Detailed Course Scheme

Bachelor of Business Administration (BBA)

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

Semester-V

(2026-2030)

DOC202606030041

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 (July-December) Odd Semester, 2028, along with examination pattern is as follows:

Course Scheme

Semester –V

S. No.	Course Code	Category	Course Name	L	T	P	Credits
1.	BBAC22253	DSC-16	Production and Operation Management	3	1	0	4
2.	BBAC22301	DSC-17	International Business Management	3	1	0	4
3.	BCHC22302	DSC-18	Strategic Management	3	1	0	4
4.		DSE-1	One from pool of DSE- Group of **Specialization Elective (DSE-1)**	3	1	0	4
5.		DSE-2	One from pool of DSE - Group of **Specialization Elective (DSE-2)**	3	1	0	4
6.	GEC066022	GE-5	Management learnings from Bhagavad Gita (GE – Group A)	3	1	0	4
7.	IAPC99349	IAPC-3	**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 (DSE)						
Sr.No.	**Marketing**		**L**	**T**	**P**	**Credits**
1	BBAE23001	Consumer Behavior **(DSE-1)**	3	1	0	4
2	BBAE23002	Advertising Management **(DSE-2)**	3	1	0	4
Finance			**L**	**T**	**P**	**Credits**
1	BBAE24001	Security Analysis & Portfolio Management **(DSE-1)**	3	1	0	4
2	BBAE24002	Management of Financial Institutions & Services **(DSE-2)**	3	1	0	4
Human Resource Management			**L**	**T**	**P**	**Credits**
1	BBAE25001	Recruitment, Training& Development **(DSE-1)**	3	1	0	4
2	BBAE25002	Performance and Compensation Management **(DSE-2)**	3	1	0	4
Foreign Trade			**L**	**T**	**P**	**Credits**
1	BBAE26001	Foreign Trade & Indian Economy **(DSE-1)**	3	1	0	4
2	BBAE26002	Export Import Procedure &Documentation **(DSE-2)**	3	1	0	4
Digital Marketing			**L**	**T**	**P**	**Credits**
1	BBAE27001	Digital Marketing & Content Development **(DSE-1)**	3	1	0	4
2	BBAE27002	Search Engine Marketing &Optimization **(DSE-2)**	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 AND HUMAN VALUES & SOCIAL SERVICE/NCC/NSS

1. The evaluation of Workshops & Seminar and Human Values & Social Service/NCC/NSS will be completed from Semester I – Semester VI. It will be evaluated internally by the various Forums & Schools Concerned. The credit for this will be given at the end of each Semester.

2. The students must join club/clubs/Forums 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's)

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

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

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

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

6.1 Course outcomes Core Courses	
Course Code & Course Name	**After completion of these courses' students should be able to**
BBAC22253 – Production and Operation Management	**CO1:** Define the basic management decisions with respect to production and quality management. **CO2:** Understand the designing aspect of production systems **CO3:** Apply the principles, practices, and areas of application in shop floor management. & also understand the resource utilization of an organisation. **CO4:** Make use of Planning, Scheduling and Control of Production and Operations Management functions in both manufacturing and Services. **CO5:** Apply the quality control techniques & parameters.
BBAC22301– International Business Management	**CO1:** Find out the scope of international business & what is its importance. **CO2:** Relate the working of WTO from the perspective of business manager. **CO3:** Make use of various theories of international business in working. **CO4:** Analyze & discover various modes of entry in international business, various factors affecting decisions for marketing mix and. **CO5:** Select the appropriate strategy for international business.
BCHC22302- Strategic Management	**CO1:** To understand the basics of Strategic management. **CO2:** To make analysis of business environment. **CO3:** To develop an understanding of the Strategic Management process **CO4:** To understand various strategy models. **CO1:** To develop analytical skills for strategy implementation and control.
GEC066022- Management learnings from Bhagavad Gita	**CO1:** Identify some of the commonly felt problems that individuals face. **CO2:** Illustrate the usefulness of the Gita in addressing some of the problems. **CO3:** Demonstrate how paradigms of management could be developed. **CO4:** Provide a good introduction to Ancient Indian wisdom. **CO5:** To implement the learning from the Bhagvat Gita.
IAPC99349- Internship/Apprenticeship / Project/Community Outreach (IAPC-3)	**CO1:** Understand the real-time working of organizations. **CO2:** Demonstrate professional knowledge, skills, and attitude along with the experience needed to constitute a successful career. **CO3:** Analyze career opportunities in their areas of interest. **CO4:** Build aptitude for gaining supervised professional experiences. **CO5:** Create competency and skills to take decisions during crisis and conflict situations.

