Detailed Course Scheme

Bachelor of Business Administration (BBA)

Finance, Marketing, Human Resource Management, Foreign Trade & Digital Marketing

Semester- VI

(2026-2030)

DOC202606030042

GLOBAL UNIVERSITY

Educating stars for tomorrow

RNB GLOBAL UNIVERSITY

RNB Global City, Ganganagar Road,
Bikaner, Rajasthan 334601

OVERVIEW

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

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

Course Scheme

Semester –VI

S. No.	Course Code	Category	Course Name	L	T	P	Credits
1.	BCHE21019	DSC-19	Insurance & Risk Management	3	1	0	4
2.	BBAC22351	DSC-20	Business Policy and Strategic Management	3	1	0	4
3.	BCHE21005	DSC-21	Income Tax Law and Practice	3	1	0	4
4.		DSE-3	One from pool of DSE - Group of **Specialization Elective**	3	1	0	4
5.		DSE-4	One from pool of DSE – Group of **Specialization Elective**	3	1	0	4
6.	GEC066018	GE-6	Research Methodology (GE - Group B	3	1	0	4
7.	IAPC99399	IAPC-4	Internship/Apprenticeship / **Project**/Community Outreach	0	0	4	2
8.	WHNN99000		Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
			Total	**18**	**6**	**4**	**27**

DISCIPLINE SPECIFIC ELECTIVES

Discipline Specific Electives (DSE)						
S.No.	**Marketing**		**L**	**T**	**P**	**Credits**
3	BBAE23003	Sales and Distribution Management **(DSE-3)**	3	1	0	4
4	BBAE23004	Services Marketing **(DSE-4)**	3	1	0	4
Finance			**L**	**T**	**P**	**Credits**
3	BBAE24003	Corporate Accounting (**DSE-3)**	3	1	0	4
4	BBAE24011	International Finance **(DSE-4)**	3	1	0	4
Human Resource Management			**L**	**T**	**P**	**Credits**
3	BBAE25003	Industrial Relations and Labor Law **(DSE-3)**	3	1	0	4
4	BBAE25004	Team Building and Leadership **(DSE-4)**	3	1	0	4
Foreign Trade			**L**	**T**	**P**	**Credits**
3	BBAE26003	International Relations (**DSE-3)**	3	1	0	4
4	BBAE26004	International Economics & Foreign Exchange Management (**DSE-4)**	3	1	0	4
Digital Marketing			**L**	**T**	**P**	**Credits**
3	BBAE27003	Advance Google AdWords & outline Display Advertising (**DSE-3)**	3	1	0	4
4	BBAE27004	Data Analysis &Visualization **(DSE-4)**	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

1. Vision

To create a transformative learning environment that develops ethical global leaders, entrepreneurial thinkers, and strategic decision-makers, empowering students to excel in diverse and dynamic business landscapes.

2. Mission

Ethical Leadership and Integrity- Nurture ethically responsible leaders with integrity and accountability, equipping them with the skills to excel in global business environments.

Innovation and Entrepreneurship- Inculcate creativity, innovation, and entrepreneurial thinking, enabling students to identify opportunities, develop sustainable solutions, and drive positive societal impact.

Transformative Learning Experience- Provide a transformative learning experience by integrating academic excellence, industry exposure, and technological proficiency, ensuring students are prepared for the digital and global economy.

Adaptability and Continuous Learning- Cultivate adaptability, resilience, and lifelong learning, empowering students to navigate dynamic business landscapes and contribute meaningfully to society.

Strategic Thinking and Growth- Equip students with analytical, problem-solving, and strategic decision-making skills, enabling them to drive sustainable business growth and innovation in a competitive global market place.

3. Program Educational Objectives (PEO's)

PEO1: To develop students to handle issues related to business and solve problems.

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

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

4. Programme Outcomes (PO's)

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

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

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

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

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

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

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

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

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

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

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

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

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

5. Program Specific Outcome (PSO)

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

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

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

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

6.1 Course outcomes: Semester – VI	
Course Code & Course Name	**After completion of these courses' students should be able to**
BCHE21019– Insurance and Risk Management	**CO1:** Understand the business environment of Insurance in India & the key concepts in General Insurance contracts and insurance contracts. **CO2:** Understand and identify what is Insurance, why insurance works and to determine insurance needs. **CO3:** Identify various insurance operation, including functions of insurance, insurance markets, insurance regulations & understand the pricing, financing, and risk diversification strategies of insurance companies. **CO4:** Analyze and compare the various kinds of insurance plans as well as the contract selection criteria from a cost benefit point of view. **CO5:** Evaluate the risk adjusted performance measures for risk management and value creation.
BBAC22351– Business Policy and Strategic Management	**CO1:** Understand the nature, scope, and dimensions of business policy. **CO2:** Explain about the growing importance of strategies in uncertain business Environment. & learn the unique challenges faced by firms in competitive environment. **CO3:** Identify the applicability of various Strategies in varied situations & also in general and competitive business environments. **CO4:** Analyze cases through strategic decision making, & the use strategic management concepts and techniques. **CO5:** Formulate the policies and strategies for a business organisation.
BCHE21005- Income Tax Law & Practice	**CO1:** Remember the basic concepts of framework of taxation including residential status. **CO2:** Understand the legal framework of Income Tax Act, 1961 and rules made there under relating to five heads of income. **CO3:** Identify the requirements of filling of various forms and returns. **CO4:** Analyse the tax regime and finding methods of tax planning. **CO5:** Measure the income tax liability of an individual or organization.
GEC066018- Research Methodology	**CO1:** Define what constitutes a research problem and identify its significance in the research process. **CO2:** Frame a hypothesis that is testable and aligns with the defined research problem. **CO3:** Recognize the limitations of various hypothesis tests and develop strategies to address them. **CO4:** Understand and be able to create the appropriate layout for a

	research report. **CO5:** Write and present a thesis, including text setting, footnotes, conclusions, and suggestions.
IAPC99399– Mini Project	**CO1:** Able to find out the relevancy of the concepts learned while conducting research in management issues. **CO2:** Demonstrate the skills learned in writing the mini project report for the problem/topic undertaken for study. **CO3:** Make use of tabulation, charts, and statistical tools for data interpretation. **CO4:** Analyze data and arrive at a meaningful conclusion for the research undertaken. **CO5:** Interpret the data for preparing the effective strategy

6.2 CO PO Mapping: Semester – VI

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

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

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

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

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

7.1 Course outcomes: Discipline Specific Elective: Marketing	
Course Code & Course Name	**After completion of these courses' students should be able to**
BBAE23003 – Sales and Distribution Management	**CO1:** Define the basic concepts related to sales & distribution system **CO2:** Understand sales budgeting & its method this will help them to manage the selling expenses by using sales forecasting methods. **CO3:** Apply & determine size of sales force & Design Personal selling strategies. **CO4:** Analyse & design sales meeting agenda and sales contests & key decision-making variables in sales Management and distribution channel management. **CO5:** Apply the techniques of territory design for the sales force for effective creation of distribution network.
BBAE23004 – Services Marketing	**CO1:** Understand distinctive features of services and key elements in services marketing **CO2:** Apply the knowledge of services marketing in framing effective strategies for gaining competitive advantage in the market. **CO3:** Analyze the significance of services marketing in the economy and deeper aspects of successful services Marketing. **CO4:** Predict the expectations of customers and translate this knowledge into genuine value for customers. **CO5:** Create service marketing strategies which will provide a competitive edge amongst the various brands in the market.

7.2 CO PO Mapping: Discipline Specific Elective: Marketing

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

BBAE23004	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	3	3	2	-	-	2	3	2	-	2
CO2	2	-	-	-	3	2	2	-	-	-	2	-
CO3	2	-	2	2	2	3	-	2	2	-	3	-
CO4	-	2	-	-	2	-	3	-	2	-	2	2
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**
BBAE24003 – Corporate Accounting	**CO1:** Understand the journal entries of issue of shares and issue of debentures. **CO2:** Understand the working styles of companies, the importance of final accounts of companies. **CO3:** Apply the valuation method of shares and goodwill and measurement of performance of companies & the concept of sources of redemption of debentures, redemption of Preference shares. **CO4:** Examine the accounting and reporting requirements of the Companies and relevant Indian Accounting Standards & understand the treatment regarding issue of bonus shares and treatment of prior period profits. **CO5:** Formulate the financial statements using corporate accounting techniques.
BBAE24011– International Finance	**CO1:** Demonstrate an understanding of the structure, role, and functioning of the international financial system. **CO2:** Analyze balance of payments data and evaluate its implications for trade, investment, and economic policy in a global context. **CO3:** Apply theories of exchange rate determination and use financial instruments to manage foreign exchange risk in multinational

	operations. **CO4:** Evaluate the functioning of international capital markets, including Eurocurrency, Eurobond, and equity markets, for investment and financing decisions. **CO5:** Develop financial strategies for multinational corporations in areas such as capital budgeting, working capital management, and risk management, while considering global economic and regulatory environments.

8.2 CO PO Mapping: Discipline Specific Elective: Finance

BBAE24003	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	-	2	3	-	1	-	2	-	3	1	-
CO2	2	2	-	2	1	-	2	2	3	1	2	3
CO3	-	2	2	2	-	2	-	3	-	-	2	-
CO4	2	-	2	2	1	-	3	2	2	2	2	2
CO5	3	3	-	3	3	3	3	-	3	3	-	-

BBAE24011	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	3	2	3	-	2	1	2	-	2	1	-
CO2	3	3	2	2	2	-	2	1	2	2	-	3
CO3	2	2	-	1	2	-	2	2	-	1	2	-
CO4	-	1	2	2	2	1	-	-	3	2	-	3
CO5	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**
BBAE25003 – Industrial Relations and Labour Laws	**CO1:** Define the core principles and structures of labour Administration & able to understand the legal framework regarding labour relations. **CO2:** Understand Laws Related to Industrial Relations and Industrial Disputes, Understand Laws Related to Health, Safety and Welfare **CO3:** Apply the important laws governing Industrial Relations & get the knowledge about the role of Govt. **CO4:** Analyze the Laws Related to Compensation Management & able to get insights into the Industrial Relations scenario in India & Society and Trade Union in

	India. **CO5:** Evaluate the ability to understand the legal framework regarding labour relations.
BBAE25004 – Team Building and Leadership	**CO1:** Define the term team & its importance in reference to the leadership strategies for motivating people and changing organizations. **CO2:** Understand about how to establish effective team process and team communication & implement learned skills that help to implement effective changes in the workplace. **CO3:** Develop group with problem solving skills and work through problems and issues as well as transcend differences. **CO4:** Analyze the creative problem-solving skills along with time and crisis management skills, improvement in their decision making and individual leadership Skills & achieve defined goals at all levels of organisation. **CO5:** Evaluate the understanding of team building & problem-solving techniques to be applied in the organizations.

