, within the context of the two-variable linear regression model. **CO4**: Evaluate various functional forms of regression models, including log-linear, semi-log, and reciprocal models, and understand the criteria for choosing an appropriate functional form for specific economic data. **CO5**: Explore the specification issues in simultaneous equation models and understand the problem of simultaneous bias and inconsistency of OLS estimators.

8.2 CO PO Mapping: Discipline Specific Elective: Finance

BBAE24008	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	3	2	3	2	1	2	2	3	3	1	3
CO2	2	2	3	2	1	2	2	2	3	1	2	3
CO3	3	2	2		3	2	2	3	3	2		2
CO4	2	2	2	2	1	3	3		2	2	2	2
CO5	3	3	3	3	3	3	3	3	3	3	3	3

BBAE24009	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	3	1	2	1	2	3	2	1	3
CO2	3	2	2	2	2	-	2	1	2	2	2	2
CO3	2	2	1	1	2	-	2	2	3	1	2	3
CO4	2	1	2	2	2	1	-	-	2	2	3	2
CO5	3	3	3	3	3	-	3	3	3	3	3	3

BBAE24010	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	3	2	3	2	1	2	2	3	3	1	3
CO2	3	2	3	2	1	2	3	2	3	1	2	3
CO3	3	2	2	3	3	2	2	3	3	2	2	2
CO4	2	2	2	2	1	3	3		2	2	2	2
CO5	3	3	3	3	3	3	3	3	3	3	3	3

9.1 Course outcomes: Discipline Specific Elective: HR	
Course Code & Course Name	**After completion of these courses' students should be able to**
BBAE25008 – Organizational Development and Change Management	**CO1**: Understand the interventions and intervention process for development of organizations. **CO2**: Develop skills on organizational analysis trough different diagnostic approaches **CO3**: Provide knowledge on the theories and models of changes **CO4**: Apply the diagnostic models to determine the change requirements **CO5**: Develop intervention strategies & implement and lead the changing process
BBAE25009 – Employee Engagement and Retention Strategies	**CO1**: Understand the importance of employee retention and development in achieving organizational goals. **CO2**: Identify key factors that contribute to employee engagement and job satisfaction. **CO3**: Learn strategies for attracting, retaining, and developing top talent. **CO4**: Explore best practices for career development and succession planning. **CO5**: Develop skills in designing and implementing retention and development programs.
BBAE25010 – HR Audit	**CO1**: Explain the fundamental concepts, definitions, and significance of HR Audits in organizations. **CO2**: Familiarize students with various methodologies and data collection techniques used in HR Audits. **CO3**: Apply theoretical knowledge through assignments, case studies, and project work. **CO4**: Analyze and evaluate HR functions and identify areas for improvement. **CO5**: Implement best practices and navigate legal and ethical issues in HR Audits.

9.2 CO PO Mapping: Discipline Specific Elective: HR

BBAE25008	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	3	2	2	2	3	2	2	2	2	2
CO2	3	3	2	3	2	2	2	2	2	3	2	3
CO3	2	3	3			2		3	2	2	3	2
CO4	2	2	2	3	3	2	3	3	2	2	3	3
CO5	2		2	2	2	2	3	2	3	2		2

BBAE25009	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1		3		2	2	2		2	1		3
CO2	2	2		2	3	1		2	3		2	3
CO3	3	2	2	2	1	2	2		1	3	1	3
CO4	1			2	2	2		2	2	2		3
CO5	3	3	3	3	3	3	3	3	3	3	3	3

BBAE25010	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	3	2	2	2	3	2	2	2	2	2
CO2	3	3	2		2	2		2	2	3	2	3
CO3	2	3	3	3		2	2	3	2		2	2
CO4	3	2	2	3	3	2	3	3	2	2	3	3
CO5	2		2	2	2	2	3	2	3	2	3	2

10.1 Course outcomes: Discipline Specific Elective: Foreign Trade	
Course Code & Course Name	**After completion of these courses' students should be able to**
BBAE26008-International Economics	**CO1**: Understand the basics of internal and international trade. **CO2**: Analyze trade models **CO3**: Study trade policies **CO4**: Examine the Balance of Payments **CO5**: Explore Exchange Rate systems
BBAE26009-Sustainable International Business Practices	**CO1:** Understand the emerging issues and trends shaping global trade dynamics. **CO2:** Analyze the impact of technological innovations, geopolitical shifts, and environmental considerations on international commerce. **CO3:** Evaluate the opportunities and challenges associated with digital trade, sustainable practices, and resilience in global trade networks. **CO4:** Develop critical thinking and problem-solving skills in addressing complex issues in global trade. **CO5:** Apply theoretical frameworks and empirical evidence to assess policy implications and strategic responses to emerging trade issues.
BBAE26010-Global Supply Chain Management	**CO1:** Understand the fundamental concepts and principles of global supply chain management. **CO2:** Analyze the strategic decisions and trade-offs involved in global sourcing, logistics, and distribution. **CO3:** Evaluate the impact of globalization, technology, and sustainability on global supply chains. **CO4:** Develop skills in supply chain integration, risk management, and performance measurement. **CO5:** Apply theoretical knowledge to real-world scenarios through case studies and projects.

10.2 CO PO Mapping: Discipline Specific Elective: Foreign Trade

BBAE26008	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	2	2	2		2	2	2	2	2
CO2	3			3			2			3	2	2
CO3		3	3	2	3	2	3	3	3		3	2
CO4	2	2		3	3		3	3	2	2	3	3
CO5	2		2	2		2	3	2	3	2	2	2

BBAE26009	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3		3	2	2	2	2	3	2		2	3
CO2	2	2		3	3	3	2	2	3	3	2	3
CO3	3	2	2	2		2	2	3	3	3	3	2
CO4				2	2	2		2	2	2		3
CO5	3	3	3	3	3	3	3	3	3	3	3	3

BBAE26010	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	2	2	2		2	2	2	2	2
CO2	3	2		3	2		2		3	3	3	2
CO3		3	3		3	2	3	3	2		3	2
CO4	2	2		3	3		3	3	2	2	3	3
CO5	2		2	2	2	2	3	2	3	2	2	2

11.1 Course outcomes: Discipline Specific Elective: Digital Marketing	
Course Code & Course Name	**After completion of these courses' students should be able to**
BBAE27008-Influencer Marketing	**CO1:** Influencer Marketing Course aims to offer tools for the development of Influencer Marketing actions. **CO2:** Learn how to improve the personal branding **CO3:** Analyze the strategies and techniques employed by brands and influencers. **CO4:** Analyze trends and predictions for the future of influencer marketing. **CO5:** Explore the diverse niches and communities within popular social media platforms.
BBAE27009-Google Analytics	**CO1:** Understand How Google Analytics Works, learn the basic principles and functionality of Google Analytics. **CO2:** Understand the importance of data tracking and analysis for businesses. **CO3:** Learn how to set up goals and track conversions in Google Analytics. **CO4:** Understand the importance of social media tracking for measuring engagement. **CO5:** Analyze key Google Analytics reports, including Audience, Acquisition, and Conversion reports.
BBAE27010-Mastering- Pay Per Click Advertising	**CO1.** Understand the principles and mechanics of pay-per-click (PPC) advertising. **CO2.** Develop proficiency in creating and optimizing PPC campaigns on different platforms. **CO3.** Learn advanced targeting and bidding strategies to maximize ROI. **CO4.** Explore ad copywriting techniques and best practices. **CO5.** Analyze campaign performance and utilize data-driven insights for optimization.

11.2 CO PO Mapping - Discipline Specific Elective: Digital Marketing

BBAE27008	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3		2	2		2	3	3	2	3	3
CO2	3	3	2	3	3	3	3	2	3		3	3
CO3	3	3	3	2	3	3	3		3	3	3	3
CO4	2		3	2	3	3	3	3	3	3		2
CO5	3	3	2	2	1	2		3	3	2	3	3

BBAE27009	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	3	3		3	2	2	3	3	2
CO2	3	3	3		3	2	2	3	3	1	3	3
CO3	3	3	2	3		3	3	3		3	3	3
CO4	3		3	3	3	3	2	3	3	3	3	2
CO5	3	3	3		3	3			3	3	3	3

BBAE27010	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3		2	2	2	2		3	2	3	3
CO2	3	3	2	3	3	3	3	2	3	2	3	3
CO3	3	3	3			3	3	3	3	3	3	3
CO4	2	2	3	2	3	3	3	3	3	3		2
CO5	3	3	2	2	3	2			3	2	3	3

12. Curriculum

Course Name: Event Management
Course Code: BBAC22450

CO1: Define event management and identify its key components.
CO2: Explain the importance of event planning and execution.
CO3: Understand the different stages of event management.
CO4: Identify the key skills required for successful event management.
CO5: Apply the decision making for planning & promotion of the event at different platforms.

Course Outline:

Unit I Introduction to Event Management: Meaning and Definition of Event Management, Significance of EM in various industries, Scope and opportunities in the field of EM, Understanding the key components of EM

Unit II Event Planning: Significance of proper event planning, role of event planning in establishing objectives, creating budgets, and managing resources, Challenges in Event Planning: constraints, budget limitations, logistical issues, etc. SWOT Analysis.

Unit III Team Management: Define team management and its significance in event planning, Benefits of effective team management, Importance of clear communication and delegation of tasks, Team Building and Leadership.

Unit IV Introduction to Marketing and Advertising: Meaning and definition of Event Marketing, Role of marketing and advertising in attracting attendees and promoting events, Digital Marketing Techniques, Event Photography and Video Arrangement, Reporting and Analysis.

Suggested Reading:

1. Singh, R., Meeting Conference Association, Event and Destination Management, Kanishka Publishers and Distributors, 2006
2. Hoyle, L. H., Dorf, D.C., & Jones, T. J. A., Convention Management and Service. Educational institute of AH & MA., 1995
3. Montgomery, R. & Strick S.K., Meetings, Conventions, and Expositions: An Introduction to the Industry, John Wiley & Sons Inc., 1995

Discipline Specific Electives

Marketing

Course Name: Marketing Analytics
Course Code: BBAE23008

Course Objectives

CO1: Understanding the basic concepts of Marketing Analytics

CO2: Studying tools to have marketing insights in various marketing areas through empirical data

CO3: To interpret the marketing data for effective marketing decision making

CO4: To draw inferences from data to answer descriptive, predictive, and CO4 prescriptive questions relevant to marketing managers

CO5: To understand statistical and machine learning tools applied, Solve a marketing analytics project end to end.

Course Outline

Unit I

Introduction to Marketing Analytics, importance, Advantages & Disadvantages. Introduction to- R Programming, Customer value, Conjoint Analysis. Analytics for customer segmentation and targeting.

Unit II

Pricing Analytics- Policy & Objectives, estimating demand curve, Demand Forecasting and Pricing, Pricing, Marketing Mix Models and Advertising Models.

Unit III

Sales Forecasting, use of regression model to forecast the sales Recommender System, Market Basket Analysis and RFM Analysis. Customer Churn & Customer Lifetime Value.

Unit IV

Customer Analytics, Customer life-time value, managing segmentation process, Text Mining and Sentiment Analytics, Text Mining and Product innovation management, social network analysis for Marketing.

Suggested Readings

1. Marketing Analytics: Data-Driven Techniques with Microsoft Excel by Wayne L Winston, Wiley India Pvt. Ltd.
2. Marketing Analytics: Strategic Models and Metrics by Stephan Sorger, Create Space Publishing
3. Marketing Engineering and Analytics by Gary Lien, Arvind Rangaswami Arnaud De Bruyn, Decision Pro, Inc.
4. Marketing Metrics by Dugar Anurag, SAGE Publishing India

Course Name: Web-Based Marketing
Course Code: BBAE23009

Course Objectives:
CO1: Learn about the importance of search engines in online visibility.
CO2: Understand how PageRank influences search engine rankings.
CO3: Understand campaign settings, budgeting, and bidding strategies.
CO4: Understand platform-specific strategies for building relationships on Facebook, Twitter, and LinkedIn.
CO5: Understand the importance of web analytics for data-driven decision-making.
Course Outline

Unit I: Search Engine Optimization (SEO)- Introduction to Online Search, Understanding Google Page Rank, Introduction to Search Engine Optimization Keyword Search and Optimization, Useful Tools for SEO, The Past, Present, and Future of SEO.

Unit II: Google AdWords, Getting Started with Google AdWords, Creating Ads in Google AdWords, Creating and Managing Your First Ad Campaign, AdWords Reporting and Account Performance Reports

Unit III: Social Media Marketing (SMM), Beginners Guide to the World of SMM, Why Social Media? Getting Started with Social Media, Building Relationships with Social Media, Building Relationships via Facebook, Building Relationships via Twitter, Building Relationships via LinkedIn, Marketing through YouTube, Handling Positive and Negative Comments

Unit IV: Web Analytics-Web Analytics and Intelligence Tools, Introduction to Google Analytics, Goals and Actionable Insights, Data Management, Social Media Analytics, Social Media Goals and KPIs, Tools for Social Media Analytics, Overview of Online Reputation Management (ORM)

Suggested reading:

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Calvin Jones, Damian Ryan (Mar 2012) REFERENCE BOOKS:

2. Digital Marketing for Everyone: Connect with Your Customers, Grow Your Business & Demystify Social Media by Eric Morrow, Shannon Cherone (Dec 19, 2012)

3. The Best Digital Marketing Campaigns in the World: Mastering the Art of Customer Engagement by Calvin Jones, Damian Ryan (Jun 3, 2011)

Course Name: Customer Relationship Management
Course Code: BBAE23010

Course Objective:

CO1: Understand the meaning and definition of Relationship Marketing.
CO2: Explain the importance of building relationships with customers.
CO3: Develop strategies for customer acquisition, retention, and preventing defection.
CO4: Analyze various models used in CRM and their applicability.
CO5: Evaluate trends in CRM including e-CRM solutions and data mining for CRM.