6.2 CO PO Mapping

BBAC22253	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	2		2	1	2	1	2	2	2
CO2	1	3	2	3	1	1	2	3	2	2	2	2
CO3	3	3	3	1	3	2	3	3	2	3	3	3
CO4	-	1	2	3	3	2	2	2	2	2	3	3
CO5	2	1	2	3	3	2	2	2	2	2	2	2

BBAC22301	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	2	3	2	3	2	-	-	3	3
CO2	-	3	2	3	2	3	2	3	3	3	-	2
CO3	2	2	2	3	3	3	2	2	3	3	2	3
CO4	3	2	2	-	2	-	2	2	2	2	3	3
CO5	3	2	2	3	2	3	2	2	3	3	3	3

BCHC22302	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	2	3	2	2	3	2	3	3	3
CO2	-	-	-	3	2	1	-	2	2	-	-	2
CO3	-	2	2	1	-	-	2	2	-	-	2	3
CO4	2	1	1	2	2	3	-	-	3	3	3	3
CO5	3	3	-	3	-	3	3	-	-	3	3	3

GEC066022	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	2	3	2	3	2	-	-	3	3
CO2	-	3	2	3	2	2	2	3	3	3	-	2
CO3	2	2	2	3	3	3	2	2	3	3	2	3
CO4	3	2	2	-	2	-	2	3	2	2	3	3
CO5	3	2	2	2	2	3	2	2	3	3	3	3

IAPC99349	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	3	3	3	3	2	2	2	-	3
CO2	-	2	3	1	2	2	2	-	3	3	3	3
CO3	2	-	1	3	-	2	-	3	2	-	2	3
CO4	3	3	2	2	2	-	-	2	-	3	2	2
CO5	3	3	3	3	3	3	3	3	3	3	3	3

7.1 Course outcomes: Discipline Specific Elective: Marketing	
Course Code & Course Name	**After completion of these courses' students should be able to**
BBAE23001- Consumer Behavior	**CO1:** Understand environmental variables affecting consumer behaviour **CO2:** Explain the process of consumer behaviour, the various external and internal factors that influence consumer behaviour and to apply this understanding to the development of marketing strategy. **CO3:** Utilize the knowledge of consumer decision making process and its applications in marketing function of firms & examine influence of social class, group dynamics on consumer behaviour. **CO4:** Analyze consumer-oriented marketing strategies & correlate the impact of personality, perception, learning, motivation, and attitude to the choices consumers make. **CO5:** Create brand strategies which can provide competitive edge in the cluttered market
BBAE23002 – Advertising Management	**CO1:** Find the growing importance of advertising and relate it to the business development. **CO2:** Explain the role of advertising in contemporary scenario and educating the consumers. **CO3:** Make use of learned knowledge in exploring the prospects in advertising as a career. **CO4:** Discover solutions to various business problems by finding creative solutions, with the help of advertising. **CO5:** Interpret the data for developing an effective advertising campaign.

7.2 CO PO Mapping: Discipline Specific Elective: Marketing

BBAE23001	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	2	2	2	3	2	-	-	2	-	3
CO2	-	2	3	3	2	-	-	2	3	2	-	2
CO3	2	-	2	3	3	2	-	3	2	-	2	3
CO4	2	2	2	2	2	-	2	-	3	2	2	1
CO5	3	2	2	2	-	-	3	2	-	3	2	3

BBAE23002	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	2	3	2	3	-	3	2	3	3
CO2	-	3	2	3	2	3	2	3	2	3	2	3
CO3	3	2	3	2	3	2	-	3	3	-	2	3
CO4	3	2	2	3	2	2	3	2	-	3	2	3
CO5	3	2	2	2	2	2	3	3	3	3	2	3

8.1 Course outcomes: Discipline Specific Elective: Finance	
Course Code & Course Name	**After completion of these courses' students should be able to**
BBAE24001– Security Analysis and Portfolio Management	**CO1:** Define the various investment & revenues & to understand the functions and importance of Indian security market. **CO2:** Interpret the concept of TVM (Time Value of Money) concepts and calculations; including future value of a present sum, present value, and present and future values of annuities. **CO3:** Applying the tools to predict the trend of stock price movement. **CO4:** Examine the portfolio of investment to reduce risk and earn profit & interpret the evidence relating to market efficiency. **CO5:** Formulate the portfolio and evaluate the performance with revision if required.
BBAE24002– Management of Financial Institutions & Services	**CO1:** Define need of financial system. **CO2:** Understand the structure, role and functioning of financial institutions and markets in the financial system in India. **CO3:** Identify roles of financial intermediaries within financial markets. **CO4:** Analyze the various financial risks and its management. **CO5:** Interpret the significance of financial institutions in financial market.

8.2 CO PO Mapping: Discipline Specific Elective: Finance

BBAE24001	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	2	3	2	-	2	2	2	3	3
CO2	3	3	3	3	2	-	2	-	3	2	1	3
CO3	2	3	1	2	1	-	2	-	2	2	2	3
CO4	3	2	3	3	2	-	2	-	2	2	3	3
CO5	3	3	3	3	3	-	2	-	3	3	3	3

BBAE24002	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	2	3	-	2	-	3	3	2	3
CO2	-	2	3	3	-	2	1	1	-	1	-	3
CO3	2	1	-	-	2	-	2	-	2	2	2	3
CO4	2	2	2	-	-	-	1	-	3	-	-	3
CO5	3	3	3	3	3	3	3	3	3	3	3	3