9.2 CO PO Mapping: Discipline Specific Elective: HR

BBAE25003	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	-	3	-	2	-	-	2	2	2	-	2
CO2	-	3	-	3	2	2	2	2	2	3	2	2
CO3	2	3	3	-	3	-	-	3	2	2	3	-
CO4	2	2	2	3	3	2	-	3	2	2	3	-
CO5	2	-	2	2		2	3	2	3	2	-	2

BBAE25004	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	-	3	-	2	2	2		2	1	2	-
CO2	2	2		2	3	1	-	2	3	-	2	3
CO3	-	2	2	2	-	2	-	1	1	3	1	3
CO4	1	-		2	2	2	-	2	2	2	-	-
CO5	3	3	-	3	3	-	3	3	3	3	3	3

10.1 Course outcomes: Discipline Specific Elective: Foreign Trade	
Course Code & Course Name	**After completion of these courses' students should be able to**
BBAE26003-International Relations	**CO1:** Understand International Relation and Approaches to the Study of International Relations. **CO2:** Classify the mutual relationship of India and the World must be understood with Envisaged role of the UN and actual record. **CO3:** Develop the understanding about the UN agencies-aims and functioning; need for UN reforms shall be discussed. **CO4:** Examine India's Political Policies and shall be discussed along with India's Foreign Policy. **CO5:** Determine the India and the UN System, vision of a new world order.
BBAE26004-International Economics and Foreign Exchange Management	**CO1:** Define about international economics, trade theory and trade policy. **CO2:** understand about international finance & its role in economy. **CO3:** Identify role of financial institutions in foreign exchange management. **CO4:** Examine the methods of international trade settlement. **CO5:** Interpret the exchange rate mechanism and its effects on export finance.

10.2 CO PO Mapping: Discipline Specific Elective: Foreign Trade

BBAE26003	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	3	2	2	2	-	2	2	2	2	2
CO2	3	-	-	3	-	-	2	-	-	3	-	2
CO3	-	3	3	-	3	2	3	3	-	-	3	-
CO4	2	2	-	3	3	-	3	3	2	2	3	3
CO5	2	-	2	2	-	2	3	2	3	2	-	2

BBAE26004	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	-	3	-	2	2	2	-	2	-	-	-
CO2	2	2	-	-	3	-	-	2	3		2	3
CO3	3	2	2	-	-	2		-		3	-	3
CO4	-	-	-	2	2	2	-	2		2	-	-
CO5	3	3	-	3	-	3	3	3	3	-	3	3

11.1 Course outcomes: Discipline Specific Elective: Digital Marketing	
Course Code & Course Name	**After completion of these courses' students should be able to**
BBAE27003- Advanced Google Adwords and Online Display Advertising	**CO1:** Define the key concepts in Social Media Marketing through google adword. **CO2:** Discuss and differentiate between various social media platforms and content designing Marketing strategies used for those. **CO3:** Choose the appropriate tools for content designing as per the requirement of the social media platform and target audience. **CO4:** Explain the factors to be considered for designing social media strategy or designing a social media marketing campaign. **CO5:** Compare various social media platforms and measure the impact of advertising or marketing through those.
BBAE27004- Data Analysis &Visualization	**CO1:** Convey to students the importance of data analysis and visualization in all functions and domains of management. **CO2:** Familiarize them with the steps to organize, present, analyse and visualize data. **CO3:** Develop student's ability to use advanced functions of MS Excel for informing Financial Decisions. **CO4:** Demonstrate to them how to slice and dice data and conduct related analyses with Pivot tables **CO5:** Introduce students to specialized Data Visualization software.

11.2 CO PO Mapping - Discipline Specific Elective: Digital Marketing

BBAE27003	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	3	-	2	-	-	-	-	3	2	3	-
CO2	3	-	2	3	3	3	3	2	3	-	3	3
CO3	3	3	3	-	3	3	3	-	3	3	3	-
CO4	-	-	3	2	3	3	3	3	3	3	-	2
CO5	3	3	2	2	-	2	-	-	3	2	3	3

BBAE27004	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	3	3	3	-	3	2	-	3	3	-
CO2	-	3	3	-	3	2	-	3	3	-	3	3
CO3	3	3	-	3	-	3	-	-	2	-	2	3
CO4	3	-	3	3	3	3	-	3	3	3	-	-
CO5	3	3	3	-	3	3	1	-	3	3	3	3

12. Curriculum

Course Name: Insurance & Risk Management
Course Code: BCHE21019

Objectives

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

Course Outline

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

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

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

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

Unit V:
Risk Management: Risk management objectives and tools, risk management and value creation, the risk management process, enterprise-wide risk management, Risk management

in industrial companies, RAPM - Risk Adjusted Performance Measures, value at Risk and Underwriting, Role of Actuaries- Product framing, Underwriting guidelines. Preparation of Insurance Documents Policy Conditions.

Suggested Readings:

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

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

Objectives

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

Course Outline

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

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

Unit III: Strategy Formulations
What is Strategy? What is Strategic Intent; Mission; Objectives and Goals; Policies; Program; Budget; Identifying strategic alternatives of business; Environmental appraisal – Internal environment; Key Success Factors; Role of Resources, Capabilities and Core Competencies; Competitive Advantage to Competitive Strategies; VRIO Model.

Strategic Analysis: Concept of Value Chain, SWOT Analysis; Tools and Techniques for Strategic Analysis – TOWS Matrix; Generic Strategies; Competitive Strategies - Porter's 5 Forces Model; The Experience Curve, Grand Strategy. BCG Matrix; Functional Strategies;

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

Suggested Readings:

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

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

Objective

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

Course Outline

Unit I: Introduction
Basic concepts: Income, agricultural income, person, assesses, assessment year, previous year, gross total income, total income, maximum marginal rate of tax; Permanent Account Number (PAN).
Residential status; Scope of total income based on residential status of Individual only Exempted income under section 10

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

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

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

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

Suggested Readings:

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

Discipline Specific Electives

Marketing

Course Name: Sales and Distribution Management
Course Code: BBAE23003

Objective:

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

Course Outline

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

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

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

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

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

Suggested Readings:

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

Course Name: Services Marketing
Course Code: BBAE23004

Objectives

- The course is designed to equip students with the knowledge of marketing of all types of services. This course aims at providing the students with an understanding of the principles and practical issues in the Marketing of Services. On completion of this course, the student will be able to apply their knowledge of marketing principles to services marketing, analyse practical situations/problems, and to suggest broad courses action.
- This course aims at enabling students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.
- To introduce students to the concepts and techniques of marketing services. The course is designed to cover all important aspects of marketing of services. To increase students understanding of marketing practices & strategies as applied in the service sector.

Course Outline

Unit I:

Introduction – Concept – Goods and Services – Characteristics of Services - Classification of services –Significance of Service marketing. Role of services sector in economy. Growth of service sector. Services- Global and Indian Scenario.

Unit II:

Service Marketing Mix – Introduction – Concept – Seven Ps of Marketing – Internal marketing – Consumer Behaviour Profile – Designing Communication mix – Flower of Service. Service Encounter & Moments of Truth. Consumer Expectations & Managing Customer Satisfaction.

Unit III:

Service Delivery and Service Quality – Flexing of Capacity – Channels of Distribution – Channel Functions – Channel Selection – Impact of Information Technology – Service customer relationship – Service failure and Service recovery - Internal marketing - Service Triangle.

Unit IV:

Service Quality – Introduction – Concept of Service Quality – GAP model – SERVQUAL dimensions – Delivery of High-quality service – Emerging trends in service marketing – E-service. Role of Service Personnel & developing customer focused personnel. Concept of Internal marketing.

Unit V:

Strategic issues in service marketing-market segmentation in the marketing of services, target marketing, positioning of services-how to create a positioning strategy, developing and maintaining demand and capacity, Challenges of service marketing - marketing planning for services, developing and managing the customer service function, developing, and maintaining quality of services.

Unit VI:

Service culture; managing by values, recovery, and empowerment; Relationship building: relationship marketing, bonding, and life time value Service industries: insurance, banking, air transportation, courier, education etc. Role of Communication & Integrated Marketing Communication for different service industries:

Suggested Readings:

1. Christopher H. Lovelock, Services Marketing, Prentice Hall.
2. Jha, S.M., Services Marketing, Himalaya Publishing Co.
3. Payna, Adrim, An essence of Services Marketing, Prentice Hall.
4. Ravi Shanker, (2002). Services Marketing: The Indian perspective, Excel Books
5. Srinivasan. R, Services Marketing – The Indian Context.
6. Gronroos, C.: Service Management and Marketing - A customer relationship management approach, New York: John Wiley.

Finance

Course Name: Corporate Accounting
Course Code: BBAE24003

Objectives

- To provide an overview of the various accounting treatment that are required in various corporate events which include issue and redemption of shares and debentures, consolidation of accounts, liquidation of company and amalgamation of company. The objective is to provide overall accounting treatment in case of companies explaining the standards and principles of accounting.
- To help the students to acquire the conceptual knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.

Course Outline

Unit I:
Joint Stock Companies- its types and share capital, Issue, Forfeiture and Re-issue of shares, Redemption of preference shares, Issue and Redemption of Debenture.

Unit II:
Final Accounts of Companies: Including Computation of managerial Remuneration and disposal of profit.

Unit III:
Accounting for amalgamation of companies as per Accounting Standard 14 Accounting for Internal reconstruction.