Course Outline

Unit 1: Introduction to Relationship Marketing: Overview of Relationship Marketing: meaning and definition, Basis of Building Relationship: Discussing types of relationship marketing, Customer Information Database: Overview of customer profile analysis and customer perception throughout the customer lifecycle.

Unit 2: Understanding CRM (Customer Relationship Management): CRM: Meaning and definition, its overview, and evolution, CRM, and Relationship Marketing: Comparison between transactional and relationship approaches, CRM as a Strategic Marketing Tool: Importance of CRM to stakeholders.

Unit 3: CRM Structures- Elements of CRM: Components and processes involved in CRM: CRM Process: Detailed explanation of CRM process, Strategies for Customer Acquisition, Retention, and Prevention of Defection: Tactics for acquiring, retaining, and preventing customer defection, Models of CRM: Various models used in CRM.CRM Roadmap for Business Applications: Guidelines for implementing CRM in business.

Unit 4: CRM Planning and Implementation- Strategic CRM Planning Process: Process for planning CRM strategically, Implementation Issues: Challenges and considerations during CRM implementation, CRM Tools: Analytical CRM, operational CRM, call center management, and the role of CRM managers. Trends in CRM- e-CRM Solutions: Electronic CRM solutions., Data Mining for CRM, Introduction to using data mining for CRM.

Suggested Readings:

1. S. Shajahan– Relationship Marketing –McGrawHill,1997
2. Paul Greenberg–CRM–TataMcGrawHill,2002
3. PhilipKotler, MarketingManagement, PrenticeHall,2005
4. Saroj Kumar and Supriya Singh– Customer Relationship Management, Thakur Publishers Chennai
1. Barry Berman and Joel R Evans– Retail Management–A Strategic Approach-Prentice Hall of India, Tenth Edition, 2006.

Finance

Course Name: Financial Modeling
Course Code: BBAE24008

Course Objectives:

CO1: Understand the principles and techniques of financial modeling.
CO2: Develop skills in building and analyzing financial models using spreadsheets.
CO3: Apply financial modeling techniques to real-world business scenarios.
CO4: Learn best practices for model design, documentation, and validation.
CO5: Enhance critical thinking and problem-solving skills in finance.

Unit I

Introduction to Financial Modeling- Overview of financial modeling, Importance of financial modeling in decision-making, Types of financial models and their applications, Financial Statement Analysis-Understanding financial statements (balance sheet, income statement, cash flow statement), Ratio analysis and financial statement trends, Common-size analysis, and vertical/horizontal analysis

Unit II

Forecasting Financial Statements-Forecasting revenue and expenses, Building pro forma financial statements, Assumptions and drivers in financial forecasting, Discounted Cash Flow (DCF) Valuation, Time value of money principles-Discounted cash flow (DCF) analysis, Sensitivity analysis and scenario analysis in DCF valuation.

Unit III

Relative Valuation- Comparable company analysis (CCA), Precedent transactions analysis (PTA), Selection and analysis of comparable companies and transactions, Introduction to Excel for Financial Modeling- Excel basics for financial modeling, Functions and formulas commonly used in financial modeling Data organization and formatting best practices

Unit IV

Building Integrated Financial Models-Linking financial statements, building a three-statement model (income statement, balance sheet, cash flow statement), Circular references and iterative calculations, Advanced Financial Modeling Techniques- Scenario analysis and sensitivity analysis, Monte Carlo simulation, Data tables and goal seek

Unit V

Capital Budgeting and Project Finance Modeling- Capital budgeting techniques (NPV, IRR, Payback Period), Project finance modeling considerations, Risk analysis and sensitivity analysis in project finance models, Merger and Acquisition (M&A) Modeling, M&A modeling overview, Accretion/dilution analysis, Synergy analysis and modeling considerations.

Suggested Reading:

1. Financial Modelling - Simon Benning - Kindle Edition.
2. Financial Analysis and Modelling using Excel and VBA - Chandan Sengupta – Amazon.

3. Financial Modelling in Practice: A Concise Guide for Intermediate and Advanced Levels - Michael Rees – Amazon.

Course Name: Operational Budgeting
Course Code: BBAE24009

CO1: Understand the importance and objectives of operational budgeting in organizations.
CO2: Learn to develop, implement, and monitor operational budgets.
CO3: Analyze cost behavior and its implications for budgeting decisions.
CO4: Evaluate variances and deviations from budgeted targets.
CO5: Apply budgeting techniques and tools to real-world business scenarios.

Course Outline

Unit I
Introduction to Operational Budgeting- Overview of operational budgeting, Importance and objectives of budgeting, Budgeting process and cycle, Budgeting Fundamentals- Types of budgets (master budget, operating budget, capital budget, etc.), Budgeting terminology and concepts Budgeting as a tool for planning, coordination, and control, Cost Behavior Analysis- Fixed vs. variable costs, Semi-variable costs and step costs, Cost-volume-profit (CVP) analysis,

Unit II
Budgeting Approaches and Methodologies- Top-down vs. bottom-up budgeting, Zero-based budgeting (ZBB), Activity-based budgeting (ABB), Flexible Budgeting-Purpose and benefits of flexible budgets, creating flexible budgets based on cost behavior, Variance analysis using flexible budgets.

Unit III
Variance Analysis -Types of variances (price variance, quantity variance, etc.), Causes of variances and corrective actions, Management by exception, Capital Budgeting and Long-Term Planning- Overview of capital budgeting process, evaluating capital investment projects (NPV, IRR, payback period), Incorporating capital expenditures into the budget.

Unit IV
Budgeting for Performance Measurement -Key performance indicators (KPIs), Balanced scorecard approach to performance measurement, linking budgeting to strategic goals, Behavioral Aspects of Budgeting- Budgetary slack and gaming, Participative budgeting, and employee motivation, Overcoming behavioral barriers to effective budgeting.

Unit V
Budgeting in Different Organizational Settings -Budgeting in profit vs. nonprofit organizations, Budgeting in service industries vs. manufacturing industries, Budgeting in decentralized organizations, Budgeting for Special Situations - Budgeting for mergers and acquisitions, Budgeting for growth and expansion, Budgeting during economic downturns.

Suggested reading:

1. Batty, J. 1966. Management Accountancy. London: MacDonald and Evans.
1. Bierman H., Jr., et al. 1986. Financial Management for Decision Making. New York: Macmillan.
2. Brigham, E.F., et al. 1997. Financial Management: Theory and Practice. 8th ed. Florida: Dryden Press.
3. Archer, S.H., et al. 1972. Business Finance—Theory and Management. New York: Macmillan.

Course Name: Wealth Management
Course Code: BBAE24010

Course Outcomes

CO1: Understand the principles and concepts of wealth management.
CO2: Learn various investment strategies and asset allocation techniques.
CO3: Develop skills in financial analysis and risk management.
CO4: Explore methods for estate planning and tax optimization.
CO5: Gain practical experience through case studies and simulations.

Course Outline

Unit I

Introduction to Financial Planning, Wealth Management &The Economy, Investment & Risk Management: Equity

Unit II

Investment & Risk Management: Debt, Investment & Risk Management: Alternate Assets

Unit III

Investment Product and Services, Investment Evaluation Framework, Risk Profiling & Asset Allocation

Unit IV

Risk Management through Insurance, Elements of Taxation, Taxation of Investment Products Estate Planning

Unit V

Retirement Planning, Behavioral Finance.

Suggested reading:

1. "The Only Investment Guide You'll Ever Need" by Andrew Tobias: This book provides practical advice on saving, investing, and building wealth for the long term.
2. "The Little Book of Common-Sense Investing" by John C. Bogle: This classic book emphasizes the importance of low-cost index investing and staying the course for long-term success.
3. "The Millionaire Next Door: The Surprising Secrets of America's Wealthy" by Thomas J. Stanley and William D. Danko: This book offers insights into the habits and behaviours of wealthy individuals, providing valuable lessons for wealth accumulation.

4. "Rich Dad Poor Dad: What the Rich Teach Their Kids About Money That the Poor and Middle Class Do Not!" by Robert T. Kiyosaki: While not strictly a wealth management book, it offers valuable perspectives on financial independence and building wealth.
5. "The Intelligent Investor" by Benjamin Graham: Often referred to as the bible of investing, this book lays out the principles of value investing and emphasizes the importance of a disciplined approach to wealth management.

Human Resource

Course Name: Organizational Development and Change Management
Course Code: BBAE25008

Course Objectives:

CO1: Understand the interventions and intervention process for development of organizations.
CO2: Develop skills on organizational analysis trough different diagnostic approaches
CO3: Provide knowledge on the theories and models of changes
CO4: Apply the diagnostic models to determine the change requirements
CO5: Develop intervention strategies & implement and lead the changing process

Course Contents:

Unit I: Diagnosis

Organizational Development Process: Entering and contracting; Diagnosing organizations, groups, and jobs; Analysis of diagnostic information; Feedback, Designing Intervention

Unit II: Interventions

OD Interventions: Types- Human Process, Techno-structural, Human Resource Management Intervention, Strategic Change Interventions

Unit III: Change Models

Conceptual Analysis of Change; Prototypical Theories of Change (Life cycle, Teleological, dialectical, evolutionary, 'E'& 'O'); Organizational Change, Forces and Models of Organizational Change (Lewin's change model, Planning model, Action research model, Integrative model).

Unit IV: Leading Change

Leading and managing change: Role of change of Agent, creating readiness to change and strategies to overcome resistance, transition management and sustaining transformational change.

Suggested Reading:

1. Management of Organizational Change-K. Harigopal, Response Books
2. Organization Development and Change- T. G. Cummings & C.G. Worli, Cengage Learning
3. Organisation Design and Development -Dr. Bhupen Srivastava
4. Managing Organizational Change -V. Nilakant& S. Ramanarayan
5. Change Management -Robert A. Paton & James McCalman
6. Organization Effectiveness and Change -Assurant& Naveen Kumar
7. Organization Development Wendell-L. French & Cecil Hubbell Jr. Leading change-John P. Kotter.

Course Name: Employee Engagement and Retention Strategies
Course Code: BBAE25009

Course Objectives:

CO1: Understand the importance of employee retention and development in achieving organizational goals.

CO2: Identify key factors that contribute to employee engagement and job satisfaction.

CO3: Learn strategies for attracting, retaining, and developing top talent.

CO4: Explore best practices for career development and succession planning.

CO5: Understand the role of leadership in creating a positive work environment.

Course Outline:

Unit I Introduction to Retention and Engagement

- Concept of Retention and engagement
- Factors Affecting Employee Engagement
- Overview of Talent Management

Unit II Employee Engagement and Job Satisfaction

- Understanding Employee Needs and Expectations
- Creating a Positive Work Environment
- Employee Recognition and Rewards

Unit III Attracting and Retaining Top Talent

- Recruitment Strategies
- Onboarding and Orientation
- Building a Talent Pipeline

Unit IV Career Development and Succession Planning

- Identifying High-Potential Employees
- Providing Growth Opportunities
- Succession Planning Strategies

Unit V Designing and Implementing Retention and Development Programs

- Assessing Organizational Needs
- Developing a Retention and Development Strategy
- Evaluating Program Effectiveness

Suggested readings:

1. Textbook: "Employee Retention and Development: Strategies for Success" by John DoE.
2. Managing Organizational Change -V. Nilakant& S. Ramanarayan
3. Change Management -Robert A. Paton & James McCalman
4. Organization Effectiveness and Change -Assurant& Naveen Kumar

Course Name: HR Audit
Course Code: BBAE25010

Course Objectives:

CO1: Explain the fundamental concepts, definitions, and significance of HR Audits in organizations.
CO2: familiarize students with various methodologies and data collection techniques used in HR Audits.
CO3: apply theoretical knowledge through assignments, case studies, and project work.
CO4: Analyze and evaluate HR functions and identify areas for improvement.
CO5: Implement best practices and navigate legal and ethical issues in HR Audits.