9.1 Course outcomes: Discipline Specific Elective: HR	
Course Code & Course Name	**After completion of these courses' students should be able to**
BBAE25001– Recruitment, Training & Development	**CO1:** Define the concepts and principles, procedure of Recruitment and Selection in an organization. **CO2:** Understand about different aspects of managing people in organization from the stage of acquisition to development to retention. **CO3:** Apply the learning to design recruitment policy and procedure & understand about types of interviews, dos, and don'ts and able to conduct interview. **CO4:** Analyze the need of training & create training culture and climate & evaluate the effectives of training & suggest. **CO5:** Evaluate the student about different aspects of managing people in organization from the stage of acquisition to development to retention.
BBAE25002– Performance and Compensation Management	**CO1:** Define the concept of performance management in organization & understand performance appraisal systems **CO2:** Understand the process and principles of Performance management & the concept of minimum wage, living wage, and fair wage. **CO3:** Develop, and Monitor Performance Appraisal System. **CO4:** Analyze the different wage related legislation and provisions therein & different incentive plan and employee benefits & the appropriate reward and compensation policies. **CO5:** Evaluate the student about different aspects of managing people in organization from the stage of acquisition to development to retention.

9.2 CO PO Mapping: Discipline Specific Elective: HR

BBAE25001	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	-	2	2	2	-	3	2	-	2	2	2	3
CO2	2	-	3	-	3	2	-	2	-	3	2	3
CO3	2	2	-	3	2	-	3	2	3	2	-	3
CO4	-	2	2	2	-	2	2	-	2	-	2	3
CO5	3	3	3	3	3	3	-	3	-	3	-	3

BBAE25002	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2	3	2		2	2	2	2	2	2	2
CO2	2	3	2	2	2	2	2	2	2	3	2	3
CO3	2	3	2	3	3	2	2	3	3	3	3	2
CO4	-	2	2	3	3	2	3	3	2	2	3	3
CO5	2	2	-	-	3	3	3		2	2	2	2

10.1 Course outcomes: Discipline Specific Elective: Foreign Trade	
Course Code & Course Name	**After completion of these courses' students should be able to**
BBAE26001– Foreign Trade & Indian Economy	**CO1:** Understand the basics of International Trade and its impact over Indian Economy **CO2:** Explain Commercial Policy of India and changes over time **CO3:** Compare and categorize trends of Indian Exports and Imports in terms of geographical locations and major trading partners **CO4:** Analyze India's Balance of Payments crisis **CO5:** Evaluate the impact of Globalization and Liberalization on Indian Economy
BBAE26002– Export Import Procedure & Documentation	**CO1:** Define about basic difference between national & international Trade and practices to be performed for export & import. **CO2:** Understand the fundamentals of Indian economy & objectives of export-import **CO3:** Understand the role of different financial institutions in export &import **CO4:** Apply the concept of balance of trade & documentation for export &import **CO5:** Analyze the impact of foreign trade.

10.2 CO PO Mapping: Discipline Specific Elective: Foreign Trade

BBAE26001	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	3	3	3	2	3	-	2	3	3	-	1
CO2	3	-	3	-	3	-	3	3	3	-	2	2
CO3	-	3	2	3	2	3	2	-	2	3	2	-
CO4	2	3	3	2	3	2	1	2		2	2	2
CO5	3	2	-	2	-	3	-	3	3	3	2	3

BBAE26002	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	3	2	-	1	2	2	-	2	2	2
CO2	-	3	2	2	2	2	-	2	2	3	2	3
CO3	2	3	2	3	3	2	2	3	3	3	3	2
CO4	-	2	2	3	3	3	3	2	2	2	3	3
CO5	3	-	2	2	3	-	3	2	2	2	2	2

11.1 Course outcomes: Discipline Specific Elective: Digital Marketing	
Course Code & Course Name	**After completion of these courses' students should be able to**
BBAE27001– Digital Marketing & Content Development	**CO1:** Define strategies and techniques suited to college-level standards, communicate clearly and effectively to an intended audience in written, oral, and digital media. **CO2:** Demonstrate best practices in business for planning, decision-making, problem-solving, and conflict management within an ethical framework. **CO3:** Develop leadership skills will be evidenced in taking initiative, communicating objectives, building agreement, ability to change and motivating team members to perform. **CO4:** Make use of their understanding of the various new media such as; social media, mobile technology, web analytics, search engine optimization, viral advertising. **CO5:** Evaluate review questions of ethics, privacy issues with social media, conflict, and citizenship to frame understanding of digital marketing.
BBAE27002– Search Engine Marketing & Optimization	**CO1:** Evaluate and apply key concepts related to digital marketing. **CO2:** Critically assess role that digital marketing can play in business strategy. **CO3:** Plan and compose tactical marketing decisions as a group considering effective 4 P decisions as necessary to meet the needs of a client brief. **CO4:** Reflect on the practical implementation of a digital marketing strategy and role within the group work from a critical and evaluative individual perspective. **CO5:** Understand the tools used by marketing managers in decision situations

11.2 CO PO Mapping - Discipline Specific Elective: Digital Marketing

BBAE27001	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	-	3	-	3	3	2	-	2	3	3	-
CO2	1	2	2	3	-	-	3	-	3	3	1	2
CO3	2	3	-	3	3	3	-	3	3	-	2	3
CO4	2	3	3	-	3	-	3	3	-	3	2	3
CO5	3	-	3	3	3	3	-	3	3	-	3	-

BBAE27002	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	-	2	-	-	-	-	3	2	3	3
CO2	3	3	2	3	3	3	3	-	3	-	3	3
CO3	3	3	3	-	3	3	3	2	3	3	3	3
CO4	2	-	3	2	3	3	3	3	3	3	-	2
CO5	3	3	2	2	-	2	-	-	3	2	3	3

12. Curriculum

Course Name: Production and Operations Management
Course Code: BBAC22253

Objectives

- The course is designed to acquaint the students with decision making in Planning, scheduling and Control of production and operations Management functions in both manufacturing and services.
- To enable students, understand the principles, practices, and areas of application in shop floor management.
- To understand the production and operation function and familiarize students with the technique for planning and control.