Unit IV:
Consolidated Balance Sheet of Holding Companies with one Subsidiary Only.

Unit V:
Liquidation of Companies, Statement of Affairs and Deficiency/Surplus Account. Liquidators final statement of A/c Receiver's Receipt and Payment A/c.

Suggested Readings:

1. Gupta R.L. Radha swamy M, Company Accounts, Sultan Chand & Co.
2. Maheshwari, S.N., Corporate Accounting, Vikas Publishing.
3. Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting.
4. Shukla, M.C., Grewal Th.Bs. and Gupta, S.C. Advanced Accounts, S. Chand & Co.
5. Moore C.L. and Jae Dicke R.K., Management Accounting.
6. Monga, J.R., Fundamentals of Corporate Accounting, Mayur Paper Backs, New Delhi.
7. Ashok Sehgal and Deepak Sehgal, Corporate Accounting, Taxman Publication, New Delhi.

Course Name: International Finance
Course Code: BBAE24011

Objectives

- Demonstrate an understanding of the structure, role, and functioning of the international financial system, including foreign exchange markets and international monetary institutions.
- Analyze balance of payments data and evaluate its implications for trade, investment, and economic policy in a global context.
- Evaluate the functioning of international capital markets, including Eurocurrency, Eurobond, and equity markets, for investment and financing decisions.
- Develop financial strategies for multinational corporations in areas such as capital budgeting, working capital management, and risk management, while considering global economic and regulatory environments.

Course Outline

Unit 1: Introduction to International Finance

- Nature, scope, and importance of international finance.
- Evolution of international financial system.
- International trade vs. international finance.
- Globalization and its impact on financial markets.
- Key players: Multinational corporations, banks, regulators.

Unit 2: Balance of Payments (BoP)

- Structure and components of BoP (current account, capital account, financial account).
- Deficit and surplus – implications for the economy.
- Adjustment mechanisms (monetary, fiscal, exchange rate policies).
- Case studies: India's BoP crisis (1991), Eurozone crisis.

Unit 3: Foreign Exchange Market and Exchange Rate Mechanisms

- Structure and functioning of foreign exchange markets.
- Spot, forward, futures, and options markets.
- Exchange rate determination theories: Purchasing Power Parity (PPP), Interest Rate Parity (IRP), Fisher Effect.
- Exchange rate regimes: Fixed, floating, and managed float.
- Currency convertibility and exchange rate systems in practice.

Unit 4: Multinational Financial Management

- Capital budgeting in international projects.
- Cost of capital and capital structure in multinational firms.
- Dividend policy in multinational context.
- International working capital management.
- Transfer pricing and tax considerations

Unit 5: Contemporary Issues in International Finance

- Exchange rate volatility and global trade.
- Cryptocurrencies and digital currencies in international finance.
- Global financial integration and contagion effects.
- Sustainable finance and ESG investing in global markets.
- India's role in international financial markets.

Suggested Readings:

1. Eun, C. S., & Resnick, B. G. – *International Financial Management* (McGraw Hill).
2. Shapiro, A. C. – *Multinational Financial Management* (Wiley).
3. Madura, J. – *International Financial Management* (Cengage Learning).
4. Apte, P. G. – *International Financial Management* (Tata McGraw Hill, Indian context).
5. Levi, M. D. – *International Finance* (Routledge).
6. Pilbeam, K. – *International Finance* (Palgrave Macmillan).
7. World Bank – Global Economic Prospects Report – Trends in international capital flows and trade finance.
8. Bank for International Settlements (BIS) Quarterly Review – Data on forex markets, derivatives, and cross-border finance.
9. RBI Annual Report / Financial Stability Report – Indian perspective on foreign exchange, balance of payments, and international linkages.

Human Resource Management

Course Name: Industrial Relations and Labour Laws
Course Code: BBAE25003

Objectives

- To provide an overview of the various business process, analyse operations, production planning.
- To acquire knowledge and understanding of Industrial, Labour and General Laws

Course Outline

Unit I: Industrial Relations
Role - Importance - Trade Unions - Industrial disputes and their Resolutions.

Unit II: Participative Management
Structure - Scope - Collective Bargaining - Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.

Unit III: Industrial unrest
Employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts.

Discipline: Positive, negative discipline, disciplinary procedure, Absenteeism, Turnover, Dismissal and Discharge.

Unit IV: Factories Act
Meaning, Definition – Welfare – Safety – Health Measures.

Unit V:
Workmen's Compensation Act and International Labor Organization - Role and Function.

Suggested Readings:

1. Sreenivasan M.R - Industrial Relations & Labor legislations.
2. Aswathappa K - Human Resource and Personnel Management.
3. Subba Rao P - Human Resource Management and Industrial Relations.
4. Monoppa - Industrial Relations.
5. S.C. Srivastava, Industrial Relation of Labour Laws.

Course Name: Team Building & Leadership
Course Code: BBAE25004

Objectives

- This course will help students identify and develop their teambuilding and leadership skills. It aims to encourage participants to reflect upon their approach to leadership and develop some practical skills for use in the workplace.

Course Outline

Unit I: Leadership
Meaning, Concepts and Myths about Leadership, Components of Leadership Leader, Followers and situation, Leadership styles, Assessing Leadership & Measuring Its effects. **Samatva (Equanimity)** from the Bhagavad Gita: A leader's inner steadiness in success and failure

Unit II: Focus on the Leader
Power and Influence; Leadership and Values. Leadership Traits; Leadership Behaviour; Contingency Theories of Leadership; Leadership and Change. **Bhagavad Gita's Leadership Lessons**: Clarity of purpose, leading in uncertainty, and value-centric decisions

Unit III: Groups, Teams, and Their Leadership
Groups – Nature, Group Size, Stages of Group Development, Group Roles, Group Norms, Group Cohesion. Teams – Effective Team Characteristics and Team Building, Ginnette Team Effectiveness Leadership Model, Benefits of Teams, Team building issues, Motives of team building, Team development process, Stages of team development, Team vision, Team building, Skills useful in Team building, Contemporary issues in managing teams, Life Cycle of a team, Team cohesiveness, Team in organizations, Team work for effective organizational functioning, Team Leadership and Facilitator, Natural Leaders, Team leaders qualities, Leadership in operation, Dimensions of leadership, The team facilitation process, Role,

Responsibilities& Skills of facilitators. **Gurukul system**: Small-group learning and leadership by example

Unit IV: Leadership Skills
Basic Leadership Skills, Building Technical Competency, Advanced Leadership Skills, Team Building for Work Teams, Building High Performance Teams. **Shivaji, Akbar, and Ashoka** – indigenous models of high-performance leadership across diversity

Suggested Readings:
1. Hughes, Ginnett, Murphy - Leadership, Enhancing the Lessons of Experience (Tata McGraw-Hill, 5th Ed.).
2. Durbin: Leadership research Findings Practice and Skills, Bizana publications.
3. Yukl G - Leadership in Organisations (Pearson, 6th Ed.).
4. West Michael - Effective Team Work (Excel Books, 1st Ed.).
5. Sadler Philip - Leadership (Crest Publishing House).
6. Dyer, W. G., Dyer, W. G., & Dyer, J. H. (2007). Team building: Proven strategies for improving team performance.

Foreign Trade

Course Name: International Relations
Course Code: BBAE26003

Course Outline

Unit I: Globalization: Responses from developed and developing societies.

(a) Approaches to the Study of International Relations: Idealist, Realist, Marxist, Functionalist and Systems theory.
(b) Key concepts in International Relations: National interest, Security, and power; Balance of power and deterrence; Transnational actors and collective security; World capitalist economy and globalization.
(c) Changing International Political Order:
(d) Rise of super powers; strategic and ideological Bipolarity, arms race, and Cold War; nuclear threat;
(e) Non-aligned movement: Aims and achievements;
(f) Collapse of the Soviet Union; Unipolarity and American hegemony; relevance of non-alignment in the contemporary world.

Unit II: India and the World
(a) Evolution of the International Economic System: From Bretton woods to WTO; Socialist economies and the CMEA (Council for Mutual Economic Assistance); Third World demand for new international economic order; Globalization of the world economy.
(b) Envisaged role of the UN and actual record; specialized UN agencies-aims and functioning; need for UN reforms.

(c) Regionalization of World Politics: EU, ASEAN, APEC, SAARC, NAFTA.
(d) Contemporary Global Concerns: Democracy, human rights, environment, gender justice, terrorism, nuclear proliferation.

Unit III: India and the Political Policies:
(a) Indian Foreign Policy: Determinants of foreign policy; institutions of policy-making; continuity and change.
(b) India's Contribution to the Non-Alignment Movement: Different phases; current role.
(c) India and South Asia:
(d) Regional Co-operation: SAARC – past performance and prospects.
(e) South Asia as a Free Trade Area.
(f) India's "Look East" policy.
(g) Impediments to regional co-operation: river water disputes; illegal cross-border migration; ethnic conflicts and insurgencies; border disputes.
(h) India and the Global South: Relations with Africa and Latin America; leadership role in the demand for NIEO and WTO negotiations.

Unit-IV: India and the UN System
(a) India and the Global Centers of Power: USA, EU, Japan, China, and Russia.
(b) India and the UN System: Role in UN Peace-keeping; demand for Permanent Seat in the Security Council.
(c) India and the Nuclear Question: Changing perceptions and policy.
(d) Recent developments in Indian Foreign policy: India's position on the recent crisis in Afghanistan, Iraq, and West Asia, growing relations with US and Israel; vision of a new world order.

Course Name: International Economics & Foreign Exchange Management
Course Code: BBAE26004

Unit I: Introduction to International Economics:
The three aspects of International Economics – trade theory, trade policy and international finance. Traditional use of **custom duties and trade barriers** documented in Arthashastra

Unit II: Trade Theory:
Concept of opportunity cost, Ricardo, Production functions, factor intensities, modern theory of Heckscher Ohlin, trade theories post the Heckscher Ohlin model. Introduction to: Technological gap theories and Product Life Cycle. Theories of economies of scale.