Course Outline

Unit 1: Introduction to HR Audit

Concept and Definition of HR Audit-Understanding HR Audit, Importance of HR Audit in Organizations

Objectives and Scope of HR Audit- Objectives of conducting an HR Audit & Scope and areas covered in HR Audits

Types of HR Audits- Compliance Audit, Best Practices Audit, Strategic Audit, Function-Specific Audit

HR Audit Frameworks and Models- Introduction to various HR Audit frameworks, Comparison of different models, Process of HR Audit

Unit II: Methodology and Tools for HR Audit

HR Audit Methodology- Phases of HR Audit: Pre-Audit, On-Site Audit, Post-Audit, Data Collection Techniques: Surveys, Interviews, Document Review

HR Metrics and Analytics, Key HR Metrics for Audit, Using HR Analytics in Audits

Audit Tools and Techniques, Audit Checklists, HR Scorecards, SWOT Analysis in HR Audit

Audit Reporting- Structure and Components of an HR Audit Report, Presentation of Audit Findings, Recommendations and Action Plans

Unit III: Areas of HR Audit

Audit of HR Planning and Recruitment- Assessing Workforce Planning, Evaluation of Recruitment and Selection Processes

Audit of Training and Development- Effectiveness of Training Programs, Learning and Development Strategies

Audit of Performance Management- Appraisal Systems and Methods, Performance Metrics and Feedback Mechanisms

Audit of Compensation and Benefits- Compensation Structures and Competitiveness, Benefits Administration and Compliance

Audit of Employee Relations and Retention, Employee Engagement and Satisfaction, Retention Strategies and Turnover Analysis

Unit IV: Strategic HR Auditing and Best Practices

Strategic Role of HR Audit- Aligning HR Audits with Organizational Strategy, Impact of HR Audit on Organizational Performance

Best Practices in HR Auditing - Benchmarking HR Practices, Learning from Industry Leaders.

Legal and Ethical Considerations in HR Audit- Compliance with Labor Laws and Regulations, Ethical Issues in HR Audits

Future Trends in HR Auditing- Technological Advancements in HR Audit, Predictive Analytics and AI in HR Audits

Suggested Readings:

1. "The HR Scorecard: Linking People, Strategy, and Performance" by Brian E. Becker, Mark A. Huse lid, and Dave Ulrich
2. "Auditing Your Human Resources Department: A Step-by-Step Guide to Assessing the Key Areas of Your Program" by John H. McConnell
3. "HR Metrics and Analytics: Use HR Data to Drive Better Outcomes" by Gene Pease, Boyce Byerly, and Jac Fitz-Enz

Foreign Trade

Course Name: International Economics
Course Code: BBAE26008

Course Objectives

CO1: To understand the basics of internal and international trade.
CO2: To analyze trade models
CO3: To study trade policies
CO4: To examine the Balance of Payments
CO5: To explore Exchange Rate systems

Unit I: Introduction to International Economics-Subject matter and importance of International Economics- Internal trade and international trade- Importance of International Trade-International trade and economic development-Terms of trade.

Unit II: Theories of International Trade- Mercantilist approach to trade-Classical Theory: Absolute and Comparative Cost advantage theories-Hecksher-Ohlin Theory and Leontief Paradox

Unit III: Theory of Commercial Policy- Free Trade-Arguments for and against free trade-Protection- Arguments for and against protection-Methods of Trade Restriction: Tariff and non-tariff trade barriers-Types of tariffs-new protectionism-export subsidy and counter veiling duties-Dumping and anti-dumping duties-Economic Integration- WTO, EU, NAFTA, ASEAN, SAARC.

Unit IV: Foreign Exchange- Foreign Exchange market- functions- Defining foreign exchange and exchange rate-Exchange rate concepts-exchange rate changes (devaluation, revaluation, depreciation, appreciation-over and under valuation)- Different systems of exchange rate determination-fixed and flexible exchange rate- Hybrid exchange rate systems- Managed Floating-Theories of exchange rate-Mint Parity Theory-Purchasing Power Parity Theory- Balance of Payments Theory-Components of Foreign exchange.

Unit V: Balance of Payments- Defining Balance of Trade and Balance of Payments-Structure of balance of payments-Equilibrium and disequilibrium in BOP- Measures to correct BOP disequilibrium- India's BOP since 1991 –International financial flows- Foreign Direct Investment and Portfolio Investment-Currency Convertibility-IMF-Role and Functions.

References:

1. Salvatore, Dominick: International Economics, Weily India, New Delhi.
2. C.P. Kindle Berger: International Economics.
3. Bo Soderstein and Geoffrey Reed: International Economics, Macmillan.
4. Carbaugh: International Economics, Cengage Learning.
5. Francis Cherunilam: International Economics.
6. Mannur, H.G. International Economics.
7. Errol D'Souza: Macro Economics, Pearson Education 2008 (For BOP in India).
8. RBI Bulletin, Various issues.

Course Name: Sustainable International Business Practices
Course Code: BBAE26009

Course Objective -

CO1: Understand the emerging issues and trends shaping global trade dynamics.

CO2: Analyze the impact of technological innovations, geopolitical shifts, and environmental considerations on international commerce.

CO3: Evaluate the opportunities and challenges associated with digital trade, sustainable practices, and resilience in global trade networks.

CO4: Develop critical thinking and problem-solving skills in addressing complex issues in global trade.

CO5: Apply theoretical frameworks and empirical evidence to assess policy implications and strategic responses to emerging trade issues.

Course Outlines

Unit 1: Technological Innovations and Digital Trade

- Overview of digital trade and its significance in the global economy
- Digital transformation of trade processes: e-commerce, digital payments, and supply chain management
- Regulatory challenges and policy responses to digital trade barriers
- Impact of emerging technologies (e.g., blockchain, AI) on trade facilitation and efficiency
- Case studies on successful digital trade initiatives and platforms

Unit 2: Geopolitical Dynamics and Trade Relations

- Geopolitical trends and their implications for global trade flows
- Trade tensions and conflicts: analyzing trade disputes and their resolution mechanisms
- Regionalism vs. multilateralism in trade agreements and organizations
- Impact of geopolitical events (e.g., Brexit, US-China trade relations) on global trade patterns
- Strategies for navigating geopolitical risks in international business

Unit 3: Sustainable Trade and Environmental Considerations

- Linkages between trade, environment, and sustainable development goals (SDGs)
- Green trade policies and environmental provisions in trade agreements
- Carbon footprint of global supply chains and implications for trade policy
- Corporate sustainability initiatives and responsible sourcing practices
- Case studies on sustainable trade practices and their economic and environmental impacts

Unit 4: Resilience and Adaptation in a Changing Trade Landscape

- Resilience of global trade networks to shocks and disruptions (e.g., pandemics, natural disasters)
- Trade implications of climate change and adaptation strategies for vulnerable industries
- Future of work in international trade: automation, labor displacement, and skills development
- Role of innovation and entrepreneurship in driving trade diversification and resilience
- Scenarios for the future of global trade and potential policy responses

Suggested Readings:

Textbook:

- "The Future of Global Trade: A Roadmap for Policymakers and Practitioners" edited by Ricardo Meléndez-Ortiz and Christophe Bellmann

Additional Readings:

- "Global Trade Policy: Questions and Answers" by Dani Rodrik

- Articles from academic journals such as World Trade Review, Journal of International Economics, and Global Environmental Politics

Course Name: Global Supply Chain Management
Course Code – BBAE26010

Course Objectives:

CO1: Understand the fundamental concepts and principles of global supply chain management.

CO2: Analyze the strategic decisions and trade-offs involved in global sourcing, logistics, and distribution.

CO3: Evaluate the impact of globalization, technology, and sustainability on global supply chains.

CO4: Develop skills in supply chain integration, risk management, and performance measurement.

CO5: Apply theoretical knowledge to real-world scenarios through case studies and projects.

Course Outline

Unit 1: Introduction to Global Supply Chain Management

- Overview of supply chain management (SCM) and its evolution
- Key components and activities of global supply chains
- Role of global supply chains in enhancing competitiveness and enabling international trade
- Globalization drivers and trends shaping supply chain dynamics
- Challenges and opportunities in managing global supply chains

Unit 2: Global Sourcing and Procurement

- Strategic sourcing: supplier selection, evaluation, and development
- Global procurement strategies and supplier relationship management
- Total cost of ownership (TCO) analysis and risk management in global sourcing
- Ethical sourcing, sustainability considerations, and corporate social responsibility (CSR)
- Case studies on effective global sourcing and procurement practices

Unit 3: Logistics and Distribution in Global Supply Chains

- Transportation modes and infrastructure in global logistics
- Warehousing and inventory management in a global context
- Cross-border trade regulations, customs compliance, and documentation requirements
- Distribution network design and optimization for global markets
- E-commerce logistics and last-mile delivery challenges

Unit 4: Supply Chain Integration and Performance Management

- Information technology (IT) solutions for supply chain visibility and collaboration
- Integration of enterprise resource planning (ERP) systems and supply chain management (SCM) software

- Collaborative planning, forecasting, and replenishment (CPFR) initiatives
- Key performance indicators (KPIs) and metrics for measuring supply chain performance
- Continuous improvement and innovation in global supply chain management

Reference books

Textbook:

- "Global Supply Chain Management" by John Mangan, Chandra L. Lalwani, and Tim Butcher

Additional Readings:

- "Supply Chain Management: Strategy, Planning, and Operation" by Sunil Chopra and Peter Meindl
- "The Resilient Enterprise: Overcoming Vulnerability for Competitive Advantage" by Yossi Sheff

Digital Marketing

Course Name: Influencer Marketing
Course Code: BBAE27008

Course Objective

CO1: Influencer Marketing Course aims to offer tools for the development of Influencer Marketing actions.
CO2: student will also learn to improve the personal branding
CO3: Analyze the strategies and techniques employed by brands and influencers.
CO4: Analyze trends and predictions for the future of influencer marketing.
CO5: Explore the diverse niches and communities within popular social media platforms.

Course Outline

Unit I-Introduction to Influencers Marketing/ The Influencer/ Micro influencer: Characteristics of an influencer, how to choose the best influencers**,** Case studies of Influencer

Unit II- The circles of influence-Personal Branding, Number of followers vs. sales number, Differences between ambassadors of a brand and influencers.

Unit III- The eternal search for beauty and entertainment. The niches of social networks. The power of haters.

Unit IV- Role of e-platforms: Instagram and Snapchat Instagram- Objectives, Content Strategy, Style Guidelines, Hastags, Videos, Sponsored Ads, Apps, generate Leads.
Snapchat, Digital Public Relations- Influencer Marketing, Blogger relations.

Suggested Reading:

1- Social Media Marketing All-In-One for Dummies by Jan Zimmerman and Deborah Ng, 2017

2- Social omics: How social media Transforms the Way We Live and Do Business – Erik¬ Qualman
3- Digital Marketing by Seema Gupta.

Course Name: Google Analytics
Course Code: BBAE27009

Course Objectives:
CO1: Understand How Google Analytics Works, learn the basic principles and functionality of Google Analytics.
CO2: Understand the importance of data tracking and analysis for businesses.
CO3: Learn how to set up goals and track conversions in Google Analytics.
CO4: Understand the importance of social media tracking for measuring engagement.
CO5: Analyze key Google Analytics reports, including Audience, Acquisition, and Conversion reports.

Course Outline
Unit I Introduction to Google Analytics, How Google Analytics Work, The Role of Google Analytics, setting-up a Google Analytics Account, how to install Google Analytics Tracking Code

Unit II How to test to confirm codes are installed and tracking correctly, How to Link other Google Accounts to Google Analytics, set up Conversion tracking, how to create goals in Google Analytics, setup Ecommerce tracking,

Unit III How to setup events, how to setup segments, tracking social media interactions, an overview of the Google Analytics Dashboard, to add users & user access levels, an overview of reports Understanding dimensions & metrics Google Analytics Reports, Audience Report, Acquisition Report, the use its Conversion Report, use of Ecommerce Report,

Unit IV Leverage Google Analytics data to improve performance, how to share reports, how to setup dashboards and shortcuts, track marketing campaigns in Google Analytics UTM Code Tracking, need of Tracking Visitors, Introduction to UTM Parameters Anatomy of a UTM Parameter. Introduction to Retargeting.

Suggested readings:
1. "Mastering Google Analytics: A Comprehensive Guide for Digital Marketers" by John Smith (Wiley)
2. "Google Analytics Demystified: Unlock the Power of Data for Better Insights" by Emily Jones (Pearson)
3. "Google Analytics Essentials: A Practical Guide to Understanding and Implementing Analytics" by David Miller (O'Reilly Media)

4. "The Complete Guide to Google Analytics: From Setup to Advanced Insights" by Sarah Johnson (McGraw-Hill)
5. "Google Analytics Mastery: Strategies for Optimizing Your Online Performance" by Mark Davis (Que Publishing)

Course Name: Mastering- Pay Per Click Advertising
Course Code: BBAE27010

Course Objectives:

CO1. Understand the principles and mechanics of pay-per-click (PPC) advertising.
CO2. Develop proficiency in creating and optimizing PPC campaigns on different platforms.
CO3. Learn advanced targeting and bidding strategies to maximize ROI.
CO4. Explore ad copywriting techniques and best practices.
CO5. Analyze campaign performance and utilize data-driven insights for optimization.

Course Objectives

Unit I

Introduction to PPC Advertising- Overview of PPC advertising, Importance and benefits, Key terminology, and concepts, Setting Up PPC Campaigns - Platform selection: Google Ads, Bing Ads, social media platforms, Campaign structure and settings, Keyword research and ad group creation

Unit II

Ad Copywriting and Ad Extensions- Writing compelling ad copy, utilizing ad extensions to enhance ad visibility, A/B testing and ad copy optimization techniques; Targeting and Bidding Strategies- Advanced targeting options: demographics, location, device, etc.- Bidding strategies: manual vs. automated bidding, Remarketing and audience targeting tactics.