Course Outline

Unit I
Introduction to Operation Management: Basic Concept of Production / Transformation, Types of Transformation.

Unit II
Quality Management & Statistical Quality Control: TQM, Quality Specification, Design Quality, Quality at Source, Zero Defects, Cost of Quality, Continuous Improvement, Benchmarking, Poka –Yokes, Quality Awards.

Unit III
Facility Location and Layout: Issue in Facility Location, Plant Location Methods, Factor Rating, Centre of Gravity Methods, Analytic Delphi Method, Four Basic Lay Out Formats, Traditional Indian city planning and layout principles (e.g., Vastu Shastra, town planning of Indus Valley Civilization), Assembly Line Balancing, splitting Tasks, Problems in Facility Layout.

Unit IV
Waiting Line & Inventory Management: Economics of Waiting Line, Queuing System, Four Waiting Line Models along with application: Inventory management and Waiting Line Management, Indigenous techniques of demand forecasting and seasonal inventory (e.g., agricultural cycles, Panchang-based planning), Inventory Models.

Suggested Readings

1. Muhleman, (2008), Production and Operations Management, 6th edition, Pearson Education.
2. B. Mahadevan, (2010), Operations Management, Theory and Practical, Pearson Education.
3. Production and Operations Management by S.N.Chary ,2013,5thedition,McGraw-Hill,NewDelhi
4. Production and Operations Management by Chase, Aquilano and Jacobs, Tata Mc Graw Hill.
5. Operations Management by Norman Gaither and Greg Frazier, 2013, 9^{the}edition, South–Western Cengage Learning.
6. Operations Management: Theory&PracticebyB.Mahadevan,2010,2ndedition, Pearson.

7. Production and Operations Management: Concepts, Models and Behaviour by Everett E. Adam and Ronald Jebet, 1993, Prentice Hall, New Delhi.

Course Name: International Business Management
Course Code: BBAC22301

Objective:

The objective of the course is to familiarize the students with the concepts, importance and dynamics of international business and India's involvement with global business. The course also seeks to provide theoretical foundations of international business to the extent these are relevant to the global business operations and developments.

Unit I:

a. Introduction to International Business: Globalization and its importance in world economy; Impact of globalization; International business vs. domestic business: Complexities of international business; Modes of entry into international business.
b. International Business Environment: National and foreign environments and their components - economic, cultural, and political-legal environments

Unit –II

a. Theories of International Trade – an overview (Classical Theories, Product Life Cycle theory, Theory of National Competitive Advantage); Commercial Policy Instruments - tariff and non-tariff measures – difference in Impact on trade, types of tariff and non-tariff barriers (Subsidy, Quota and Embargo in detail); Balance of payment account and its components.
b. International Organizations and Arrangements: WTO – Its objectives, principles, organizational structure, and functioning; An overview of other organizations – UNCTAD, Commodity and other trading agreements (OPEC).

Unit –III

a. Regional Economic Co-operation: Forms of regional groupings; Integration efforts among countries in Europe, North America, and Asia (NAFTA, EU, ASEAN, and SAARC). b. International Financial Environment: International financial system and institutions (IMF and World Bank – Objectives and Functions); Foreign exchange markets and risk management; Foreign investments - types and flows; Foreign investment in Indian perspective

Unit –IV

a. Organizational structure for international business operations; International business negotiations.
b. Developments and Issues in International Business: Outsourcing and its potentials for India; Role of IT in international business; International business and ecological considerations.

Unit –V

a. Foreign Trade Promotion Measures and Organizations in India; Special economic zones (SEZs) and export-oriented units (EOUs), Measures for promoting foreign investments into and from India; Indian joint ventures and acquisitions abroad.
b. Financing of foreign trade and payment terms – sources of trade finance (Banks, factoring, forfeiting, Banker's Acceptance and Corporate Guarantee) and forms of payment (Cash in advance, Letter of Credit, Documentary Collection, Open Account)

Suggested Readings:

1. Charles W.L. Hill and Arun Kumar Jain, International Business. New Delhi: McGraw Hill Education
2. Daniels John, D. Lee H. Radenbaugh, and David P. Sullivan. International Business. Pearson Education
3. Johnson, Derbe., and Colin Turner. International Business - Themes & Issues in the Modern Global Economy. London: Routledge.
4. Sumati Varma, International Business, Pearson Education.
5. Cherunilam, Francis. International Business: Text and Cases. PHI Learning
6. Michael R. Czinkota. et al. International Business. Fort forth: The Dryden Press.
7. Bennett, Roger. International Business. Pearson Education.
8. Peng and Srivastav, Global Business, Cengage Learning

Course Name: Strategic Management
Course Code: BCHC22302

Course Objectives

CO1: To understand the basics of Strategic management.
CO2: To make analysis of business environment.
CO3: To develop an understanding of the Strategic Management process in a dynamic and competitive global environment.
CO4: To understand various strategy models.
CO5: To develop analytical skills for strategy implementation and control.