Unit III: Trade Policy:
Free Trade and Protection. Tariffs, quotas, and subsidies. GATT and Uruguay Round. Formation of WTO. Introduction to important Agreements of WTO. (Agreement on Agriculture, TRIPs, TRIMs, GATS, ATC, SPS etc.) Terms of Trade, Factors affecting them. Exchange Rates, Fixed and Flexible. Exchange Control.

Unit IV: International Finance:
IMF objectives and brief history: Demise of Bretton Wood. IMF conditionality. Introduction to: Customs union and regional groupings, its impact on world trade. Trade creation and trade diversion. Formation of European Union and introduction of Euro. Concept of Optimum Currency Areas. International capital markets.

Unit V: Introduction to Foreign Exchange Management:
Management of foreign exchange with special reference of India. India's forex scenario. BOP crisis of 1990, LERMS, convertibility. Finance function: Financial institutions in international trade. Nonresident accounts: Repatriable and non repatriable, significance for the economy and bank.

Unit VI: Methods of International Trade settlement:
Open account, clean advances, documentary credit, and documentary collection. Documentary credit (letter of credit): Types of LC – parties, mechanism with illustration. Documents involved in international trade: Statutory documents, financial documents, transport documents, risk bearing documents. Ancient Indian systems of trade trust: Oral contracts, symbolic tokens, and temple-based documentation. INCO. TERMS: CIF, FOB, CIP.

Unit VII: Export finance:
Financing of imports by opening of letter of credit: Documents required, trade and exchange control formalities, sanction of LC limit.

Financing export/ deemed export: Pre ship, and post shipment finance export methods, how to start export? ECGC and other formalities.

Unit VIII: Introduction to exchange rate mechanism:
Spot-forward rate, exchange arithmetic. Forward, swap futures and options. Guarantees in International Trade: Performance, bid-bond etc.

Suggested Readings:

1. International Economics by Paul Krugman.
2. International Economics by Soderstein and John Reed.
3. International Economics by D Salvatore.

Digital Marketing

Course Name: Advanced Google Adwords and Online Display Advertising
Course Code: BBAE27003

Course Objectives:

- To make students understand functions of search engine marketing, strategy, performance analysis and real-life execution.
- To make them understand different types of display ads that advertisers can create and the steps required to make them in line with best practices.
- To develop student's ability to formulate best strategies using best practices used under

Google Ads.

- To develop students' ability to setup a search engine marketing campaign along with a few nuances of the tool.

Course Outline

Unit-I:

Recapitulation of Google AdWords and PPC. Online Advertising - Introduction; Types of Online Advertising; Display Advertising - Banner Ads, Rich Media Ads, Pop – ups and Pop – Under Ads. Contextual Advertising - In text Ads, In image Ads, In Video Ads, In Page Ads. Companies providing Online advertising solution; Tracking and Measuring ROI of online advertisement.

Unit-II:

Types of Search campaigns; Dynamic search & product listing. Google Merchant Center. Creating 1st Search Campaign. Understanding location targeting -Different types of location targeting. Bidding strategy – CPC Understanding different types of bid strategy; Advanced level bid strategies, Flexible bid strategy. Understanding Ad Extensions-Types of ad extensions. Creating ad groups-Creating Ads; Understanding Ad Metrics. Display and Destination URL –Write a compelling Ad copy. Examples of Ads.

Unit-III:

Creating Display Campaigns**:** Types, All features; Mobile App; Remarketing; Engagement. Differentiate between in Search and Display Campaign settings; Campaign level settings Understanding CPM bid strategy. Ad-delivery & Ad-scheduling - Panchang & Auspicious Timing for Ad Scheduling; Understanding ads placement -Using Display banner tool and finding relevant websites for ads placement.

Unit-IV:

Optimizing Search & Display Campaign. Optimization at the time of campaign creation; Optimizing campaign via ad groups. Importance of CTR and Quality Score in optimization; Ways to Increase CTR, Improve Quality Score. Evaluating Campaigns Ads-Optimizing with Conversion report; Optimizing with keywords. Analyzing competitor's performance. Detecting fraud clicks. Remarketing – Overview; Setting up remarketing campaign.

Lab Work:

1 Runan AdWords Search Campaign.
2 Create, execute, and monitor a search engine marketing campaign on the Ad Words platform for either Institute or your own business. Student will test, monitor, and optimize the results for the best possible ROI due to live campaign.
3 Runa Display, Mobile, or Video Campaign:
4 Evaluate the results of a display advertising campaign and create a presentation of the results like what you would provide to your client and prepare summary which will include the

targeting strategy, creative used, the results of the campaign, along with recommendations on how to improve the campaign.

5 Allocate given funds to various online advertising platforms and justify the allocation.

Suggested Readings:

1 Rabazinsky Cory, Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising.
2 Jacob's son Howie, Google AdWords for Dummies.
3 Fox Vanessa, Marketing in the Age of Google.
4 Geddes Brad, Advanced Google AdWords.
5 Marshall Perry, Mike Rhodes. Bryan Todd; Ultimate Guide to Google AdWords.
6 Jason McDonald Ph.D.; Google Ads (AdWords) Workbook.
7 Gray Noah; Mastering Google AdWords: Step-by-Step
8 Instructions for Advertising Your Business (Including Google Analytics).
9 Sulerud Kyle; Essential AdWords: The Quick and Dirty
10 Guide (Including Tricks Google WON'T Tell you. Zabaras John; Advanced Google AdWords Strategy: The Comprehensive & Data-Driven Practical Guide on Managing &Optimizing AdWords Accounts Profitably.

Course Name: Data Analysis & Visualization
Course Code: BBAE27004

Course Objectives: The purpose of this course is to:

- Convey to students the importance of data analysis and visualization in all functions and domains of management.
- Familiarize them with the steps to organize, present, analyse and visualize data.
- Develop student's ability to use advanced functions of MS Excel for informing Financial Decisions.
- Demonstrate to them how to slice and dice data and conduct related analyses with Pivot tables
- Introduce students to specialized Data Visualization software.

Course Outline

Unit-I:

Review of MS-Excel content learnt in Computer Applications in Management in first semester– recapitulation of Excel Functions and Formulae. Look Up functions; Index Function; Match Function; Text Functions; Date functions. Examples of traditional Indian trade data logs and their similarities to modern Excel techniques.

Unit-II:

Data Analysis in Excel using classic tools: pivot tables, pivot charts, and slicers. PivotTables and Charts- Creating a pivot table; Displaying with a pivot chart; Slicing and dicing of data and related analyses with Pivot tables, Using One-way and Two-way Data Tables to analyze data. Sensitivity

Analysis; Goal Seek; Scenario Manager. Saving pivot tables and charts to web pages. Use of historical Indian market data (e.g., Hundi system records) for scenario and sensitivity analysis.

Unit-III:
Excel Add-Ins. Excel's Data Analysis Tool pak - Summarizing Data with Histograms and frequency distributions. Descriptive Statistics; Using Correlations to summarize Relationships. Predictive Analysis with Excel-Implementing multiple regression analyses in Excel; Forecasting with Moving Averages; Time Series Analysis.

Unit IV:
Data Visualization tools in Excel – Line Graphs, Bar Graphs, Pie Charts, Heat Maps etc. Creating an Interactive Excel Dashboard. Introduction to Table au. Understanding how Table au works – Dimensions and Measures, Continuous and Discrete Pills in Tableau; Axis vs Label; Colour and Maps– Gradients Colour Palette, Symbol map vs. Filled map. Datatypes.

Filtering – on a discrete pill and on a continuous measure pill. Aggregation in Tableau; Granularity in Table au. Creation of Calculated Fields in Table au–Calculating rates and ratios. Using the right Data Visualization tool in each situation. Integration of Tools. Creating a data story– elements of a data story, steps for creation. Some best practices. Incorporate examples of ancient Indian visualization practices such as mapping trade routes and using symbolic data for storytelling in Tableau projects.

Project: Students will be internally assessed based on a data project they conduct starting from raw data to creation and presentation of meaningful visualizations and analyses.

Lab Work:
1. Visualization of Numerical Data-use appropriate charts, graphs, and tables to create visualizations that convey relationship between data items.
2. Visualization of Non-Numerical Data-use appropriate charts, graphs, and tables to create visualizations that convey relationship between data items.
3. Excel Dashboard–Design and Create an Interactive Excel Dashboard from a given dataset.
4. Tableau Dashboard–Design and Create a Dash board from a given data set using Table au and its Aggregation, Granularity and Calculated Fields functionalities.

Required Software:
The data analytic and visualization tools required in this course are Excel and Table au.

Suggested Readings and learning Materials:

1. Ryan Sleeper, Practical Tableau: 100Tips, Tutorials, and Strategies from a Table au Zen Master.
2. BenJones, Communicating Data with Tableau: Designing, Developing, and Delivering Data Visualizations.
3. Sosulski, K.; Data Visualization Made Simple: Insights into Becoming Visual. New York: Routledge.
4. Winston., Microsoft Excel-Data Analysis and Business Modelling, PHI Publications

5. Lalwani, L., Excel2019All-in-One Paperback; BPB Publishers
6. Walkenbach, John, Excel2016Bible, Wiley Publications https://www.excel-easy.com/

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

Course objectives

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

Course Outline

Unit I -Research Methodology: An Introduction

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

Unit II- Research Design

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

Unit III- Methods of Data Collection

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

Unit IV- Processing and Analysis of Data

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

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

Unit VI- Research ethics

Unit VII- Review of published research in the relevant field

Unit VIII- Availability of books at various Libraries

Suggested Readings:

1. Creswell, J. W., & Creswell, J. D. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (5th ed.). SAGE Publications.
2. Silverman, D. (2013). Doing Qualitative Research (4th ed.). SAGE Publications.
3. Babbie, E. (2016). The Practice of Social Research (14th ed.). Cengage Learning.
4. Yin, R. K. (2018). Case Study Research and Applications: Design and Methods (6th ed.). SAGE Publications.
5. Flick, U. (2018). An Introduction to Qualitative Research (6th ed.). SAGE Publications.
6. Bryman, A. (2016). Social Research Methods (5th ed.). Oxford University Press.
7. Patton, M. Q. (2015). Qualitative Research & Evaluation Methods: Integrating Theory and Practice (4th ed.). SAGE Publications.
8. Saunders, M., Lewis, P., & Thornhill, A. (2019). Research Methods for Business Students (8th ed.). Pearson.
9. Trochim, W. M., & Donnelly, J. P. (2016). The Research Methods Knowledge Base (3rd ed.). Cengage Learning.
10. Cohen, L., Manion, L., & Morrison, K. (2017). Research Methods in Education (8th ed.). Routledge.
11. Creswell, J. W., & Plano Clark, V. L. (2017). Designing and Conducting Mixed Methods Research (3rd ed.). SAGE Publications.
12. Neuman, W. L. (2014). Social Research Methods: Qualitative and Quantitative Approaches (7th ed.). Pearson.
13. Blaikie, N. (2018). Designing Social Research: The Logic of Anticipation (3rd ed.). Polity Press.
14. Maxwell, J. A. (2013). Qualitative Research Design: An Interactive Approach (3rd ed.). SAGE Publications.
15. Mertens, D. M. (2014). Research and Evaluation in Education and Psychology: Integrating Diversity with Quantitative, Qualitative, and Mixed Methods (4th ed.). SAGE Publications.
16. Kothari, C. R. (2004). Research Methodology: Methods and Techniques (2nd ed.). New Age International.