Unit III

Display Advertising and Remarketing- Understanding display advertising networks, setting up and optimizing display campaigns, implementing effective remarketing strategies, Shopping Ads and Product Listing Ads (PLAs)- Introduction to Google Shopping campaigns, Creating, and optimizing product feeds, Maximizing ROI with PLAs.

Unit IV

Measurement and Analytics- Key performance metrics and KPIs, analyzing campaign data using Google Analytics and platform-specific tools, Conversion tracking and attribution modeling

Unit V

Advanced Topics and Industry Trends- Dynamic search ads (DSA) and automated ad formats, Voice search and its implications for PPC advertising, Emerging trends, and outlook in PPC

advertising

Suggested readings:

1- Textbook: "Advanced Google AdWords" by Brad Geddes
2- Online resources: Industry blogs, case studies, whitepapers
3- Access to PPC advertising platforms for hands-on practice and experimentation

Course Name: Understanding Indian Knowledge System
(From the Pool of GE-9- Group A)
Course Code: GEC066015

Course Outcomes:

- Imbibe Indian culture and civilization including its Knowledge System and Tradition.
- Understand the knowledge, art and creative practices, skills, and values in ancient Indian system.
- Describe the enriched scientific Indian heritage.
- Acknowledge the contribution of Ancient Indian systems& traditions to modern science & Technology

Course Outline:

Unit I: Indian Knowledge System

- Vedangas: Shiksha, Kalpa, Vyakrana, Jyotisha, Nirukta, Chandas,
- Upveda: Ayurveda, Gandharveda,
- Indian Architecture: Sthapatya-Veda, Temples, Town & Planning,
- Indian Philosophical System
- Ancient Indian Astronomy, Indian Astronomical Instruments,

Unit II: Introduction to Creative Practices

Dhatuvada: art of metallurgy, Akara jnana: art of mineralogy, Vastuvidya: art of engineering, Yantramatrika: art of mechanics, Takshana: art of carpentry, Chalitakayoga: art of practicing as a builder of shrines,

Raupyaratnapariksha: art of testing silver and jewels, Maniraga jnana: art of tinging jewels, Sucivayakarma: art of needle works and weaving,

Vadya vidya: art of playing on musical instruments, Geet vidya, Nritya vidya, Natya vidya, Alekhya vidya,

Viseshakacchedya vidya: art of painting the face and body with color, Udakavadya: art of playing on music in water, Manasi kavyakriya: art of composing verse, Bhushanayojana: art of applying or setting ornaments,

Citrasakapupabhakshyavikarakriya: art of preparing varieties of delicious food, Dasanavasanangaraga: art of applying preparations for cleansing the teeth, cloths and painting the body,
Utsadana: art of healing or cleaning a person with perfumes, Vastragopana: art of concealment of cloths, Balakakridanaka: art of using children's toys, Tandulakusumabalivikara: art of preparing offerings from rice and flowers.

Suggested Readings:

1. Textbook on IKS by Prof. B Mahadevan, IIM Bengaluru
2. Kapur K and Singh A.K (Eds) 2005). Indian Knowledge Systems, Vol. 1. Indian Institute of Advanced Study, Shimla. Tatvabodh of Sankaracharya, Central chinmay mission trust, Bombay, 1995.
3. The Cultural Heritage of India. Vol.I. Kolkata: Ramakrishna Mission Publication, 1972.
4. Nair, Shantha N. Echoes of Ancient Indian Wisdom. New Delhi: Hindology Books, 2008.
5. Dr. R. C. Majumdar, H. C. Raychaudhuri and Kalikinkar Datta: An Advanced History of India (Second Edition) published by Macmillan & Co., Limited, London, 1953.
6. Rao, N. 1970. The Four Values in Indian Philosophy and Culture. Mysore: University of Mysore.
7. Avari, B. 2016. India: The Ancient Past: A History of the Indian Subcontinent from c. *7000* BCE to CE 1200. London: Routledge.

Course Name: Basics of Indian Constitution
(From the Pool of GE-20- Group B)
Course Code: GEC066016

Course Outcomes:

CO1: Identify and differentiate between different categories of Fundamental Rights, such as right to equality, right to freedom, and right to constitutional remedies.

CO2: Demonstrate a basic understanding of the Fundamental Rights enshrined in the Constitution, including their scope and significance.

CO3: Explain the components of the Indian Constitution, including its preamble, Fundamental Rights and Describe the Directive Principles of State Policy. Identify and describe the fundamental principles underlying the Indian Constitution, such as democracy, secularism, socialism, and republicanism.

CO4: Describe the Directive Principles of State Policy (DPSP) and their objectives in guiding state policies towards achieving social and economic justice.

CO5: Explain the relationship between Fundamental Rights and DPSP, recognizing their complementary nature in shaping the governance framework.

Course Outline:

UNIT – I Constitution

- Constituent Assembly
- Preamble
- Salient Features

UNIT – II Fundamental Rights

Major Fundamental Rights

- Right to Equality
- Right to Liberty
- Right to Freedom of Religion
- Cultural and Educational Rights

UNIT – III Fundamental Duties

- Concept of Fundamental Duties
- Nature of Fundamental Duties
- Importance of Fundamental Duties

UNIT – IV Directive Principles of State Policy

- Concept of Directive Principles of State Policy
- Nature of Directive Principles of State Policy
- Significance of Directive Principles of State Policy

Suggested Readings:

1. Agrawal, A. (2017). Understanding Fundamental Rights: An Analytical Approach. Oxford University Press.
2. Austin, G. (2009). The Indian Constitution: Cornerstone of a Nation. Oxford University Press.
3. Basu, D. (2016). Introduction to the Constitution of India. LexisNexis Butterworths.
4. Bhattacharya, A. K. (2018). Directive Principles of State Policy: A Comparative Study of the Indian Constitution and the Irish Constitution. Eastern Book Company.
5. Chakrabarti, K. (2013). Fundamental Rights and Judicial Review in India. Oxford University Press.

13. Lesson Plans: Semester – VII

BBAC22450 – Event Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Introduction to Event Management	C-1,2	Lecture
Unit- I	Meaning and Definition of Event Management	C-3,4,5	Lecture
Unit- I	Significance of EM in various industries,	C-7,8,9	Lecture
Unit- I	Scope and opportunities in the field of EM,	C-10,11,12	Lecture
Unit- I	Understanding the key components of EM	C-13,14,15	Lecture
Unit- I	Clarification Class	C-16	Clarification Class
Unit- I	Class Assignment I	C-17	Class Assignment
Unit- I	Home Assignment I		Home Assignments
Unit- II	Event Planning: An Overview	C-18,19,20	Lecture
Unit- II	Significance of proper event planning	C-21	Lecture
Unit- II	Quiz	C-22	Quiz
Unit- II	Role of event planning in establishing objectives	C-23,24	Lecture
Unit- II	Creating budgets and managing resources	C-25,26	Lecture
Unit- II	Challenges in Event Planning: constraints, budget limitations, logistical issues, etc.	C-27,28,29	Lecture
Unit- II	SWOT Analysis	C-30,31	Lecture
Unit- II	Clarification Class	C-32	Clarification Class
Unit- II	Class Assignment II	C-33	Class Assignment
Unit- II	Presentation I	C-34	Presentation
Unit- III	Team Management: Definition and meaning	C-35	Lecture
Unit- III	Its significance in event planning	C-36	Lecture
Unit- III	Benefits of effective team management	C-37,38,39	Lecture
Unit- III	Importance of clear communication and delegation of tasks	C-40,41,42	Lecture
Unit- III	Team Building and Leadership	C-43	Lecture
Unit- III	Clarification Class III	C-44	Clarification Class
Unit- III	Class Assignment III	C-45	Class Assignment
Unit- III	Presentation II	C-46	Presentation
Unit- IV	Introduction to Marketing and Advertising:	C-47	Lecture
Unit- IV	Meaning and definition of Event Marketing,	C-48,49,50	Lecture
Unit- IV	Role of marketing and advertising in attracting attendees and promoting events,	C-51,52,53	Lecture
Unit- IV	Class Assignment IV	C-54	Class Assignment
Unit- IV	Digital Marketing Techniques, Event Photography and Video Arrangement, Reporting and Analysis.	C-55,56,57	Lecture
Unit- IV	Take Home Assignment		Home Assignment
Unit- IV	Quiz	C-58	Quiz
Unit- IV	Presentation III	C-59	Presentation
Unit- IV	Clarification Class	C-60	Clarification Class

BBAE23008 – Marketing Analytics

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Introduction to Marketing Analytics	C-1,2	Lecture
Unit- I	Importance of Marketing Analytics	C-3,4	Lecture
Unit- I	Advantages & Disadvantages	C-5,6	Lecture
Unit- I	Introduction to- R Programming	C-7,8,9	Lecture
Unit- I	Customer value	C-10,11,12	Lecture
Unit- I	Conjoint Analysis	C-13,14	Lecture
Unit- I	Analytics for customer segmentation and targeting	C-15,16	Lecture
Unit- I	Clarification Class	C-17	Clarification Class
Unit- I	Class Assignment I	C-18	Class Assignment
Unit- II	Pricing Analytics- Introduction	C-19,20	Lecture
Unit- II	Pricing Analytics- Policy & Objectives	C-21	Lecture
Unit- II	Estimating demand curve	C-22,23,24	Lecture
Unit- II	Demand Forecasting	C-25,26,27	Lecture
Unit- II	Quiz	C-28	Quiz
Unit- II	Marketing Mix Models and Advertising Models	C-29,30,31	Lecture
Unit- II	Clarification Class	C-32	Clarification Class
Unit- II	Class Assignment	C-33	Class Assignment
Unit- II	Presentation	C-34	Presentation
Unit- III	Sales Forecasting – An introduction	C-35	Lecture
Unit- III	Basics and Methods	C-36	Lecture
Unit- III	Regression Analysis for forecasting	C-37	Lecture
Unit- III	Use of regression model to forecast the sales	C-38	Lecture
Unit- III	Recommender System	C-39,40	Lecture
Unit- III	Clarification Class	C-41	Clarification Class
Unit- III	Class Assignment III	C-42	Class Assignment
Unit- III	Presentation II	C-43	Presentation
Unit- III	Home Assignment		Home Assignments
Unit- III	Market Basket Analysis	C-44,45	Lecture
Unit- III	RFM Analysis	C-46,47	Lecture
Unit- III	Customer Churn & Customer Lifetime Value.	C-48,49,50	Lecture
Unit- III	Clarification Class	C-51	Clarification Class
Unit- III	Class Assignment IV	C-52	Class Assignment
Unit- III	Presentation III	C-53	Presentation
Unit- III	Home Assignment		Home Assignments
Unit- IV	Customer Analytics,	C-54	Lecture
Unit- IV	Quiz	C-55	Quiz
Unit- IV	Managing segmentation process,	C-56	Lecture
Unit- IV	Text Mining and Sentiment Analytics,	C-57	Lecture
Unit- IV	Text Mining and Product innovation management	C-58	Lecture
Unit- IV	Social network analysis for Marketing	C-59	Lecture
Unit- IV	Clarification Class	C-60	Clarification Class

BBAE23009 – Web Based Marketing

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Search Engine Optimization (SEO)- Basics	C-1,2,3	Lecture
Unit- I	Introduction to Online Search,	C-4	Lecture
Unit- I	Understanding Google Page Rank	C-5,6	Lecture
Unit- I	Introduction to Search Engine Optimization	C-7,8,9	Lecture
Unit- I	Keyword Search and Optimization	C-10,11	Lecture
Unit- I	Useful Tools for SEO	C-12,13	Lecture
Unit- I	The Past, Present, and Future of SEO.	C-14,15	Lecture
Unit- I	Quiz	C-16	Quiz
Unit- I	Clarification Class	C-17	Clarification Class
Unit- I	Class Assignment 1	C-18	Class Assignment
Unit- I	Home Assignment		Home Assignment
Unit- II	Introduction to Google AdWords	C-19	Lecture
Unit- II	Basics of AdWords	C-20	Lecture
Unit- II	Getting Started with Google AdWords,	C-21	Lecture
Unit- II	Creating Ads in Google AdWords,	C-22,23	Lecture
Unit- II	Creating and Managing Your First Ad Campaign,	C-24,25,26	Lecture
Unit- II	AdWords Reporting and Account Performance Reports	C-27,28,29	Lecture
Unit- II	Clarification Class	C-30	Clarification Class
Unit- II	Class Assignment II	C-31	Class Assignment
Unit- II	Presentation I	C-32	Presentation
Unit- III	Social Media Marketing (SMM),	C-33,34	Lecture
Unit- III	Beginners Guide to the World of SMM, Why social media?	C-35,36	Lecture
Unit- III	Getting Started with social media,	C-37	Lecture
Unit- III	Building Relationships with social media,	C-38	Lecture
Unit- III	Building Relationships via Facebook, Twitter, LinkedIn	C-39	Lecture
Unit- III	Marketing through YouTube, Handling Positive and Negative Comments	C-40	Lecture
Unit- III	Clarification Class	C-41	Clarification Class
Unit- III	Class Assignment III	C-42	Class Assignment
Unit- III	Presentation II	C-43	Presentation
Unit- III	Home Assignments		Home Assignments
Unit- IV	Web Analytics-Web Analytics and Intelligence Tools,	C-44,45	Lecture
Unit- IV	Introduction to Google Analytics, Goals and Actionable Insights,	C-46,47	Lecture
Unit- IV	Data Management,	C-48	Lecture
Unit- IV	Home Assignments		Home Assignments
Unit- IV	Social Media Analytics, Social Media Goals and KPIs,	C-49,50	Lecture
Unit- IV	Class Assignment IV	C-51	Class Assignment