Course Outline:

Unit I: Introduction

Understanding Strategy in the Context of the Organization and its Environment—Managing by Strategy - McKinsey's 7'S Framework —Organization's Strategic Intent—Mission—Values, Goal and Objective.

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.

References:
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, Strategic Management and Business Policy, Latest Edition, McGraw Hill Education.
4. R. Srinivasan, Strategic Management the Indian context, Prentice Hall of India
5. L. M. Prasad – _Strategic Management – _Sultan Chand

Discipline Specific Electives (DSE)

Marketing

Course Name: Consumer Behaviour
Course Code: BBAE23001

Objectives

- This course aims to empower students with knowledge and capacities to understand and analyse consumer behaviour, from a corporate and consumer perspective. Lectures are a mix of theory and practical exercises to improve memorization, to increase students' involvement and work capacities and to make lectures more dynamic.
- The course of Consumer behaviour equips students with the basic knowledge about the issues and dimensions of consumer behaviour and with the skill and ability to analyses consumer information and develop consumer behaviour-oriented marketing strategies. It helps in determining the variables that influences consumer purchase behaviour in the market place and thus helps in designing marketing strategies and marketing mix of the products offering.

Course Outline

Unit I: Consumer Behavior
Nature, scope & application: Importance of consumer behaviour in marketing decisions, characteristics of consumer behaviour, role of consumer research, consumer behaviour-interdisciplinary approach. Introduction to 'Industrial Buying Behaviour' Market Segmentation: VALS 2 segmentation profile.

Unit II: Consumer Needs & Motivation
Characteristics of motivation, arousal of motives, theories of needs & motivation: Maslow's hierarchy of needs, McLelland's APA theory, Murray's list of psychogenic needs, Bayton's classification of motives, self-concept & its importance, types of involvement.

Personality & Consumer Behaviour: Importance of personality, theories of personality-Freudian theory, Jungian theory, Neo-Freudian theory, Trait theory: Theory of self-images; Role of self-consciousness.
Consumer Perception: Concept of absolute threshold limit, differential threshold limit &
Subliminal perception: Perceptual Process: selection, organization & interpretation.
Learning & Consumer Involvement: Importance of learning on consumer behaviour, learning theories: classical conditioning, instrumental conditioning, cognitive learning & involvement theory.
Consumer Attitudes: Formation of attitudes, functions performed by attitudes, models of attitudes: Tri-component model, multi-attribute model, attitude towards advertisement model: attribution theory.

Unit III: Group Dynamics & consumer reference groups

Different types of reference groups, factors affecting reference group influence, reference group influence on products & brands, application of reference groups.
Family & Consumer Behaviour: Consumer socialization process, consumer roles within a family, purchase influences and role played by children, family life cycle.
Social Class & Consumer behaviour: Determinants of social class, measuring & characteristics of social class.
Culture & Consumer Behaviour: Characteristics of culture, core values held by society & their influence on consumer behaviour, introduction to sub-cultural & cross-cultural influences.
Opinion Leadership Process: Characteristics & needs of opinion leaders & opinion receivers, interpersonal flow of communication.

Unit IV: Diffusion of Innovation

Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process. Consumer Decision making process: Process- problem recognition, pre-purchase search influences, information evaluation, purchase decision (compensatory decision rule, conjunctive decision, rule, Lexicographic rule, affect referral, disjunctive rule), post-purchase evaluation; Situational Influences.
Models of Consumer Decision making: Nicosia Model, Howard- Sheth Model, Howard-Sheth Family Decision Making Model, Engel, Kollat& Blackwell Model, Sheth Newman Gross Model of Consumer Values.

Suggested Readings

1. Leon G. Schiffman& Leslie L. Kanuk: Consumer Behaviour, Prentice Hall Publication, latest Edition
2. Solomon, M.R.: Consumer Behaviour – Buying, Having, and Being, Pearson Prentice Hall.
3. Blackwell, R.D., Miniard, P.W., & Engel, J. F.: Consumer Behaviour, Cengage Learning.
4. Hawkins, D.I., Best, R. J., Coney, K.A., &Mookerjee, A: Consumer Behaviour
5. Building Marketing Strategy, Tata McGraw Hill.
6. Kotler, P. & Keller, K. L.: Marketing Management (Global Edition) Pearson.

Course Name: Advertising Management

Course Code: BBAE23002

Objective

- This course aims to empower students with knowledge and capacities to understand and analyse different advertisements from Indian and cross culture perspectives and then form a corporate and consumer perspective. Lectures are a mix of theory and practical exercises to improve memorization, to increase students' involvement and work capacities and to make lectures more dynamic.
- The objective of this course is to familiarize the students with the basic concepts, tools and techniques of advertising used in marketing.