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

13. Lesson Plans

BCHE21019–Insurance and Risk Management

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

Unit-IV	Presentation II	C-35	Presentation
Unit-IV	Important Life Insurance Products and General Insurance Products	C-36-37	Lecture
Unit-IV	Class room assignment III	C-38,39	Class room assignment
Unit-IV	Take Home Assignment II		Take Home Assignment
Unit-IV	Determination of Premiums and Bonuses Various Distribution Channels.	C-40,41	Lecture
Unit-IV	Quiz I	C-42	Quiz
Unit-IV	Clarification class-IV	C-43	Clarification class
Unit-V	Risk Management: Risk management objectives and tools	C-44,45	Lecture
Unit-V	Risk management and value creation	C-46,47	Lecture
Unit-V	Classroom Assignment IV	C-48	Classroom Assignment
Unit-V	The risk management process	C-49,50	Lecture
Unit-V	Enterprise-wide risk management	C-51	Lecture
Unit-V	Quiz II	C-52	Quiz
Unit-V	Risk management in industrial companies,	C-53	Lecture
Unit-V	RAPM - Risk Adjusted Performance Measures	C-54,55	Lecture
Unit-V	Value at Risk and Underwriting	C-56	Lecture
Unit-V	Role of Actuaries- Product framing, Underwriting guidelines. Preparation of Insurance Documents Policy Conditions.	C-57,58	Lecture
Unit-V	Presentation III	C-59	Presentation
Unit-V	Clarification class V	C-60	Lecture

BBAC22351 –Business Policy and Strategic Management

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

Unit-III	Presentation II	C-30	Presentation
Unit-III	Porter's 5 Forces Model	C-31,32	Lecture
Unit-III	Seminar	C-33	Seminar
Unit-III	The Experience Curve	C-34	Lecture
Unit-III	Grand Strategy	C-35	Lecture
Unit-III	Case Study	C-36	Case Study
Unit-III	Presentation III	C-37	Presentation
Unit-III	BCG Matrix	C-38	Lecture
Unit-III	Take Home Assignment II		Take Home Assignment
Unit-III	Case Study	C-39	Case Study
Unit-IV	Strategy Implementation	C-40	Lecture
Unit-IV	Quiz II	C-41	Quiz
Unit-IV	Organization Structure	C-42	Lecture
Unit-IV	Resource Allocation	C43,45	Lecture
Unit-IV	Projects and Procedural issues	C46,47,48	Lecture
Unit-IV	Case Study	C-49	Case Study
Unit-IV	Integration of Functional Plans	C-50	Lecture
Unit-IV	Case Study	C-51	Case Study
Unit-IV	Leadership	C-52	Lecture
Unit-IV	Classroom Assignment III	C-53	Classroom Assignment
Unit-IV	Change and Conflict Management	C-54	Lecture
Unit-IV	Case Study	C-55	Case Study
Unit-IV	Evaluation and Control-Nature	C-56	Lecture
Unit-IV	Evaluation and Control-Importance	C-57	Lecture
Unit-IV	Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback.	C-58	Lecture
Unit-IV	Classroom Assignment IV	C-59	Classroom Assignment
Unit-IV	Clarification Class IV	C-60	Clarification Class

BCHE21005–Income Tax Law & Practice

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

GEC066018-Research Methodology (GE)

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

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

BBAE23003 –Sales and Distribution Management

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

Unit-IV	Inventory management decision,	C-40	Lecture
Unit-IV	Webinar	C-41	Webinar
Unit-IV	Transportation decision.	C-42	Lecture
Unit-IV	Take Home Assignment II		Take Home Assignment
Unit-IV	Clarification Class IV	C-43	Clarification Class
Unit-IV	Quiz II	C-44	Quiz
Unit-IV	Presentation II	C-45	Presentation
Unit-IV	Designing customer-oriented channel,	C-46	Lecture
Unit-IV	Case-let	C-47	Case-let
Unit-V	Understanding the customer requirement,	C-48	Lecture
Unit-V	Comparing the channel design.	C-49	Lecture
Unit-V	Managing the behavior of channel member, channel relationship,	C-50	Lecture
Unit-V	Channel control	C-51,52	Lecture
Unit-V	Classroom Assignment IV	C-53	Classroom Assignment
Unit-V	Power positioning and conflict, influence strategy	C-54,55	Lecture
Unit-V	Presentation III	C-56	Presentation
Unit-V	Revision/Query Solving	C-57,58,59	Lecture
Unit-V	Clarification Class V	C60	Clarification Class

BBAE23004 –Services Marketing

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Introduction concept - Goods and Services, Characteristics of Services	C-2	Lecture
Unit-I	Importance of services	C-3,4	Lecture
Unit-I	Significance of service marketing	C-5,6	Lecture
Unit-I	Role of services sector in economy	C-7	Lecture
Unit-I	Growth of service sector. Services- Global and Indian Scenario	C-8	Lecture
Unit-I	Clarification Class I	C-9	Clarification Class
Unit-II	Service marketing mix - Introduction and Concept- Seven Ps of Marketing	C-10	Lecture
Unit-II	Internal Marketing	C-11	Lecture
Unit-II	Presentation I	C-12	Presentations
Unit-II	Consumer Behaviour Profile	C-13	Lecture
Unit-II	Analyze marketing mix of AXIS bank (CRA I)	C-14	Class Room Assignment
Unit-II	Designing Communication Mix	C-15	Lecture
Unit-II	Flower of Service	C-16	Lecture
Unit-II	Caselets	C-17	Lecture
Unit-II	Clarification Class II	C-18	Clarification Class
Unit-III	Service Delivery and Service Quality	C-19	Lecture
Unit-III	Service delivery- Channels of distribution, Flexing the capacity	C-20,21	Lecture
Unit-III	Functions and selection of channels of distribution & impact of IT	C-22,23	Lecture
Unit-III	Presentation II	C-24	Presentation
Unit-III	Analyze Marketing Mix of Taj group of Hotels (CRA II)	C-25	Classroom Assignment
Unit-III	Service delivery- Channels of distribution, Flexing the capacity	C-26	Lecture
Unit-III	Classroom Assignment II	C-27	Classroom Assignment
Unit-III	Service Quality & Service Customer Relationship	C-28	Lecture
Unit-III	Service failure and recovery and Service Triangle	C-29	Lecture
Unit-III	Take Home Assignment I		Take Home Assignment
Unit-III	Service failure and recovery and Service Triangle	C-30	Lecture
Unit-III	Clarification Class III	C-31	Clarification Class
Unit-IV	Service Quality - Introduction and concept	C-32	Lecture
Unit-IV	Caselets	C-33	Lecture
Unit-IV	Quiz I	C-34	Quiz
Unit-IV	GAP Model	C-35	Lecture
Unit-IV	Classroom Assignment	C-36	Classroom Assignment
Unit-IV	GAP Model	C-37	Lecture

Unit-IV	SERVQUAL dimensions	C-38,39	Lecture
Unit-IV	Presentation III	C-40	Presentation
Unit-IV	Emerging Trends in service marketing-E service	C-41	Lecture
Unit-IV	Group Discussion	C-42	Group Discussion
Unit-IV	Role of Service Personnel & developing customer focused personnel	C-43	Lecture
Unit-IV	Concept of Internal marketing	C-44	Lecture
Unit-IV	Clarification Class IV	C-45	Clarification Class
Unit-V	Strategic Issues in Service Marketing	C-46	Lecture
Unit-V	Market segmentation in the marketing of services, target marketing, positioning of services-how to create a positioning strategy	C-47	Lecture
Unit-V	Developing and maintaining demand and capacity	C-48	Lecture
Unit-V	Take Home Assignment II		Take Home Assignment
Unit-V	Challenges in Service Marketing - Marketing planning in services	C-49	Lecture
Unit-V	Developing and managing the customer service function, developing, and maintaining quality of services	C-50	Lecture
Unit-V	Clarification Class V	C-51	Clarification Class
Unit-VI	Service culture; managing by values, recovery, and empowerment	C-52	Lecture
Unit-VI	Classroom Assignment IV	C-53	Classroom Assignment
Unit-VI	Relationship building: relationship marketing, bonding, and life time value Service industries: insurance	C-54,55	Lecture
Unit-VI	Role of Communication & Integrated Marketing Communication for different service industries: air transportation, courier	C-56,57	Lecture
Unit-VI	Revision	C58	Lecture
Unit-VI	Caselets	C59	Lecture
Unit-VI	Clarification Class VI	C60	Clarification Class