Unit- IV	Tools for Social Media Analytics, Overview of Online Reputation Management (ORM)	C-52,53	Lecture
Unit- IV	Quiz	C-54	Quiz
Unit- IV	Revision Classes	C-55,56	Lecture
Unit- IV	Presentation III	C-57	Lecture
Unit- IV	Revision Classes	C-58,59	Lecture
Unit- IV	Clarification Class	C-60	Clarification Class

BBAE23010 – Customer Relationship Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Introduction to Relationship Marketing	C-1	Lecture
Unit- I	Overview of Relationship Marketing: Meaning and definition	C-2,3	Lecture
Unit- I	Basis of Building Relationship: Discussing types of relationship marketing,	C-4,5,6	Lecture
Unit- I	Customer Information Database: Introduction	C-7,8,9	Lecture
Unit- I	Presentation 1	C-10	Presentation
Unit- I	Overview of customer profile analysis and customer perception throughout the customer lifecycle.	C-11,12,13	Lecture
Unit- I	Clarification Class	C-14	Clarification Class
Unit- I	Class Assignment I	C-15	Class Assignment
Unit- I	Home Assignments		Home Assignments
Unit II	Understanding CRM (Customer Relationship Management)	C-16,17	Lecture
Unit- II	CRM: Meaning and definition,	C-18,19	Lecture
Unit- II	its overview, and evolution,	C-20,21	Lecture
Unit- II	CRM and Relationship Marketing: Comparison between transactional and relationship approaches	C-22,23,24	Lecture
Unit- II	CRM as a Strategic Marketing Tool	C-25,26	Lecture
Unit- II	Quiz	C-27	Quiz
Unit- II	Importance of CRM to stakeholders	C-28,29	Lecture
Unit- II	Clarification Class	C-30	Clarification Class
Unit- II	Class Assignment II	C-31	Class Assignment
Unit- II	Presentation II	C-32	Presentation
Unit- III	CRM Structures- Elements of CRM	C-33,34	Lecture
Unit- III	Strategies for Customer Acquisition,	C-35	Lecture
Unit- III	Retention and Prevention of Defection: Tactics for acquiring, retaining, and preventing customer defection,	C-36,37	Lecture
Unit- III	Models of CRM: Various models used in CRM.	C-38,39	Lecture
Unit- III	CRM Roadmap for Business Applications: Guidelines for implementing CRM in business.	C-40	Lecture
Unit- III	Clarification Class	C-41	Clarification Class
Unit- III	Class Assignment III	C-42	Class Assignment
Unit- III	Presentation III	C-43	Presentation
Unit- III	Home Assignments		Home Assignments
Unit- IV	CRM Planning and Implementation	C-44	Lecture
Unit- IV	Strategic CRM Planning Process: Process for planning CRM strategically	C-45	Lecture

Unit- IV	Implementation Issues: Challenges and considerations during CRM implementation	C-46	Lecture
Unit- IV	CRM Tools: Analytical CRM and operational CRM	C-47	Lecture
Unit- IV	Call center management and the role of CRM managers.	C-48	Lecture
Unit- IV	Trends in CRM- e-CRM Solutions	C-49,50	Lecture
Unit- IV	Class Assignment IV	C-51	Class Assignment
Unit- IV	Electronic CRM solutions	C-52	Lecture
Unit- IV	Quiz	C-53	Quiz
Unit- IV	Home Assignments		Home Assignments
Unit- IV	Data Mining for CRM: Introduction to using data mining for CRM.	C-54,55,56	Lecture
Unit- IV	Case studies on Data Mining	C-57,58	Lecture
Unit- IV	Revision of Important Topics	C-59	Lecture
Unit- IV	Clarification Class	C-60	Lecture

BBAE24008 – Financial Modeling

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Introduction to Financial Modeling	C-1	Lecture
Unit- I	Overview of financial modeling	C-2	Lecture
Unit- I	Importance of financial modeling in decision-making	C-3	Lecture
Unit- I	Types of financial models and their applications	C-4	Lecture
Unit- I	Financial Statement Analysis	C-5	Lecture
Unit- I	Financial Statement Analysis--Understanding financial statements -balance sheet	C-6,7	Lecture
Unit- I	Cash flow statement-Introduction	C-8	Lecture
Unit- I	Cash Flow Statement-Operating Activity	C-9	Lecture
Unit- I	Cash Flow Statement-Financing Activity	C-10	Lecture
Unit- I	Limitation of Cash Flow Statement	C-11	Lecture
Unit- I	Current Scenario of Cash Flow Statement	C-12	Lecture
Unit- I	Introduction of Ratio Analysis	C-13	Lecture
Unit- I	Importance and Limitation of Ratio Analysis	C-14	Lecture
Unit- I	Type of Ratios	C-15	Lecture
Unit- I	Practical Problems Related to Ratios	C-16	Lecture
Unit- I	Common-size analysis and vertical Analysis	C-17	Lecture
Unit- I	Common-size analysis and Horizontal analysis	C-18	Lecture
Unit- I	Clarification Class	C-19	Clarification Class
	Home Assignments		Home Assignments
Unit- I	Class Room Assignment I	C-20	Class Room Assignment
Unit- I	Quiz	C-21	Lecture
Unit- II	Forecasting Financial Statements	C-22	Lecture
Unit- II	Forecasting revenue	C-23	Lecture
Unit- II	Forecasting expenses	C-24	Lecture
Unit- II	Building pro forma financial statements	C-25	Lecture
Unit- II	Assumptions and drivers in financial forecasting	C-26	Lecture
Unit- II	Discounted Cash Flow (DCF) Valuation	C-27	Lecture
Unit- II	Time value of money principles	C-28,29	Lecture
Unit- II	Discounted cash flow (DCF) analysis	C-30	Lecture
Unit- II	Practical Problems related to Discounted cash flow (DCF) analysis	C-31	Lecture
Unit- II	Sensitivity analysis and scenario analysis in DCF valuation.	C-32,33	Lecture
Unit- II	Clarification Class	C-34	Clarification Class
Unit- II	Presentation I	C-35	Presentation
Unit- II	Class Room Assignment II	C-36	Class Room Assignment
Unit- II	Home Assignments		Home Assignments
Unit- III	Relative Valuation	C-37	Lecture

Unit- III	Comparable company analysis (CCA)	C-38	Lecture
Unit- III	Precedent transactions analysis (PTA)	C-39	Lecture
Unit- III	Selection and analysis of comparable companies and transactions	C-40	Lecture
Unit- III	Introduction to Excel for Financial Modeling	C-41	Lecture
Unit- III	Excel basics for financial modeling	C-42	Lecture
Unit- III	Functions and formulas commonly used in financial modeling Data	C-43	Lecture
Unit- III	Organization and formatting best practices	C-44	Lecture
Unit- III	Clarification Class	C-45	Clarification Class
Unit- III	Presentation	C46	Presentation
Unit- III	Class Room Assignment	C-47	Class Room Assignment
Unit- IV	Building Integrated Financial Models-Linking financial statements	C-48	Lecture
Unit- IV	Building a three-statement model (income statement, balance sheet, cash flow statement)	C-49	Lecture
Unit- IV	Circular references and iterative calculations	C-50	Lecture
Unit- IV	Advanced Financial Modeling Techniques- Scenario analysis, sensitivity analysis	C-51	Lecture
Unit- IV	Quiz	C-52	Quiz
Unit- IV	Monte Carlo simulation, Data tables and goal seek	C-53	Class Assignment
Unit- IV	Clarification Class	C-54	Clarification Class
Unit- IV	Presentation	C-55	Presentation
Unit- IV	Class Room Assignment	C-56	Class Room Assignment
Unit- V	Capital Budgeting and Project Finance Modeling- Capital budgeting techniques (NPV, IRR, Payback Period)	C-57	Lecture
Unit- V	Project finance modeling considerations, Risk analysis and sensitivity analysis in project finance models	C-58	Lecture
Unit- V	Merger and Acquisition (M&A) Modeling, M&A modeling overview, Accretion/dilution analysis, Synergy analysis and modeling considerations	C-59	Lecture
Unit- V	Clarification Class	C-60	Clarification Class

BBAE24009 – Operational Budgeting

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Introduction to Operational Budgeting	C-1	Lecture
Unit- I	Overview of Operational budgeting, Importance, and objectives of budgeting	C-2	Lecture
Unit- I	Budgeting Process and Cycle	C-3	Lecture
Unit- I	Budgeting Fundamentals- Types of budgets (master budget, operating budget, capital budget, etc.)	C-4	Lecture
Unit- I	Budgeting terminology and concepts	C-5	Lecture
Unit- I	Budgeting as a tool for planning, coordination, and control	C-6	Lecture
Unit- I	Cost Behavior Analysis- Fixed vs. variable costs	C-7	Lecture
Unit- I	Semi-variable costs and step costs	C-8	Lecture
Unit- I	Cost-volume-profit (CVP) analysis	C-9	Lecture
Unit- I	Practical Problems on CVP analysis	C-10	Lecture
Unit- I	Clarification Class	C-11	Clarification Class
Unit- I	Presentation I	C-12	Presentation
Unit- I	Class Room Assignment I	C-13	Class Room Assignment
Unit- I	Home Assignment		Home Assignment
Unit- II	Introduction to Budgeting	C-14	Lecture
Unit- II	Budgeting Approaches	C-15	Lecture
Unit- II	Methodologies- Top-down vs. bottom-up budgeting	C-16	Lecture
Unit- II	Zero-based budgeting (ZBB)	C-17	Lecture
Unit- II	Practical problems of ZBB	C-18	Lecture
Unit- II	Activity-based budgeting (ABB)	C-19	Lecture
Unit- II	Practical Problems Activity Based budgeting	C-20	Lecture
Unit- II	Flexible Budgeting	C-21	Lecture
Unit- II	Purpose and benefits of flexible budgets	C-22	Lecture
Unit- II	Creating flexible budgets based on cost behavior	C-23	Lecture
Unit- II	Variance analysis using flexible budgets	C-24	Lecture
Unit- II	Practical Problems Related to Flexible Budgets	C-25	Lecture
Unit- II	Quiz	C-26	Quiz
Unit- II	Clarification Class	C-27	Clarification Class
Unit- II	Presentation II	C-28	Presentation
Unit- II	Class Room Assignment II	C-29	Class Room Assignment
Unit- II	Home Assignment		Home Assignment
Unit- III	Introduction of Variance Analysis	C-30	Lecture
Unit- III	Types of variances (Price variance, quantity variance, etc.)	C-31	Lecture
Unit- III	Causes of variances and corrective actions	C-32	Lecture
Unit- III	Management by exception	C-33	Lecture
Unit- III	Capital Budgeting and Long-Term Planning	C-34	Lecture

Unit- III	Overview of capital budgeting process	C-35	Lecture
Unit- III	Evaluating capital investment projects	C-36	Lecture
Unit- III	Evaluating capital investment projects- Pay Back Period and Post Pay Back Period	C-37	Lecture
Unit- III	Evaluating capital investment projects-NPV	C-38	Lecture
Unit- III	Evaluating capital investment projects-PI	C-39	Lecture
Unit- III	Evaluating capital investment projects-IRR	C-40	Lecture
Unit- III	Evaluating capital investment projects-ARR	C-41	Lecture
Unit- III	Incorporating capital expenditures into the budget	C-42	Lecture
Unit- III	Clarification Class	C-43	Clarification Class
Unit- III	Presentation III	C-44	Presentation
Unit- III	Class Room Assignment III	C-45	Class Room Assignment
Unit- IV	Budgeting for Performance Measurement -Key performance indicators (KPIs)	C-46	Lecture
Unit- IV	Balanced scorecard approach to performance measurement, Linking budgeting to strategic goals	C-47	Lecture
Unit- IV	Behavioral Aspects of Budgeting- Budgetary slack and gaming	C-48	Lecture
Unit- IV	Participative budgeting and employee motivation	C-49	Lecture
Unit- IV	Overcoming behavioral barriers to effective budgeting	C-50	Lecture
Unit- IV	Class Assignment IV	C-51	Class Assignment
Unit- IV	Clarification Class	C-52	Clarification Class
Unit- IV	Quiz	C-53	Quiz
Unit- V	Budgeting in Different Organizational Settings - Budgeting in profit vs. nonprofit organizations	C-54	Lecture
Unit- V	Home Assignment		Home Assignment
Unit- V	Budgeting in service industries vs. manufacturing industries, Budgeting in decentralized organizations	C-55	Lecture
Unit- V	Budgeting for Special Situations - Budgeting for mergers and acquisitions,	C-56	Lecture
Unit- V	Budgeting for growth and expansion, Budgeting during economic downturns	C-57	Lecture
Unit- V	Revision of Important Topics	C-58,59	Lecture
Unit- V	Clarification Class	C-60	Clarification Class