Course Outline

Unit I: Introduction to Advertising

Meaning, objectives its role and functions, economic, social, and ethical issues in advertising, DAGMAR approach, Integrated Marketing Communication – strategic integration of marketing functions and promotional functions

Unit II: Process in Advertising

Consumer and mental process in buying, AIDA model, Hierarchy of effects model, Information processing model, Advertising Budget – Top down and build up approach, methods of advertising – Affordable method, arbitrary allocation method, percentage of sales method, competitive parity method, Objective and Task method.

Unit III: Advertising Creativity

Meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals, USP theory of creativity, Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, writing for the Web, Tips for writing good web content.

Unit IV: Print Media and Outdoor media

Characteristics of the press, Basic media concepts, Newspapers, Magazines, Factors to consider for magazine advertising, Packaging, Out-of-home Advertising, Directory Advertising Broadcast, and Internet Media: Meaning of Broadcast Media, Radio as Medium, Television as Medium, Internet Advertising, Email Advertising.

Unit V: Media planning and scheduling strategy

Types of media, media planning parameters, media mix, media characteristics, selection of media, evaluation of media, media scheduling strategy, Evaluation of advertising effectiveness – Need and purpose of evaluation, pre-testing, and post testing techniques.

Suggested Readings:

1. Aaker, David A. et al., Advertising Management, PHI,
2. Belch, George E. and Belch, Michael A.; Advertising and promotion, Tata McGraw Hill, New Delhi]
3. Jones, John Philip, what is in a brand, Tata McGraw Hill, New Delhi
4. Chaiwallah, S.A., Advertising, Sales and Promotion Management, Himalaya Publishing House, Mumbai.
5. Mohan, Mahendra; Advertising Management, Tata McGraw Hill, New Delhi

Finance

Course Name: Security Analysis and Portfolio Management
Course Code: BBAE24001

Objectives

- The objective of the lesson and the class will be to provide knowledge to the students about the basics of financial market of India, focused on the Stock Market (Capital Market), various theories of portfolio, risk-return concepts, and behavioural finance. The pedagogy will include lectures, videos and presentation 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.
- Identify and analyse the various investment avenues.
- Understand the functions and importance of Indian security market
- Understand and analyse economic, industry specific and firm specific factors.
- Analyse and predict the trend of stock price movement.
- Able to frame portfolio of investment to reduce risk and earn profit.

Course Outline

Unit I: Overview of Capital Market
Market of securities, Stock Exchange, and New Issue Markets - their nature, structure, functioning and limitations; Trading of securities: equity and debentures/ bonds. Regulatory Mechanism: SEBI and its guidelines; Investor Protection.

Unit II: Risk & Return
Concept of Risk, Measures of risk and return, calculation, trade off, systematic and unsystematic risk components. **Nature of Stock Markets:** EMH (Efficient Market Hypothesis) and its implications for investment decision.

Unit III: Valuation of Securities: Equity
Nature of equity instruments, Equity Valuation Models. Approaches to Equity Valuation: Technical Approach – overview of concept & tools used and Fundamental Approach – economy, industry, and company analysis

Debentures/Bonds: nature of bonds, valuation, Bond theorem, Term structure of interest rates, Duration.
Valuation of Derivatives (Options and futures): concept, trading, valuation.

Unit IV: Portfolio Analysis and Selection
Portfolio concept, Portfolio risk and return, Beta as a measure of risk, calculation of beta, **Selection of Portfolio:** Markowitz's Theory, Single Index Model, Capital market theorem, CAPM (Capital Asset Pricing Model) and Arbitrage Pricing Theory.

Unit V: Portfolio Management and Performance Evaluation
Performance evaluation of existing portfolio, Sharpe and Treyn or measures; Finding alternatives and revision of portfolio; Portfolio Management and Mutual Fund Industry.

Suggested Readings:

1. Chandra P - Investment Analysis and Portfolio Management *(*Tata McGraw Hill, 2008).
2. Fischer and Jordan - Security Analysis and Portfolio Management (Prentice-Hall, 1996, 6th edition).
3. Ranganathan - Investment Analysis and Portfolio Management (Pearson Education, 1st Ed.).
4. Pandian P - Security Analysis and Portfolio Management (Vikas, 1st Ed.).
5. Bodie, Kane, Marcus &Mohanti - Investment and Indian Perspective (TMH, 6th Ed.).
6. Portfolio Management- S.K. Barua, V Raghunathan J. R. Verma.
7. Security Analysis and Portfolio Management, Dhanesh Kumar Khatri, Macmillan.
8. Security Analysis and Portfolio Management, Ritu Ahuja Atlantic.
9. Security Analysis And Portfolio Management (Paperback) , Second Edition, Ambika Prasad Dash, I. K. International Pvt Ltd.
10. Security Analysis & Portfolio Management, Sudhindra Bhatt, Excel Books India.

Course Name: Management of Financial Institutions & Services
Course Code: BBAE24002

Objective:

The syllabus of this course is designed to incorporate the basics of Indian Financial Market & institutions. A mix approach of Theory and Practical understanding will be used during the delivery of lectures

Course Outline

Unit I: Introduction
Financial System and Markets: Constituents and functioning; RBI – Role and functions. Regulation of money and credit, Monetary and fiscal policies, Techniques of regulation and rates; Overview of Foreign Exchange Market, Financial Sector Reforms in India, Overview of Financial Services: nature, scope, and importance etc.