BBAE24003 – Corporate Accounting

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Joint Stock Companies - An introduction, Types of Companies, Types of share capital	C-2	Lecture
Unit-I	Issue of shares	C-3,4	Lecture
Unit-I	Issue - Journal Entries	C5,6	Lecture
Unit-I	Forfeiture - An introduction and meaning	C-7	Lecture
Unit-I	Forfeiture - Entries with an example	C-8	Lecture
Unit-I	Re-issue of shares - Journal entries	C-9,10	Lecture
Unit-I	Redemption of preference shares - Introduction, Types	C-11,12	Lecture
Unit-I	Redemption of Debenture - An introduction of Debentures and types	C-13,14	Lecture
Unit-I	Class Room Assignment I	C-15	Class Room Assignment
Unit-I	Clarification Class I	C-16	Clarification Class
Unit-II	Final Accounts of Companies - An Introduction and Heads of Accounts appear in the Vertical form of Balance Sheet discussion	C-17	Lecture
Unit-II	Final Accounts of Companies - Preparation of final accounts - Preparation of Profit and Loss Account	C-18,19	Lecture
Unit-II	Final Accounts of Companies – Problems	C-20,21	Lecture
Unit-II	Take Home Assignment I		Take Home Assignment
Unit-II	Including Computation of managerial Remuneration	C-22,23	Lecture
Unit-II	Disposal of profit	C-24,25	Lecture
Unit-II	Clarification Class II	C-26	Clarification Class
Unit-III	Accounting for amalgamation of companies as per Accounting Standard 14 - An Introduction	C-27,28,29	Lecture
Unit-III	Presentation I	C-30	Presentation
Unit-III	Accounting for amalgamation of companies as per Accounting Standard 14 - Accounting Procedure	C-31	Lecture
Unit-III	Accounting for amalgamation of companies as per Accounting Standard 14 – Absorption	C-32,33	Lecture
Unit-III	Take Home Assignment II		Take Home Assignments
Unit-III	Accounting for Internal reconstruction	C-34,35,36	Lecture
Unit-III	Class Room Assignment II	C-37	Class Room Assignment
Unit-III	Clarification Class III	C-38	Clarification Class
Unit-IV	Consolidated Balance Sheet of Holding Companies - An Introduction and the explanation of consolidated Balance Sheet	C-39,40	Lecture

Unit-IV	Consolidated Balance Sheet of Holding Companies - Preparation of Consolidated Balance Sheet Problems and solutions	C-41,42	Lecture
Unit-IV	Presentation II	C-43	Presentation
Unit-IV	Consolidated Balance Sheet of Holding Companies with one Subsidiary Only	C-44,45	Lecture
Unit-IV	Quiz	C-46	Quiz
Unit-IV	Presentation III	C-47	Presentation
Unit-IV	Class Room Assignment III	C-48	Class Room Assignment
Unit-IV	Clarification Class IV	C-49	Clarification Class
Unit-V	Liquidation of Companies	C-50	Lecture
Unit-V	Statement of Affairs and Deficiency/Surplus Account	C-51	Lecture
Unit-V	Liquidator's final statement of A/c	C-52,53	Lecture
Unit-V	Receiver's Receipt and Payment A/c	C-54	Lecture
Unit-V	Classroom Assignment IV	C-55	Classroom Assignment
Unit-V	Receiver's Receipt and Payment A/c.	C-56,57	Lecture
Unit-V	Quiz - MCQ II	C-58	Quiz
Unit-V	Revision	C-59	Lecture
Unit-V	Clarification Class V	C-60	Clarification Class

BBAE24011 –International Finance

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Nature, scope, and importance of international finance.	C-2	Lecture
Unit-I	Evolution of international financial system.	C-3	Lecture
Unit-I	International trade vs. international finance.	C-4	Lecture
Unit-I	Globalization and its impact on financial markets.	C-5	Lecture
Unit-I	Key players: Multinational corporations, banks, regulators.	C-6,7	Lecture
Unit-I	Clarification Class – I	C-8	Clarification Class
Unit-II	Activity	C-9	Activity
Unit-II	Balance of Payments (BoP): Structure and components of BoP (current account, capital account, financial account).	C-10	Lecture
Unit-II	Deficit and surplus – implications for the economy.	C-11,12	Lecture
Unit-II	Case studies: India's BoP crisis (1991), Eurozone crisis.	C-13,14	Lecture
Unit-II	Clarification Class – II	C-15	Lecture
Unit-III	Activity	C-16	Activity
Unit-III	Foreign Exchange Market and Exchange Rate Mechanisms	C-17	Lecture
Unit-III	Structure and functioning of foreign exchange markets.	C-18	Lecture
Unit-III	Spot, forward, futures, and options markets.	C-19	Lecture
Unit-III	Exchange rate determination theories: Purchasing Power Parity (PPP), Interest Rate Parity (IRP), Fisher Effect.	C-20	Lecture
Unit-III	Take Home Assignment I		Take Home Assignment
Unit-III	Exchange rate regimes: Fixed, floating, and managed float.	C-21	Lecture
Unit-III	Currency convertibility and exchange rate systems in practice.	C-22	Lecture
Unit-III	Presentation I	C-23	Presentation
Unit-III	Activity	C-24	Activity
Unit-III	Clarification Class – III	C-25	Clarification Class
Unit-IV	Multinational Financial Management	C-26,27	Lecture
Unit-IV	Capital budgeting in international projects.	C-28,29,30	Class room assignment
Unit-IV	Cost of capital and capital structure in multinational firms.	C-31,32,33	Lecture
Unit-IV	Dividend policy in multinational context.	C-34,35,36	Lecture
Unit-IV	International working capital management.	C-37,38	Activity
Unit-IV	Transfer pricing and tax considerations.	C-39,40	Lecture
Unit-IV	Class room assignment III	C-41	Class room assignment

Unit-IV	Take Home Assignment II		Take Home Assignment
Unit-IV	Quiz I	C-42	Quiz
Unit-IV	Clarification class-IV	C-43	Clarification class
Unit-V	Contemporary Issues in International Finance	C-44,45	Lecture
Unit-V	Exchange rate volatility and Global trade.	C-46,47	Lecture
Unit-V	Cryptocurrencies and digital currencies in international finance.	C-48	Classroom Assignment
Unit-V	Global financial integration and contagion effects.	C-49,50	Lecture
Unit-V	Sustainable finance and ESG investing in global markets.	C-51,52	Lecture
Unit-V	Quiz II	C-53	Quiz
Unit-V	India's role in international financial markets.	C-54,55	Lecture
Unit-V	Presentation III	C-56	Presentation
Unit-V	Clarification class V	C-57	Clarification Class
Unit-V	Lecture	C-58	Lecture
Unit-V	Lecture	C-59	Revision
Unit-V	Lecture	C-60	Revision

BBAE25003 –Industrial Relations and Labour Laws

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Introduction to Industrial Relations, Role - Importance, Trade Unions	C-2	Lecture
Unit-I	Class Room Assignment I	C-3	Class Room Assignment
Unit-I	Industrial disputes and their Resolutions	C-4,5	Lecture
Unit-I	Clarification Class I	C-6	Clarification Class
Unit-I	Take Home Assignment I		Take Home Assignment
Unit-II	Introduction to Participative Management- Structure - Scope	C-7,8 9	Lecture
Unit-II	Collective Bargaining	C-10,11,12	Lecture
Unit-II	Presentation I	C-13	Presentation
Unit-II	Works Committee	C-14,15	Lecture
Unit-II	Joint Management Councils	C-16	Lecture
Unit-II	Class Room Assignment II	C-17	Class Room Assignment
Unit-II	Pre-Requisite for successful participation	C-18,19	Lecture
Unit-II	Role of Government in Collective Bargaining	C-20,21	Lecture
Unit-II	Clarification Class II	C-22	Clarification Class
Unit-III	Introduction to Industrial unrest	C-23	Lecture
Unit-III	Employee dissatisfaction	C-24	Lecture
Unit-III	Presentation II	C-25	Presentation
Unit-III	Grievances	C-26,27	Lecture
Unit-III	Disciplinary Action	C-28	Lecture
Unit-III	Domestic Enquiry	C-29	Lecture
Unit-III	Strikes - lockout	C-30	Lecture
Unit-III	Quiz I	C-31	Quiz
Unit-III	Prevention of Strikes - Lockouts.	C-32,33	Activity
Unit-III	Discipline: Positive, negative discipline	C-34,35	Lecture
Unit-III	Disciplinary procedure	C-36	Lecture
Unit-III	Class Room Assignment-III	C-37	Class Room Assignment
Unit-III	Absenteeism, Turnover	C-38,39	Lecture
Unit-III	Dismissal and Discharge	C-40,41	Lecture
Unit-III	Clarification Class III	C-42	Clarification Class
Unit-III	Take Home Assignment II		Take Home Assignment
Unit-IV	Factories Act- Meaning, Definition	C-43,44	Lecture
Unit-IV	Presentation-III	C-45	Presentation
Unit-IV	Welfare	C-46,47	Lecture
Unit-IV	Class Room Assignment-IV	C-48	Class Room Assignment

Unit-IV	Safety	C-49,50	Lecture
Unit-IV	Health Measures	C-51,52	Lecture
Unit-IV	Case Study	C-53	Lecture
Unit-IV	Clarification Class IV	C-54	Clarification Class
Unit-V	Workmen's Compensation Act	C-55-56	Lecture
Unit-V	Quiz II	C-57	Quiz
Unit-V	International Labor Organization - Role and Function.	C-58,59	Lecture
Unit-V	Clarification Class V	C-60	Clarification Class