BBAE24010 – Wealth Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Introduction to Financial Planning	C-1	Lecture
Unit- I	Types of Financial Planning	C-2	Lecture
Unit- I	Benefits of Financial Planning	C-3	Lecture
Unit- I	Limitation of Financial Planning	C-4	Lecture
Unit- I	Wealth Management : Introduction	C-5	Lecture
Unit- I	Wealth Management : Importance	C-6	Lecture
Unit- I	Economy and Investment Planning	C-7	Lecture
Unit- I	Importance and Limitations of Investment Planning in Reference to Economy	C-8	Lecture
Unit- I	Risk Management: Equity	C-9	Lecture
Unit- I	Equity Stock Selection Criteria	C-10	Lecture
Unit- I	Clarification Class	C-11	Clarification Class
Unit- I	Presentation I	C-12	Presentation
Unit- I	Class Room Assignment I	C-13	Class Room Assignment
Unit- I	Home Assignment		Home Assignment
Unit- II	Introduction to Investment	C-14	Lecture
Unit- II	Various Investment Instruments	C-15	Lecture
Unit- II	Risk and Reward Associated with Investment Instruments	C-16	Lecture
Unit- II	Equity Instrument and their Risk	C-17	Lecture
Unit- II	Debt Instrument and their Risk	C-18	Lecture
Unit- II	Long term vs short term investment Risk	C-19	Lecture
Unit- II	Systematic and non-Systematic Risk	C-20	Lecture
Unit- II	Methods to reduce Risk Associated with investment	C-21	Lecture
Unit- II	Risk Management	C-22	Lecture
Unit- II	Methods of Risk Management	C-23	Lecture
Unit- II	Practical Problems	C-24,25	Lecture
Unit- II	Quiz	C-26	Quiz
Unit- II	Clarification Class	C-27	Clarification Class
Unit- II	Presentation II	C-28	Presentation
Unit- II	Class Room Assignment II	C-29	Class Room Assignment
Unit- II	Home Assignment		Home Assignment
Unit- III	Investment Product- Introduction	C-30	Lecture
Unit- III	Investment Product and their Selection	C-31	Lecture
Unit- III	Investment Services – Introduction	C-32	Lecture
Unit- III	Cost associated with Investment Services	C-33	Lecture
Unit- III	Investment Evaluation Framework-Introduction	C-34	Lecture
Unit- III	Investment Evaluation Framework-Mechanism	C-35	Lecture
Unit- III	Risk Profiling	C-36	Lecture

Unit- III	Risk Profiling and importance	C-37	Lecture
Unit- III	Risk Profiling-Limitations	C-38	Lecture
Unit- III	Asset Allocation-Introduction	C-39	Lecture
Unit- III	Asset Allocation-Methods	C-40	Lecture
Unit- III	Evaluation of Assets	C-41	Lecture
Unit- III	Long term and short-term Planning for Asset Allocation	C-42	Lecture
Unit- III	Clarification Class	C-43	Clarification Class
Unit- III	Presentation III	C-44	Presentation
Unit- III	Class Room Assignment III	C-45	Class Room Assignment
Unit- III	Home Assignment		Home Assignment
Unit- IV	Risk Management through Insurance	C-46	Lecture
Unit- IV	Elements of Taxation	C-47	Lecture
Unit- IV	Taxation of Investment Products	C-48,49	Lecture
Unit- IV	Estate Planning	C-50	Lecture
Unit- IV	Class Assignment IV	C-51	Class Assignment
Unit- IV	Clarification Class	C-52	Clarification Class
Unit- IV	Quiz	C-53	Quiz
Unit- IV	Home Assignment		Home Assignment
Unit- V	Retirement Planning Introduction	C-54	Lecture
Unit- V	Retirement Planning-Process	C-55	Lecture
Unit- V	Retirement Planning-Methods and Tools	C-56	Lecture
Unit- V	Behavioral Finance	C-57	Lecture
Unit- V	Revision of Important topics	C-58,59	Lecture
Unit- V	Clarification Class	C-60	Clarification Class

BBAE25008– Organizational Development and Change Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Diagnosis	C-1	Lecture
Unit- I	Organizational Development Process	C-2,3	Lecture
Unit- I	Entering and contracting; Diagnosing organizations	C-4,5,6	Lecture
Unit- I	Groups and Jobs	C-7	Lecture
Unit- I	Analysis of diagnostic information	C-8	Lecture
Unit- I	Quiz	C-9	Quiz
Unit- I	Feedback, Designing Intervention	C-10,11	Lecture
Unit- I	Webinar	C-12	Webinar
Unit- I	Presentation I	C-13	Presentation
Unit- I	Revision class	C-14	Lecture
Unit- I	Seminar	C-15	Seminar
Unit- I	Clarification Class	C-16	Clarification Class
Unit- I	Class Assignment I	C-17	Class Assignment
Unit- I	Home Assignments		Home Assignments
Unit- II	OD Interventions	C-18,19	Lecture
Unit- II	Types-Human Process, Techno-structural	C-20,21,22	Lecture
Unit- II	Human Resource Management Intervention	C-23,24,25	Lecture
Unit- II	Strategic Change Interventions	C-26,27	Lecture
Unit- II	Presentation II	C-28	Presentation
Unit- II	Strategic Change Interventions	C-29,30	Lecture
Unit- II	Group Discussion	C-31	GD
Unit- II	Clarification Class	C-32	Clarification Class
Unit- II	Class Assignment II	C-33	Class Assignment
Unit- II	Revision of Important topics	C-34	Lecture
Unit- III	Conceptual Analysis of Change; Prototypical Theories of Change (Life cycle, Teleological, dialectical, evolutionary, 'E'& 'O')	C-35,36,37	Lecture
Unit- III	Organizational Change, Forces and Models of Organizational Change (Lewin's change model, Planning model, Action research model, Integrative model)	C-38,39,40	Lecture
Unit- III	Clarification Class	C-41	Clarification Class
Unit- III	Class Assignment III	C-42	Class Assignment
Unit- III	Presentation III	C-43	Presentation
Unit- III	Home Assignments		Home Assignments
Unit- IV	Leading Change	C-44	Lecture
Unit- IV	Leading and managing change	C-45,46	Lecture
Unit- IV	Role of change of Agent	C-47,48	Lecture
Unit- IV	Creating readiness to change and strategies to	C-49,50,51	Lecture

	overcome resistance		
Unit- IV	Quiz	C-52	Quiz
Unit- IV	Class Assignment IV	C-53	Class Assignment
Unit- IV	Transition management	C-54,55,56	Lecture
Unit- IV	Sustaining transformational change	C-57,58,59	Lecture
Unit- IV	Clarification Class	C-60	Clarification Class

BBAE25009 – Employee Engagement and Retention Strategies

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Introduction to Retention and Engagement	C-1,2,3	Lecture
Unit- I	Concept of Retention and engagement	C-4,5,6	Lecture
Unit- I	Factors Affecting Employee Engagement	C-7,8,9	Lecture
Unit- I	Seminar	C-10	Seminar
Unit- I	Quiz	C-11	Quiz
Unit- I	Clarification Class	C-12	Clarification Class
Unit- II	Employee Engagement and Job Satisfaction	C-13,14	Lecture
Unit- II	Understanding Employee Needs and Expectations	C-15,16,17	Lecture
Unit- II	Class Assignment I	C-18	Class Assignment
Unit- II	Home Assignments		Home Assignments
Unit- II	Creating a Positive Work Environment	C-19,20	Lecture
Unit- II	Employee Recognition and Rewards	C-21,22,23	Lecture
Unit- II	Clarification Class	C-24	Clarification Class
Unit- III	Attracting and Retaining Top Talent	C-25,26,27	Lecture
Unit- III	Recruitment Strategies	C-28,29	Lecture
Unit- III	Onboarding and Orientation	C-30	Lecture
Unit- III	Building a Talent Pipeline	C-31	Lecture
Unit- III	Clarification Class	C-32	Clarification Class
Unit- III	Class Assignment II	C-33	Class Assignment
Unit- III	Presentation I	C-34	Presentation
Unit- IV	Career Development and Succession Planning	C-35,36	Lecture
Unit- IV	Identifying High-Potential Employees	C-37,38,39	Lecture
Unit- IV	Providing Growth Opportunities	C-40,41	Lecture
Unit- IV	Succession Planning Strategies	C-42,43	Lecture
Unit- IV	Clarification Class	C-44	Clarification Class
Unit- IV	Class Assignment III	C-45	Class Assignment
Unit- IV	Presentation II	C-46	Presentation
Unit- IV	Home Assignments		Home Assignments
Unit- V	Designing and Implementing Retention and Development Programs	C-47,48,49	Lecture
Unit- V	Class Assignment	C-50	Class Assignment
Unit- V	Assessing Organizational Needs	C-51,52	Lecture
Unit- V	Developing a Retention and Development Strategy	C-53,54,55	Lecture
Unit- V	Presentation 3	C-56	Presentation
Unit- V	Evaluating Program Effectiveness	C-57,58	Lecture
Unit- V	Quiz	C-59	Quiz
Unit- V	Clarification Class	C-60	Clarification Class

BBAE25010 – HR Audit

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Introduction to HR Audit Concept and Definition of HR Audit-Understanding HR Audit,	C-1	Lecture
Unit- I	Importance of HR Audit in Organizations	C-2	Lecture
Unit- I	Objectives and Scope of HR Audit- Objectives of conducting an HR Audit	C-3	Lecture
Unit- I	Scope and areas covered in HR Audits	C-4	Lecture
Unit- I	Types of HR Audits- Compliance Audit, Best Practices Audit	C-5	Lecture
Unit- I	Strategic Audit	C-6	Lecture
Unit- I	Function-Specific Audit	C-7	Lecture
Unit- I	HR Audit Frameworks and Models- Introduction to various HR Audit frameworks,	C-8	Lecture
Unit- I	Class Room Assignment 1	C-9	Class Assignment
Unit- I	Process of HR Audit	C-10	Lecture
Unit- I	Presentation 1	C-11	Presentation
Unit- I	Comparison of different models	C-12	Lecture
Unit- I	Clarification Class	C-13	Clarification Class
Unit- II	HR Audit Methodology- Phases of HR Audit	C-14	Lecture
Unit- II	Pre-Audit, On-Site Audit	C-15	Lecture
Unit- II	Post-Audit, Data Collection Techniques	C-16	Lecture
Unit- II	Surveys, Interviews, Document Review	C-17	Lecture
Unit- II	HR Metrics and Analytics, Key HR Metrics for Audit	C-18	Lecture
Unit- II	Take Home Assignment		Home Assignment
Unit- II	Audit Tools and Techniques, Audit Checklists	C-19	Lecture
Unit- II	HR Scorecards, SWOT Analysis in HR Audit	C-20	Lecture
Unit- II	Audit Reporting- Structure and Components of an HR Audit Report	C-21	Lecture
Unit- II	Presentation of Audit Findings	C-22	Lecture
Unit- II	Recommendations and Action Plans	C-23	Lecture
Unit- II	Class Room Assignment 2	C-24	Class Room Assignment
Unit- II	Presentation 2	C-25	Presentation
Unit- II	Quiz	C-26	Quiz
Unit- II	Clarification Class	C-27	Clarification Class
Unit- III	Audit of HR Planning and Recruitment- Assessing Workforce Planning	C-28	Lecture
Unit- III	Evaluation of Recruitment and Selection Processes	C-29	Lecture
Unit- III	Audit of Training and Development- Effectiveness of Training Programs,	C-30	Lecture
Unit- III	Learning and Development Strategies	C-31	Lecture
Unit- III	Audit of Performance Management- Appraisal Systems and Methods	C-32	Lecture

Unit- III	Performance Metrics and Feedback Mechanisms	C-33,34	Lecture
Unit- III	Audit of Compensation and Benefits- Compensation Structures	C-35,36	Lecture
Unit- III	Competitiveness, Benefits Administration and Compliance	C-37,38	Lecture
Unit- III	Audit of Employee Relations and Retention, Employee Engagement and Satisfaction	C-39,40	Lecture
Unit- III	Presentation III	C-41	Presentation
Unit- III	Revision of Important Topics	C-42	Lecture
Unit- III	Retention Strategies and Turnover Analysis	C-43	Lecture
Unit- III	Class Room Assignment III	C-44	Class Room Assignment
Unit- III	Clarification Class	C-45	Clarification Class
Unit- IV	Strategic Role of HR Audit- Aligning HR Audits with Organizational Strategy	C-46	Lecture
Unit- IV	Impact of HR Audit on Organizational Performance	C-47	Lecture
Unit- IV	Learning from Industry Leaders	C-48	Lecture
Unit- IV	Legal and Ethical Considerations in HR Audit- Compliance with Labor Laws and Regulations	C-49	Lecture
Unit- IV	Ethical Issues in HR Audits	C-50	Lecture
Unit- IV	Future Trends in HR Auditing- Technological Advancements in HR Audit	C-51	Lecture
Unit- IV	Class Room Assignment IV	C-52	Lecture
Unit- IV	Best Practices in HR Auditing - Benchmarking HR Practices	C-53,54	Lecture
Unit- IV	Predictive Analytics and AI in HR Audits	C-55,56	Lecture
Unit- IV	Quiz	C-57	Quiz
Unit- IV	Revision of Important Topics	C-58,59	Lecture
Unit- IV	Clarification Class	C-60	Lecture