Unit II: Management of Commercial Banks
Banking Industry in India, constituents, banking sector reforms, determination of commercial interest rates: fixed and floating, Management of capital funds- capital adequacy norms, Liquidity

Management, Asset Liability Management - Gap analysis, Management of Non- performing assets, Strategies for making commercial banks viable.

Unit III: Management of Non-Banking Financial Institutions
Securitization concept, nature, scope, and their implications. Securitization of Auto loans and housing loans, Securitization in India. DFIs in India **-** IDBI, ICICI, IFCI, NABARD, RRBs, State Level Institutions; NBFCs **-** Their status, types, working and strategies for commercial viability; Insurance & Mutual Fund organizations - Their status, types, working and strategies for commercial viability.

Unit IV: Management of Financial Services
Leasing and Hire Purchase: Industry. Size and scope. Parties involved Evaluation of Lease transaction, Types of leases and their implications, Hire purchase and lease - differences and implications for the business. Other financial services: Factoring, Forfeiting, Discounting and Re Discounting of Bills, Consumer Credit and Plastic Money – concept, working and uses of each.

Suggested Readings:

1. Fabozzi - Foundations of Financial Markets and Institutions (Pearson Education, 3rd Ed.).
2. Khan M Y - Financial Services (Tata McGraw Hill).
3. Machiraju H R - Indian Financial System (Vikas Publication).
4. Bhole L M - Financial Institutions and Markets (Tata McGraw-Hill).
5. Srivastava, R.M& Nigam Divya - Management of Financial Institutions (Himalaya).
6. Gurusamy R - Financial Services & Markets (Thomson, 1st Ed.)
7. G. Ramesh Babu, Concept Publishing Company.
8. N. K. Gupta , Ane Books Pvt Ltd.
9. C. Rama Gopal, Vikas Publishing House.
10. B. S. Bhatia, G. S. Batra, Deep and Deep Publications.

Human Resource Management

Course Name: Recruitment, Training and Development
Course Code: BBAE25001

Objectives

- To provide an overview of the Hiring process and to analyze the various aspects of Training and Development concept that helps the organization to grow and prepare efficient and productive workforce.
- The objective of the course is to familiarize the students about the different aspects of managing people in the organizations from the stage of acquisition to development and retention.
- The course aims at exposing the learner to the Concept and practice of training and development in the modern organizational setting through the pedagogy of case discussions and recent experiences.

Course Outline

Unit I: Human Resource Planning and Job Analysis
Meaning and process of Human Resource planning, factors affecting HRP, Job Analysis: meaning, significance, and approaches in job analysis, Methods of data collection, Job description and job specification.

Unit II: Recruitment
Concept & definition of recruitment, Factors affecting Recruitment, Recruitment Process, Recruitment Policy & Prerequisite of a good Recruitment policy. Sources of Recruitment: Internal sources & External Sources, Methods & Techniques of Recruitment: Direct method, indirect method & Third-party method, Recruitment Practices in India.

Unit III: Selection& Interview
Definition & Importance of selection, Procedure of Selection, Selection tests, Personality Assessment: Performance Tests, Graphology. Interviewing: meaning and significance, Types of interviews; Emerging trends in selection process; interview through video conferencing, Skype etc.

Unit IV: Employee Training
Concept of Training, Principles of training, Objectives, Necessity, and benefits of training to the organization, Factors influencing Training. Identification of Training Needs, Needs assessment methods, Issues and Benefits of Needs Assessment, Consequences of absence of training needs assessment Training Methodology-Induction, Apprenticeship, Business Games, Case Study, In-Basket Exercises, Computer-based training, Group discussion, Intranet-based Training, Role Play, Simulations, Managerial grid sessions, T-group training;
Teaching Aids and techniques- Lecturing, Audio-visual aids, Programmed Instruction, Multimedia training – e-learning/online learning- distance learning.
Concept and objectives of training evaluation,

Unit V: Management Development
Concept, Need and Objectives of Management Development, Management Development Methods: - Understudy Coaching, Action Learning, Management Games, Seminars, behavioral modelling, job rotation, multiple management, sensitivity training, Planned Progression.

Suggested Readings:

1. Human Resource Selection by Robert D. Gatewood and Hubert S. Field, South Western Engage Learning, Mason, Ohio 2001.
2. Employee Selection, Lilly M Berry, Thomson Publications.
3. Dale, Margaret; The Art of HRD: Successful Recruitment and Selection, Vol 1; Indiana Publishing House.
4. Personnel Management, C.B. Memoria, V.S.P. Rao, Himalaya Publishing House.
5. Essentials of Human Resource and Industrial Relations, P. SubbaRao, Himalaya.
6. Rolf Lynton &Uda Pareek Training & Development, Prentice Hall.
7. S.K. Bhatia, Training & Development, Deep & Deep Publishers.
8. M.W. Worsen, Training for results, Addison Wesley, Massachusetts.
9. Robert L. Craig, Training & Development, McGraw Hill, New York.
10. John Kenney, Reid A. Margret, Manpower Training & Development of Personnel Management.
11. Blanchard and Thaker, Effective Training, Systems, Strategies and Practices, Prentice Hall.
12. Lynton and Pareek, Training and Development, Sage Publications.
13. Gary Dessler, Human Resource Management, Prentice Hall.