BBAE25004 –Team Building and Leadership

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Meaning, Concepts and Myths about Leadership	C-2	Lecture
Unit-I	Components of Leadership Leader, Followers, and situation	C-3,4	Lecture
Unit-I	Leadership styles, Assessing Leadership & Measuring Its effects	C-5,6	Lecture
Unit-I	**Samatva (Equanimity)** from the Bhagavad Gita: A leader's inner steadiness in success and failure	C-7,8	Lecture
Unit-I	Classroom Assignment I	C-9	Classroom Assignment
Unit-I	Clarification Class I	C-10	Clarification Class
Unit-I	Caselets	C-11	Lecture
Unit-II	Power and Influence	C-12	Lecture
Unit-II	Leadership and Values, Leadership Traits	C-13	Lecture
Unit-II	Leadership Behaviour	C-14	Lecture
Unit-II	Contingency Theories of Leadership	C-15,16	Lecture
Unit-II	Leadership and Change	C-17	Lecture
Unit-II	**Bhagavad Gita's Leadership Lessons**: Clarity of purpose, leading in uncertainty, and value-centric decisions	C-18	Lecture
Unit-II	Presentation I	C-19	Presentation
Unit-II	Clarification Class II	C-20	Clarification Class
Unit-III	Groups, Teams, and Their Leadership	C-21	Lecture
Unit-III	Groups – Nature, Group Size, Stages of Group Development	C-22	Lecture
Unit-III	Group Roles, Group Norms, Group Cohesion	C-23,24	Lecture
Unit-III	Take Home Assignment I		Take Home Assignment
Unit-III	Teams – Effective Team Characteristics and Team Building	C-25,26	Lecture
Unit-III	Classroom Assignment II	C-27	Classroom Assignment
Unit-III	Caselets- Leadership styles	C-28	Lecture
Unit-III	Ginnette Team Effectiveness Leadership Model	C-29	Lecture
Unit-III	Presentation II	C-30	Presentation
Unit-III	Benefits of Teams, Team building issues, Motives of team building	C-31,32	Lecture
Unit-III	Skills useful in Team building, Contemporary issues in managing teams, Life Cycle of a team	C-33	Lecture
Unit-III	Quiz I	C-34	Lecture
Unit-III	Team cohesiveness, Team in organizations, Team work for effective organizational functioning	C-35	Quiz
Unit-III	Team Leadership and Facilitator, Natural Leaders	C-36	Lecture

Unit-III	Presentation III	C-37	Lecture
Unit-III	Team leaders' qualities, Leadership in operation	C-38	Presentation
Unit-III	Dimensions of leadership, The team facilitation process, Role, Responsibilities& Skills of facilitators	C-39	Lecture
Unit-III	**Gurukul system**: Small-group learning and leadership by example	C-40	Lecture
Unit-III	Quiz II	C-41	Lecture
Unit-III	Clarification Class III	C-42	Quiz
Unit-III	Types of groups and leadership	C-43	Clarification Class
Unit-IV	Caselets	C-44	Lecture
Unit-IV	Team Effectiveness	C-45	Lecture
Unit-IV	**Shivaji, Akbar, and Ashoka** – indigenous models of high-performance leadership across diversity	C-46	Lecture
Unit-IV	Take Home Assignment II		Take Home Assignment
Unit-IV	Basic Leadership Skills	C-47,48	Lecture
Unit-IV	Classroom Assignment III	C-49	Classroom Assignment
Unit-IV	Role Play	C-50	Role Play
Unit-IV	Building Technical Competency	C-51,52	Lecture
Unit-IV	Advanced Leadership Skills	C-53	Lecture
Unit-IV	Group Discussion	C-54	Group Discussion
Unit-IV	Team Building for Work Team	C-55	Lecture
Unit-IV	Building High Performance Teams	C-56,57	Lecture
Unit-IV	Classroom Assignment IV	C-58	Classroom Assignment
Unit-IV	Revision	C-59	Lecture
Unit-IV	Clarification Class IV	C-60	Clarification Class

BBAE26003 – International Relations

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Approaches to the Study of International Relations	C-2,3	Lecture
Unit-I	Idealism in International Relations	C-4	Lecture
Unit-I	Guest lecture	C-5	Take Home Assignments
Unit-I	Class on Jail Visit	C-6	Lecture
Unit-I	Marxist approach	C-7	Lecture
Unit-I	Functionalist Approach	C-8	Lecture
Unit-I	Systems theory	C-9	Lecture
Unit-I	Key concepts in international Relations	C-10	Lecture
Unit-I	Balance of power and deterrence;	C-11	Lecture
Unit-I	Transnational actors and collective security;	C-12	Lecture
Unit-I	World capitalist economy and globalization	C-13	Lecture
Unit-I	Clarification Class	C-14	Lecture
Unit-I	Changing International Political Order:	C-15	Lecture
Unit-I	Rise of super powers; strategic and ideological Bipolarity,	C-16	Lecture
Unit-I	Arms race and Cold War; nuclear threat	C-17	Lecture
Unit-I	Principles of Organization: Hierarchy	C-18	
Unit-I	Arms race and Cold War; nuclear threat	C-19	Lecture
Unit-I	Non-aligned movement: Aims and achievements;	C-20,21	Lecture
Unit-I	Collapse of the Soviet Union;	C-22	Lecture
Unit-I	Clarification Class	C-23	Lecture
Unit-II	India and the World	C-24	Lecture
Unit-II	Class Room Assignment	C-25	Class Room Assignment
Unit-II	Evolution of the International Economic System:	C-26	Lecture
Unit-II	Bretton woods to WTO	C-27	Lecture
Unit-II	Socialist economies and the CMEA (Council for Mutual Economic Assistance);	C-28	Lecture
Unit-II	Third World demand for new international economic order	C-29	Lecture
Unit-II	Globalization of the world economy.	C-30	Lecture
Unit-II	Envisaged role of the UN and actual record	C-31	Lecture
Unit-II	specialized UN agencies-aims and functioning;	C-32	Lecture
Unit-II	need for UN reforms	C-33	Lecture
Unit-II	Regionalization of World Politics:	C-34	Lecture
Unit-II	EU ASEAN	C-35	Lecture
Unit-II	APEC	C-36	Lecture
Unit-II	SAARC	C-37	Lecture

Unit-II	Class Room Assignment	C-38	
Unit-II	NAFTA	C-39	Lecture
Unit-II	Contemporary Global Concerns	C-40	Lecture
Unit-II	Democracy, human rights,	C-41	Lecture
Unit-II	Environment, gender justice,	C-42	Lecture
Unit-II	Terrorism, nuclear proliferation.	C-43	Lecture
Unit-II	Clarification Class	C-44	Lecture
Unit-II	Indian Foreign Policy: Determinants of foreign policy; Institution of Policy-Making continuity and change	C-45	Lecture
Unit-II	India's Contribution to the Non-Alignment Movement: Different phases; current role.	C-46	Lecture
Unit-III	India and south Asia: Regional Co-operation: SAARC – past performance and prospects.	C-47	Lecture
Unit-III	South Asia as a Free Trade Area.	C-48	Lecture
Unit-III	Class Room Assignment	C-49	Class Assignment
Unit-III	India's "Look East" policy.	C-50	Lecture
Unit-III	India and the Global South: Relations with Africa and Latin America; leadership role in the demand for NIEO and WTO negotiations.	C-51	Lecture
Unit-III	India and the Global Centers of Power: USA	C-52	Lecture
Unit-IV	EU, Japan,	C-53	Lecture
Unit-IV	Class Room Assignment	C-54	
Unit-IV	China and Russia	C-55	Lecture
Unit-IV	India and the UN System: Role in UN Peace-keeping; demand for Permanent Seat in the Security Council.	C-56	Lecture
Unit-IV	India and the Nuclear Question: Changing perceptions and policy.	C-57	Lecture
Unit-IV	Recent developments in Indian Foreign policy: India's position on the recent crisis in Afghanistan, Iraq	C-58	Lecture
Unit-IV	West Asia, growing relations with US and Israel	C-59	Lecture
Unit-IV	Vision of a new world order.	C-60	Lecture

BBAE26004 – International Economics and Foreign Exchange Management

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	The three aspects of International Economics – trade theory, trade policy and international finance.	C-2	Lecture
Unit-I	Seminar	C-3	Seminar
Unit-II	Clarification Class	C-4	Clarification Class
	Take Home Assignment		Take Home Assignment
Unit-II	Concept of opportunity cost	C-5,6	Lecture
Unit-II	Ricardo, Production functions, factor intensities	C-7,8	Lecture
Unit-II	Modern theory of Heckscher Ohlin model	C-9	Lecture
Unit-II	Quiz	C-10	Quiz
Unit-II	Trade theories post the Heckscher Ohlin model	C-11	Lecture
Unit-II	Introduction to: Technological gap theories and Product Life Cycle. Theories of economies of scale.	C-12,13	Lecture
Unit-II	Classroom Assignment	C-14	Classroom Assignment
Unit-II	Clarification Class	C-15	Clarification Class
Unit-III	Free Trade and Protection	C-16	Lecture
Unit-III	Tariffs, quotas and subsidies, GATT, and Uruguay Round	C-17	Lecture
Unit-III	Presentation	C-18	Presentation
Unit-III	Formation of WTO.	C-19	Lecture
Unit-III	Introduction to important Agreements of WTO. (Agreement on Agriculture, TRIPs, TRIMs, GATS, ATC, SPS, etc.)	C-20	Lecture
Unit-III	Terms of Trade, Factors affecting them. Exchange Rates, Fixed and Flexible. Exchange Control.	C-21,22	Lecture
Unit-III	Clarification Class	C-23	Clarification Class
Unit-IV	International Finance**:** IMF objectives and brief history	C-24	Lecture
Unit-IV	Demise of Bretton Wood. IMF conditionality	C-25	Lecture
Unit-IV	Introduction to: Customs union and regional groupings, its impact on world trade.	C-26,27	Lecture
Unit-IV	Trade creation and trade diversion.	C-28	Lecture
Unit-IV	Class Room Assignment	C-29	Class Room Assignment
Unit-IV	Formation of European Union and introduction of Euro	C-30	Lecture
Unit-IV	Concept of Optimum Currency Areas. International capital markets.	C-31	Lecture
Unit-IV	Clarification Class	C-32	Clarification Class