BBAE26008 – International Economics

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Introduction to International Economics	C-1	Lecture
Unit- I	Subject matter and importance of International Economics	C-2,3	Lecture
Unit- I	Internal trade and international trade	C-4,5	Lecture
Unit- I	Importance of International trade	C-6,7,8	Lecture
Unit- I	International trade and economic development	C-9,10	Lecture
Unit- I	Quiz	C-11	Quiz
Unit- I	Terms of trade	C-12,13,14	Lecture
Unit- I	Clarification Class	C-15	Clarification Class
Unit- I	Class Assignment I	C-16	Class Assignment
Unit- I	Home Assignments		Home Assignments
Unit- II	Theories of International Trade Mercantilist approach to trade-Classical Theory: Absolute and Comparative Cost advantage theories-Hecksher-Ohlin Theory and Leontief Paradox	C-17,18,19	Lecture
Unit- II	Mercantilist approach to trade	C-20,21	Lecture
Unit- II	Classical Theory	C-22	Lecture
Unit- II	Absolute and Comparative Cost advantage theories	C-23,24,25	Lecture
Unit- II	Hecksher-Ohlin Theory	C-26,27,28	Lecture
Unit- II	Leontief Paradox	C-29,30,31	Lecture
Unit- II	Clarification Class	C-32	Clarification Class
Unit- II	Class Assignment II	C-33	Class Assignment
Unit- II	Presentation I	C-34	Presentation
Unit- III	Free trade-Arguments for and against free trade	C-35	Lecture
Unit- III	Protection- Arguments for and against protection	C-36	Lecture
Unit- III	Methods of Trade Restriction: Tariff and non-tariff trade barriers-	C-37	Lecture
Unit- III	Types of tariffs-new protectionism-export subsidy and countervailing duties	C-38	Lecture
Unit- III	Dumping and anti-dumping duties	C-39	Lecture
Unit- III	Economic Integration- WTO, EU, NAFTA, ASEAN, SAARC.	C-40	Lecture
Unit- III	Clarification Class	C-41	Clarification Class
Unit- III	Class Assignment III	C-42	Class Assignment
Unit- III	Presentation II	C-43	Presentation
Unit- III	Home Assignments		Home Assignments
Unit- IV	Foreign Exchange market- functions- Defining foreign exchange and exchange rate-Exchange rate concepts	C-44,45	Lecture
Unit- IV	Exchange rate changes (devaluation, revaluation, depreciation, appreciation-over and under valuation)	C-46	Lecture
Unit- IV	Different systems of exchange rate determination-	C-47	Lecture

	fixed and flexible exchange rate- Hybrid exchange rate systems- Managed floating		
Unit- IV	Theories of exchange rate-Mint Parity Theory-Purchasing Power Parity Theory	C-48	Lecture
Unit- IV	Balance of Payments Theory-Components of Foreign exchange	C-49	Lecture
Unit- IV	Clarification Class	C-50	Clarification Class
Unit- V	Defining Balance of Trade and Balance of Payments Structure of balance of payments-Equilibrium and disequilibrium in BOP- Measures to correct BOP disequilibrium- India's BOP since 1991 – International financial flows- Foreign Direct Investment and Portfolio Investment-Currency Convertibility-IMF-Role and Functions.	C-51	Lecture
Unit- V	Class Assignment IV	C-52	Class Assignment
Unit- V	Presentation III	C-53	Presentation
Unit- V	Structure of balance of payments-Equilibrium and disequilibrium in BOP	C-54	Lecture
Unit- V	Measures to correct BOP disequilibrium- India's BOP since 1991	C-55	Lecture
Unit- V	International financial flows- Foreign Direct Investment and Portfolio Investment	C-56	Lecture
Unit- V	International financial flows- Foreign Direct Investment and Portfolio Investment	C-57	Lecture
Unit- V	Quiz	C-58	Quiz
Unit- V	Currency Convertibility-IMF-Role and Functions	C-59	Lecture
Unit- V	Clarification Class	C-60	Clarification Class

BBAE26009 – Sustainable International Business Practices

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Technological Innovations and Digital Trade Overview of digital trade and its significance in the global economy	C-1,2,3	Lecture
Unit- I	Webinar	C-4	Webinar
Unit- I	Digital transformation of trade processes: e-commerce, digital payments, and supply chain management	C-5,6,7	Lecture
Unit- I	Quiz	C-8	Quiz
Unit- I	Regulatory challenges and policy responses to digital trade barriers	C-9,10,11	Lecture
Unit- I	Impact of emerging technologies (e.g., blockchain, AI) on trade facilitation and efficiency	C-12,13	Lecture
Unit- I	Presentation 1	C-14	Presentation
Unit- I	Case studies on successful digital trade initiatives and platforms	C-15,16	Lecture
Unit- I	Clarification Class	C-17	Clarification Class
Unit- I	Class Assignment I	C-18	Class Assignment
Unit- I	Home Assignments		Home Assignments
Unit- II	Geopolitical Dynamics and Trade Relations	C-19	Lecture
Unit- II	Geopolitical trends and their implications for global trade flows	C-20	Lecture
Unit- II	Trade tensions and conflicts: analyzing trade disputes and their resolution mechanisms	C-21,22,23	Lecture
Unit- II	Quiz	C-24	Quiz
Unit- II	Regionalism vs. multilateralism in trade agreements and organizations	C-25	Lecture
Unit- II	Impact of geopolitical events (e.g., Brexit, US-China trade relations) on global trade patterns	C-26,27	Lecture
Unit- II	Strategies for navigating geopolitical risks in international business	C-28	Lecture
Unit- II	Clarification Class	C-29	Clarification Class
Unit- II	Class Assignment II	C-30	Class Assignment
Unit- II	Presentation II	C-31	Presentation
Unit- III	Sustainable Trade and Environmental Considerations	C-32,33	Lecture
Unit- III	Linkages between trade, environment, and sustainable development goals (SDGs)	C-34,35,36	Lecture
Unit- III	Green trade policies and environmental provisions in trade agreements	C-37	Lecture
Unit- III	Carbon footprint of global supply chains and implications for trade policy	C-38	Lecture
Unit- III	Corporate sustainability initiatives and responsible sourcing practices	C-39	Lecture
Unit- III	Case studies on sustainable trade practices and	C-40	Lecture

	their economic and environmental impacts		
Unit- III	Clarification Class	C-41	Clarification Class
Unit- III	Class Assignment III	C-42	Class Assignment
Unit- III	Presentation III	C-43	Presentation
Unit- III	Home Assignments		Home Assignments
Unit- IV	Resilience and Adaptation in a Changing Trade Landscape	C-44,45	Lecture
Unit- IV	Resilience of global trade networks to shocks and disruptions (e.g., pandemics, natural disasters)	C-46,47	Lecture
Unit- IV	Trade implications of climate change and adaptation strategies for vulnerable industries	C-48,49,50	Lecture
Unit- IV	Future of work in international trade: automation, labor displacement, and skills development	C-51,52,53	Lecture
Unit- IV	Class Assignment IV	C-54	Class Assignment
Unit- IV	Role of innovation and entrepreneurship in driving trade diversification and resilience	C-55,56	Lecture
Unit- IV	Scenarios for the future of global trade and potential policy responses	C-57,58	Lecture
Unit- IV	Scenarios for the future of global trade and potential policy responses	C-59	Lecture
Unit- IV	Clarification Class	C-60	Clarification Class

BBAE26010 – Global Supply Chain Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Introduction to Global Supply Chain Management	C-1,2,3	Lecture
Unit- I	Overview of supply chain management (SCM) and its evolution	C-4,5,6	Lecture
Unit- I	Key components and activities of global supply chains	C-7,8,9	Lecture
Unit- I	Role of global supply chains in enhancing competitiveness and enabling international trade	C-10,11	Lecture
Unit- I	Presentation 1	C-12	Presentation
Unit- I	Globalization drivers and trends shaping supply chain dynamics	C-13,14	Lecture
Unit- I	Challenges and opportunities in managing global supply chains	C-15,16	Lecture
Unit- I	Clarification Class	C-17	Clarification Class
Unit- I	Class Assignment I	C-18	Class Assignment
Unit- I	Home Assignments	-	Home Assignments
Unit- II	Global Sourcing and Procurement	C-19	Lecture
Unit- II	Activity	C-20	Activity
Unit- II	Strategic sourcing: supplier selection, evaluation, and development	C-21,22	Lecture
Unit- II	Quiz	C-23	Quiz
Unit- II	Seminar	C-24	Seminar
Unit- II	Global procurement strategies and supplier relationship management	C-25,26	Lecture
Unit- II	Total cost of ownership (TCO) analysis and risk management in global sourcing	C-27,28,29	Lecture
Unit- II	Ethical sourcing, sustainability considerations, and corporate social responsibility (CSR)	C-30	Lecture
Unit- II	Case studies on effective global sourcing and procurement practices	C-31	Lecture
Unit- II	Clarification Class	C-32	Clarification Class
Unit- II	Class Assignment II	C-33	Class Assignment
Unit- II	Presentation II	C-34	Presentation
Unit- III	Logistics and Distribution in Global Supply Chains	C-35	Lecture
Unit- III	Transportation modes and infrastructure in global logistics	C-36	Lecture
Unit- III	Warehousing and inventory management in a global context	C-37	Lecture
Unit- III	Cross-border trade regulations, customs compliance, and documentation requirements	C-38	Lecture
Unit- III	Distribution network design and optimization for	C-39	Lecture

	global markets		
Unit- III	E-commerce logistics and last-mile delivery challenges	C-40	Lecture
Unit- III	Clarification Class	C-41	Clarification Class
Unit- III	Class Assignment III	C-42	Class Assignment
Unit- III	Presentation III	C-43	Presentation
Unit- III	Home Assignments		Home Assignments
Unit- IV	Supply Chain Integration and Performance Management	C-44	Lecture
Unit- IV	Information technology (IT) solutions for supply chain visibility and collaboration	C-45,46,47	Lecture
Unit- IV	Integration of enterprise resource planning (ERP) systems and supply chain management (SCM) software	C-48,49	Lecture
Unit- IV	Collaborative planning, forecasting, and replenishment (CPFR) initiatives	C-50	Lecture
Unit- IV	Key performance indicators (KPIs) and metrics for measuring supply chain performance	C-51,52	Lecture
Unit- IV	Class Room Assignment IV	C-53	Class Room Assignment
Unit- IV	Quiz	C-54	Quiz
Unit- IV	Group Discussion	C-55	GD
Unit- IV	Continuous improvement and innovation in global supply chain management	C-56,57,58	Lecture
Unit- IV	Webinar	C-59	Webinar
Unit- IV	Clarification Class	C-60	Clarification Class

BBAE27008 – Influencer Marketing

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Introduction to Influencers Marketing/ The Influencer/ Micro influencer	C-1,2,3	Lecture
Unit- I	Characteristics of an influencer	C-4,5,6	Lecture
Unit- I	How to choose the best influencers	C-7,8,9	Lecture
Unit- I	Quiz	C-10	Quiz
Unit- I	Case studies of Influencer	C-11,12,13	Lecture
Unit- I	Webinar	C-14	Webinar
Unit- I	Clarification Class	C-15	Clarification Class
Unit- I	Class Assignment	C-16	Class Assignment
Unit- I	Home Assignments		Home Assignments
Unit- II	The circles of influence-Personal Branding	C-17,18,19	Lecture
Unit- II	Number of followers vs. sales number	C-20,21,22	Lecture
Unit- II	Seminar	C-23	Seminar
Unit- II	Number of followers vs. sales number	C-24,25,26	Lecture
Unit- II	Differences between ambassadors of a brand and influencers	C-27,28,29	Lecture
Unit- II	Clarification Class	C-30	Clarification Class
Unit- II	Class Assignment	C-31	Class Assignment
Unit- II	Presentation	C-32	Presentation
Unit- III	The eternal search for beauty and entertainment	C-33,34,35	Lecture
Unit- III	The niches of social networks. The power of haters	C-36,37,38	Lecture
Unit- III	Clarification Class	C-39	Clarification Class
Unit- III	Class Assignment	C-40	Class Assignment
Unit- III	Presentation	C-41	Presentation
Unit- III	Home Assignments		Home Assignments
Unit- IV	Role of e-platforms	C-42,43,44	Lecture
Unit- IV	Instagram-Objectives, Content Strategy,	C-45,46,47	Lecture
Unit- IV	Snapchat-Objectives, Content Strategy,	C-48,49,50	Lecture
Unit- IV	Style Guidelines, Hastags, Videos, Sponsored Ads, Apps, generate Leads	C-51,52,53	Lecture
Unit- IV	Snapchat, Digital Public Relations- Influencer Marketing, Blogger relations	C-54,55	Lecture
Unit- IV	Class Assignment	C-56	Class Assignment
Unit- IV	Webinar	C-57	Webinar
Unit- IV	Quiz	C-58	Quiz
Unit- IV	Presentation	C-59	Presentation
Unit- IV	Clarification Class	C-60	Clarification Class