Unit-V	Introduction to Foreign Exchange Management: Management of foreign exchange with special reference of India	C-33	Lecture
Unit-V	India's forex scenario, BOP crisis of 1990, LERMS, convertibility	C-34	Lecture
Unit-V	Classroom Assignment	C-35	Classroom Assignment
Unit-V	Finance function: Financial institutions in international trade.	C-36	Lecture
Unit-V	Nonresident accounts: Repatriable and non repatriable, significance for the economy and bank.	C-37	Lecture
Unit-V	Clarification Class	C-38	Lecture
Unit-VI	Methods of International Trade settlement: Open account, clean advances, documentary credit, and documentary collection.	C-39	Lecture
Unit-VI	Documentary credit (letter of credit): Types of LC – parties, mechanism with illustration	C-40,41	Lecture
Unit-VI	Documents involved in international trade: Statutory documents, financial documents, transport documents, risk bearing documents	C-42,43	Lecture
Unit-VI	Presentation	C-44	Presentation
Unit-VI	INCO. TERMS: CIF, FOB, CIP.	C-45,46	Lecture
Unit-VI	Clarification Class	C-47	Clarification Class
Unit-VII	Export finance: Financing of imports by opening of letter of credit: Documents required, trade and exchange control formalities, sanction of L C limit.	C-48	Class Room Assignment
Unit-VII	Financing export/ deemed export	C-49	Lecture
Unit-VII	Pre ship, and post shipment finance export methods	C-50	Lecture
Unit-VII	Classroom Assignment	C-51	Classroom Assignment
Unit-VII	How to start export?	C-52	Lecture
Unit-VII	ECGC and other formalities	C-53	Lecture
Unit-VII	Clarification Class	C-54	Clarification Class
Unit-VIII	Introduction to exchange rate mechanism	C-55	Lecture
Unit-VIII	Spot-forward rate, exchange arithmetic	C-56	Lecture
Unit-VIII	Presentation	C-57	Presentation
Unit-VIII	Forward, swap futures and options	C-58	Lecture
Unit-VIII	Guarantees in International Trade: Performance, bid-bond etc.	C-59	Lecture
Unit-VIII	Take Home Assignment		Take Home Assignment
Unit-VIII	Clarification Class	C-60	Clarification Class

BBAE27003 – Advanced Google Adwords and Online Display Advertising

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Recapitulation of Google AdWords and PPC. Online Advertising - Introduction;	C-2	Lecture
Unit-I	Types of Online Advertising; Display Advertising - Banner Ads	C-3	Lecture
Unit-I	Rich Media Ads, Pop – ups and Pop – Under Ads.	C-4	Lecture
Unit-I	Contextual Advertising - In text Ads,	C-5	Lecture
Unit-I	In image Ads, In Video Ads, In Page Ads.	C-6	Lecture
Unit-I	Companies providing Online advertising solution;	C-7	Lecture
Unit-I	Take Home Assignment		Take Home Assignment
Unit-I	Tracking and Measuring ROI of online advertisement	C-8	Lecture
Unit-I	Class Room Assignment	C-9	Class Room Assignment
Unit-I	Quiz	C-10	Quiz
Unit-I	Tracking and Measuring ROI of online advertisement	C-11	Lecture
Unit-I	Clarification Class	C-12	Clarification Class
Unit-II	Types of Search campaigns; Dynamic search & product listing.	C-13,14	Lecture
Unit-II	Google Merchant Center, Creating 1st Search Campaign	C-15	Lecture
Unit-II	Understanding location targeting -Different types of location targeting	C-16	Lecture
Unit-II	Bidding strategy – CPC Understanding different types of bid strategy	C-17	Lecture
Unit-II	Advanced level bid strategies, Flexible bid strategy	C-18	Lecture
Unit-II	Class Room Assignment	C-19	Class Room Assignment
Unit-II	Understanding Ad extensions -Types of ad extensions	C-20	Lecture
Unit-II	Presentation	C-21	Presentation
Unit-II	Display and Destination URL - Write a compelling Ad copy. Examples of Ads.	C-22	Lecture
Unit-II	Creating ad groups -Creating Ads; Understanding Ad Metrics	C-23	Lecture
Unit-II	Clarification Class	C-24	Clarification Class
Unit-III	Creating Display Campaigns: Types, All features;	C-25	Lecture
Unit-III	Mobile App; Remarketing; Engagement.	C-26	Lecture
Unit-III	Differentiate between in Search and Display Campaign settings	C-27,28	Lecture
Unit-III	Presentation	C-29	Presentation

Unit-III	Campaign level settings; Understanding CPM bid strategy	C-30,31	Lecture
Unit-III	Ad-delivery	C-32	Lecture
Unit-III	Ad-scheduling - Panchang & Auspicious Timing for Ad Scheduling	C-33	Lecture
Unit-III	Class Room Assignment	C-34	Class Room Assignment
Unit-III	Understanding ads placement - Using Display banner tool and finding relevant websites for ads placement.	C-35,36	Lecture
Unit-III	Clarification Class	C-37	Clarification Class
Unit-IV	Optimizing Search & Display Campaign	C-38,39	Lecture
Unit-IV	optimizing campaign via ad groups	C-40	Lecture
Unit-IV	Importance of CTR and Quality Score in optimization	C-41	Lecture
Unit-IV	Way to Increase CTR	C-42	Lecture
Unit-IV	Classroom Assignment	C-43	Classroom Assignment
Unit-IV	Improve Quality Score, Evaluating Campaigns Ads-Optimizing with	C-44,45	Lecture
Unit-IV	Conversion report; Optimizing with keywords	C-46	Lecture
Unit-IV	Analyzing competitor's performance	C-47	Lecture
Unit-IV	Detecting fraud clicks. Remarketing – Overview; Setting up remarketing campaign.	C-48,49	Lecture
Unit-IV	Remarketing – Overview; Setting up remarketing campaign.	C-50	Lecture
Unit-IV	Clarification Class	C-51	Clarification Class
Unit-IV	Take Home Assignment		Take Home Assignment
Unit-V	Run an AdWords Search Campaign	C-52	Lecture
Unit-V	Presentation	C-53	Presentation
Unit-V	Create, execute, and monitor a search engine marketing campaign on the Ad Words platform for either Institute or your own business	C-54	Lecture
Unit-V	Run a Display, Mobile, or Video Campaign	C-55	Lecture
Unit-V	Seminar	C-56	Seminar
Unit-V	Evaluate the results of a display advertising campaign and create a presentation of the results like what you would provide to your client and prepare summary which will include the targeting strategy, creative used, the results of the campaign, along with recommendations on how to improve the campaign.	C-57	Lecture
Unit-V	Allocate given funds to various online advertising platforms and justify the allocation.	C-58,59	Lecture
Unit-V	Clarification Class	C-60	Clarification Class

BBAE27004 – Data Analysis & Visualization

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Review of MS-Excel content learn in Computer Applications in Management	C-2	Lecture
Unit-I	Recapitulation of Excel Functions and Formulae	C-3,4	Lecture
Unit-I	Look Up functions	C-5	Lecture
Unit-I	Classroom Assignment	C-6	Classroom Assignment
Unit-I	Index Function	C-7	Lecture
Unit-I	Match Function	C-8	Lecture
Unit-I	Text Functions	C-9	Lecture
Unit-I	Quiz	C-10	Quiz
Unit-I	Date functions, Examples of traditional Indian trade data logs and their similarities to modern Excel techniques.	C-11	Lecture
Unit-I	Clarification Class	C-12	Clarification Class
	Take Home Assignment		Take Home Assignment
Unit-II	Data Analysis in Excel using classic tools, Pivot tables, pivot charts, and slicers	C-13,14	Lecture
Unit-II	Displaying with a pivot chart	C-15	Lecture
Unit-II	Slicing and dicing of data and related analyses with Pivot tables	C-16,17	Lecture
Unit-II	Using One-way and Two-way Data Tables to analyze data	C-18	Lecture
Unit-II	Class Room Assignment	C-19	Class Room Assignment
Unit-II	Sensitivity Analysis; Goal Seek	C-20	Lecture
Unit-II	Use of historical Indian market data (e.g., Hundi system records) for scenario and sensitivity analysis.	C-21	Lecture
Unit-II	Scenario Manager. Saving pivot tables and charts to webpages.	C-22	Lecture
Unit-II	Presentation	C-23	Presentation
Unit-II	Clarification Class	C-24	Clarification Class
Unit-III	Excel Add-Ins. Excel's Data Analysis Tool Pak - Summarizing Data with Histograms and frequency distributions.	C-25,26	Lecture
Unit-III	Descriptive Statistics	C-27	Lecture
Unit-III	Class Room Assignment	C-28	Class Room Assignment
Unit-III	Using Correlations to summarize Relationships	C-29,30	Lecture
Unit-III	Predictive Analysis with Excel - Implementing multiple regression analyses in Excel	C-31,32	Lecture
Unit-III	Forecasting with Moving Averages	C-33,34	Lecture
Unit-III	Time Series Analysis	C-35	Lecture
Unit-III	Case studies on time-series analysis derived from ancient Indian weather or agriculture data for predictive modeling.	C-36	Lecture

Unit-III	Presentation	C-37	Presentation
Unit-III	Clarification Class	C-38	Clarification Class
Unit-IV	Data Visualization tools in Excel – Line Graphs, Bar Graphs, Pie Charts, Heat Maps etc. Creating an Interactive Excel Dashboard.	C-39,40	Lecture
Unit-IV	Introduction to Tableau. Understanding how Tableau works – Dimensions and Measures, Continuous and Discrete Pills in Tableau	C-41,42	Lecture
Unit-IV	Understanding how Tableau works – Dimensions and Measures, Continuous and Discrete Pills in Tableau; Axis vs Label; Colour and Maps–Gradient vs Colour Palette, Symbol map vs. Filled map. Date types.	C-43,44	Lecture
Unit-IV	Classroom Assignment	C-45	Classroom Assignment
Unit-IV	Filtering – on a discrete pill and on a continuous measure pill	C-46,47	Lecture
Unit-IV	Tableau; Granularity in Tableau. Creation of Calculated Fields in Tableau	C-48	Lecture
Unit-IV	Incorporate examples of ancient Indian visualization practices such as mapping trade routes and using symbolic data for storytelling in Tableau projects.	c-49	Lecture
Unit-IV	Calculating rates and ratios. Using the right Data Visualization tool in each situation	C-50,51	Lecture
Unit-IV	Integration of Tools. Creating a data story– elements of a data story, steps for creation. Some best practices	C-52,53	Lecture
Unit-IV	Clarification Class	C-54	Clarification Class
	Take Home Assignment	C-55	Take Home Assignment
Unit-V	Visualization of Numerical Data-use appropriate charts, graphs, and tables to create visualizations that convey relationship between data items.	C-56,57	Lecture
Unit-V	Webinar	C-58	Webinar
Unit-V	Presentation	C-59	Presentation
Unit-V	Clarification Class	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.

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