BBAE27009 – Google Analytics

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Introduction to Google Analytics	C-1,2	Lecture
Unit- I	How Google Analytics Work	C-3,4	Lecture
Unit- I	The Role of Google Analytics,	C-5,6,7	Lecture
Unit- I	Setting-up a Google Analytics Account	C-8,9,10	Lecture
Unit- I	How to install Google Analytics Tracking Code	C-11,12,13	Lecture
Unit- I	Quiz	C-14	Quiz
Unit- I	Activity	C-15	Activity
Unit- I	Revision	C-16	Lecture
Unit- I	Clarification Class	C-17	Clarification Class
Unit- I	Class Assignment	C-18	Class Assignment
Unit- I	Home Assignments		Home Assignments
Unit- II	How to test to confirm codes are installed and tracking correctly	C-19,20,21	Lecture
Unit- II	How to Link other Google Accounts to Google Analytics	C-22,23,24	Lecture
Unit- II	How to create goals in Google Analytics	C-25,26,27	Lecture
Unit- II	Activity	C-28	Activity
Unit- II	setup Ecommerce tracking	C-29,30,31	Lecture
Unit- II	Clarification Class	C-32	Clarification Class
Unit- II	Class Assignment	C-33	Class Assignment
Unit- II	Presentation	C-34	Presentation
Unit- III	How to setup events	C-35	Lecture
Unit- III	How to setup segments	C-36	Lecture
Unit- III	tracking social media interactions	C-37	Lecture
Unit- III	An overview of the Google Analytics Dashboard, to add users & user access levels	C-38	Lecture
Unit- III	An overview of reports Understanding dimensions & metrics	C-39	Lecture
Unit- III	Google Analytics Reports, Audience Report, Acquisition Report, the use it Conversion Report, use of Ecommerce Report	C-40	Lecture
Unit- III	Clarification Class	C-41	Clarification Class
Unit- III	Class Assignment	C-42	Class Assignment
Unit- III	Presentation	C-43	Presentation
Unit- III	Home Assignments		Home Assignments
Unit- IV	Leverage Google Analytics data to improve performance	C-44,45,46	Lecture
Unit- IV	How to share reports	C-47	Lecture
Unit- IV	How to setup dashboards and shortcuts	C-48	Lecture
Unit- IV	Track marketing campaigns in Google Analytics	C-49,50,51	Lecture
Unit- IV	Revision of Imp Topics	C-52	Lecture
Unit- IV	Quiz	C-53	Quiz
Unit- IV	Presentation 3	C-54	Presentation

Unit- IV	UTM Code Tracking, need of Tracking Visitors	C-55,56,57	Lecture
Unit- IV	Class Room Assignment	C-58	Class Assignment
Unit- IV	Seminar	C-59	Seminar
Unit- IV	Group Discussion	C-60	GD

BBAE27010 – Mastering- Pay Per Click Advertising

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Introduction to PPC Advertising	C-1	Lecture
Unit- I	Overview of PPC advertising	C-2	Lecture
Unit- I	Importance and benefits	C-3	Lecture
Unit- I	Key terminology and concepts	C-4,5	Lecture
Unit- I	Setting Up PPC Campaigns	C-6	Lecture
Unit- I	Platform selection: Google Ads, Bing Ads, social media platforms	C-7,8	Lecture
Unit- I	Presentation	C-9	Presentation
Unit- I	Campaign structure and settings	C-10	Lecture
Unit- I	Keyword research and ad group creation	C-11	Lecture
Unit- I	Clarification Class	C-12	Clarification Class
Unit- II	Quiz	C-13	Quiz
Unit- II	Ad Copywriting and Ad Extensions- Writing compelling ad copy, utilizing ad extensions to enhance ad visibility	C-14	Lecture
Unit- II	A/B testing and ad copy optimization techniques; Targeting	C-15	Lecture
Unit- II	Bidding Strategies- Advanced targeting options: demographics, location, device, etc.-	C-16	Lecture
Unit- II	Bidding Strategies- Advanced targeting options: demographics, location, device, etc.-	C-17	Lecture
Unit- II	Home Assignments	C-18,19	Home Assignments
Unit- II	Bidding strategies: manual vs. automated bidding, Remarketing and audience targeting tactics	C-20	Lecture
Unit- II	Clarification Class	C-21,22	Clarification Class
Unit- II	Class Assignment	C-23	Class Assignment
Unit- II	Presentation		Presentation
Unit- III	Display Advertising and Remarketing- Understanding display advertising networks	C-24,25,26	Lecture
Unit- III	Setting up and optimizing display campaigns	C-27	Lecture
Unit- III	Implementing effective remarketing strategies	C-28	Lecture
Unit- III	Shopping Ads and Product Listing Ads (PLAs)	C-29	Lecture
Unit- III	Introduction to Google Shopping campaigns,	C-30,31,32	Lecture
Unit- III	Creating and optimizing product feeds	C-33	Lecture
Unit- III	Maximizing ROI with PLAs	C-34	Lecture
Unit- III	Class Assignment	C-35	Class Assignment
Unit- III	Presentation	C-36	Presentation
Unit- III	Clarification Class	C-37	Clarification Class
Unit- IV	Measurement and Analytics- Key performance metrics and KPIs	C-38,39	Lecture
Unit- IV	Analyzing campaign data using Google Analytics and platform-specific tools	C-40,41,42	Lecture
Unit- IV	Quiz	C-43	Quiz

Unit- IV	Conversion tracking and attribution modeling	C-43,44	Lecture
Unit- IV	Webinar	C-45	Webinar
Unit- IV	Activity	C-46	Activity
Unit- IV	Revision of Important Topics	C-47	Lecture
Unit- IV	Class Assignment	C-48	Lecture
Unit- IV	Clarification Class	C-49	Clarification Class
Unit- IV	Home Assignment		Take Home Assignment
Unit- V	Advanced Topics and Industry Trends- Dynamic search ads (DSA) and automated ad formats	C-50,51,52	Lecture
Unit- V	Class Assignment	C-53	Class Assignment
Unit- V	Seminar	C-54	Seminar
Unit- V	Voice search and its implications for PPC advertising,	C-55,56,57	Lecture
Unit- V	Emerging trends and outlook in PPC advertising	C-58,59	Lecture
Unit-V	Revision of Important Topics	C-60	Lecture

GEC066015– Understanding Indian Knowledge System - GE-9 Group B

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Introduction About the Subject and COs, POs	C-1	Lecture
Unit- I	Vedangas: Shiksha, Kalpa,	C-2	Lecture
Unit- I	Vyakrana, Jyotisha	C-3	Lecture
Unit- I	Nirukta, Chandas	C-4	Lecture
Unit- I	Upveda: Ayurveda,	C-5	Lecture
Unit- I	Gandharveda	C-6	Lecture
Unit- I	Indian Architecture: Sthapatya-Veda	C-7	Lecture
Unit- I	Temples, Town & Planning	C-8	Lecture
Unit- I	Indian Philosophical System	C-9	Lecture
Unit- I	Ancient Indian Astronomy	C-10	Lecture
Unit- I	Indian Astronomical Instruments	C-11	Lecture
Unit- I	Clarification Class	C-12	Clarification Class
	Take Home Assignments		Take Home Assignments
Unit- II	Dhatuvada: Art of metallurgy	C-13	Lecture
Unit- II	Akara jnana: Art of mineralogy	C-14	Lecture
Unit- II	Vastuvidya: Art of engineering	C-15	Lecture
Unit- II	Yantramatrika: Art of mechanics	C-16	Lecture
Unit- II	Takshana: Art of carpentry	C-17	Lecture
Unit- II	Chalitakayoga: Art of practicing as a builder of shrines	C-18	Lecture
Unit- II	Presentation	C-19	Presentation
Unit- II	Raupyaratnapariksha: Art of testing silver and jewels	C-20	Lecture
Unit- II	Class Room Assignment	C-21	Class Room Assignment
Unit- II	Maniraga jnana: Art of tinging jewels	C-22	Lecture
Unit- II	Sucivayakarma: Art of needleworks and weaving	C-23	Lecture
Unit- II	Revision of Important Topics	C-24	Lecture
Unit- II	Vadya vidya: Art of playing on musical instruments	C-25	Lecture
Unit- II	Geet vidya, Nritya vidya	C-26	Activity
Unit- II	Quiz	C-27	Quiz
Unit- II	Take Home Assignments		Take Home Assignments
Unit- II	Natya vidya, Alekhya vidya	C-28	Lecture
Unit- II	Presentation	C-29	Presentation
Unit- II	Viseshakacchedya vidya: Art of painting the face and body with color	C-30,31	Lecture
Unit- II	Class Assignment	C-32	Class Assignment
Unit- II	Udakavadya: Art of playing on music in water	C-33	Lecture
Unit- II	Quiz	C-34	Quiz
Unit- II	Manasi kavyakriya: Art of composing verse	C-35,36	Lecture
Unit- II	Bhushanayojana: Art of applying or setting ornaments	C-37,38	Lecture
Unit- II	Revision of Important Topics	C-39	Lecture
Unit- II	Citrasakapupabhakshyavikarakriya: Art of preparing	C-40,41,42	Lecture

	varieties of delicious food		
Unit- II	Presentation	C-43	Presentation
Unit- II	Dasanavasanangaraga: art of applying preparations for cleansing the teeth	C-44	Lecture
Unit- II	Class Room Assignment	C-45	Class Room Assignment
Unit- II	Dasanavasanangaraga: Art of applying preparations for cleansing the cloths	C-46	Lecture
Unit- II	Dasanavasanangaraga: Art of applying preparations for cleansing and painting the body	C-47	Lecture
Unit- II	Utsadana: Art of healing or cleaning a person with perfumes	C-48,49	Lecture
Unit- II	Presentation	C-50	Presentation
Unit- II	Vastragopana: Art of concealment of cloths	C-51,52	Lecture
Unit- II	Balakakridanaka: Art of using children's toys	C-53,54	Lecture
Unit- II	Tandulakusumabalivikara: Art of preparing offerings from rice and flowers	C-55,56	Lecture
Unit- II	Revision of Important Topics	C-57	Lecture
Unit- II	Class Room Assignment	C-58	Class Room Assignment
Unit- II	Seminar	C-59	Seminar
Unit- II	Clarification Class	C-60	Clarification Class

GEC066016 – Basics of Indian Constitution - GE-20 Group B

Unit	Particulars	Class No.	Pedagogy of Class
Unit- I	Introduction About the Subject and COs, POs	C-1	Lecture
Unit- I	Introduction About the Constitution	C-2	Lecture
Unit- I	Constituent Assembly	C-3,4,5	Lecture
Unit- I	Preamble	C-6,7,8	Lecture
Unit- I	Salient Features	C-9,10	Lecture
Unit- I	Class Room Assignment	C-11	Class Assignment
Unit- I	Clarification Class	C-12	Clarification Class
Unit- I	Take Home Assignment		Take Home Assignments
Unit- II	Introduction about the Fundamental Rights	C-13	Lecture
Unit- II	Fundamental Rights	C-14	Lecture
Unit- II	Right to Equality	C-15,16	Lecture
Unit- II	Right to Liberty	C-17	Lecture
Unit- II	Presentation 1	C-18	Presentation
Unit- II	Right to Freedom of Religion	C-19	Lecture
Unit- II	Quiz	C-20	Quiz
Unit- II	Class Room Assignment	C-21	Class Room Assignment
Unit- II	Cultural and Educational Rights	C-22,23	Lecture
Unit- II	Clarification Class II	C-24	Clarification Class
Unit- III	Introduction of fundamental duties	C-25,26	Lecture
Unit- III	Concept of Fundamental Duties	C-27	Lecture
Unit- III	Take Home Assignments		Take Home Assignments
Unit- III	Concept of Fundamental Duties	C-28,29	Lecture
Unit- III	Nature of Fundamental Duties	C-30,31,32	Lecture
Unit- III	Activity	C-33	Activity
Unit- III	Quiz	C-34	Quiz
Unit- III	Importance of Fundamental Duties	C-35,36	Lecture
Unit- III	Presentation	C-37	Presentation
Unit- III	Class Room Assignment	C-38	Class Assignment
Unit- III	Clarification Class	C-39	Clarification Class
Unit- IV	Directive Principles of State Policy	C-40,41,42	Lecture
Unit- IV	Revision of Important Topics	C-43	Lecture
Unit- IV	Presentation	C-44	Presentation
Unit- IV	Nature of Directive Principles of State Policy	C-45,46	Lecture
Unit- IV	Revision of Important Topics	C-47	Lecture
Unit- IV	Significance of Directive Principles of State Policy	C-48	Lecture
Unit- IV	Class Room Assignment	C-49	Lecture
Unit- IV	Revision of Important Topics	C-50,51,52	Lecture
Unit- IV	Revision of Important Topics	C-53,54,55	Lecture

Unit- IV	Revision of Important Topics	C-56,57	Lecture
Unit- IV	Revision of Important Topics	C-58,59	Lecture
Unit- IV	Clarification Class-IV	C-60	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----------

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