Course Name: Performance & Compensation Management
Course Code: BBAE25002

Objectives

- To acquaint and impart and disseminate information & knowledge students about the performance and compensation types and objectives while its practical implementation as an HR Manager.
- The course is designed to promote understanding of issues related to compensation management in corporate sector and public services and to impart skill in designing compensation management system, policies, and strategies, apart from promoting understanding of legal issues in the administration of compensation, welfare, and social security.

Course Outline

Unit I: Performance Management
Introduction- Concept, Philosophy, History from performance appraisal to performance development. Contemporary PMS. Performance Management in Kautilya's Arthashastra: Roles, duties, measurement, and accountability of employees and administrators

Unit II: Wage Policy in India
Minimum wage, fair wage and living wage, Need-Based Minimum Wage, Issues and Objectives of India's Wage Policy.; Philosophy of equitable distribution and need-based compensation as seen in indigenous economic thought (e.g., Gandhian economics)

Unit III: Compensation
Compensation Defined, Goals of Compensation System, Compensation Strategy Monetary & Non-Monetary Rewards, Intrinsic Rewards Cafeteria Style Compensation, Fringe Benefits and Supplementary Compensation, skill based, Knowledge Based Compensation, Team Compensation, Competency Based Compensation, and Guidelines of Companies Act Relating to CEO Compensation. Different Components of Compensation Package, International Compensation. Holistic rewards system reflecting physical, intellectual, emotional, and spiritual well-being (Pancha Kosha model)

Unit IV: Employee Remuneration
Components of remuneration, Salary, Basic Pay, Dearness Allowance, System of Dearness Allowance Payment, Flat and Indexed DA, Frequency of DA payment, Allowances and Reimbursements, Benefits, Retirement Benefits, Perquisites, Performance –related Pay, Non-monetary benefits. Sustainability and sufficiency principles from Gandhian thought – "Needs vs Greed" approach

Unit V: Performance-related Pay (PRP) or Variable Pay (VP) Programs
Definition, Advantages of PRP programs, Prerequisites of an Effective PRP, Types of PRP- Short-term, Merit Pay, Individual Incentive Plans, Straight Piece Work and Standard Hour Work Plan, Team Incentive Plans, Gain sharing Plans, Long-Term Profit-Sharing Plan, Stock Option Plans (SOP), Employee Stock Ownership Plans (ESOP). **Collective reward mechanisms** in traditional Shreni (guild) and cooperative systems

Suggested Readings:

1. Milkovich & Newman, Compensation, 9th Edition.
2. T.J. Bergman, Compensation Decision Making, 4th Ed.
3. National commission on labour, report, Labour Law Reviews Govt. of India.
4. Harvard Business review on compensation: Rober E. Sibson, Compensation, 5th Ed
5. Richard Henderson, Compensation management in knowledge, 7th Ed, based world.
6. T.N. Chhabra &S avital Rastogi Compensation management, 2007.
7. Gary Dessler, Human Resource Management (2007).
8. Micron, R. (2002). Handbook of Wage and Salary Administration. London.
9. Venkatratnam, C.S. (2002). Rethinking Rewards and Incentive Management. Excel Books.

Foreign Trade

Course Name: Foreign Trade & Indian Economy
Course Code: BBAE26001

Course Outline

Unit I:
Introduction – Trade its meaning and types. Difference between internal and international trade. Theories of International Trade. Global trade and its growth. India's relative position in world trade. Changes overtime.

Unit II:
Fundamentals of Indian economy. IKS principles contributing to sustainable and inclusive growth strategies. India's commercial policy, a historic perspective. Objective and essential features. Import substitution policies and rationale changes overtime.

Unit III:
Analysis of India's exports and imports since 1965: Commodity composition, geographical direction. Recent trends in India's Foreign Trade. Major Items of Exports: Composition, Direction and Future Prospects, Major Items of Imports: Composition, Direction and Future Prospects.

Unit IV:
Balance of trade, balance of payments, analysis, and changes overtime.
India's Major trading partners. Financing of foreign trade, National Level Financing Institutions: EXIM Bank, ECGC and other institutions in financing of foreign trade

Unit V:
Change in the patterns of state trading in India over time. From state trading to export promotion. Export promotion measures. Institutional framework for export promotion. Free trade zones and EOUs. Export houses. Trading houses and star trading houses. EPZ &SEZs.

Unit VI:
Exchange control. Exchange rate policy in India. Convertibility of Rupee and Impact on Foreign Trade. Free Trade and Protective trade policies

Unit VII:
The BOP crisis in 1991 and the economic reforms thereafter. Liberalization in trade policy. Globalization of foreign direct investment sand financial markets. FDI and FII in India.

Unit VIII:
Globalization and emerging foreign trade scenario. Recent World trade Scenario, Recent changes in trade policy WTO and India.

Suggested Readings:

1. Foreign Trade Management in India by Malema.
2. India's Export and ExportPoliciesinthe1906sbyD. Nayyar.
3. World Development Reports (Recent years)
4. Economic survey (Latest few years) Ministry of Finance, GOI.
5. Annual Report (Recent years), Ministry of Commerce, GOI.
6. India'sBalanceofPayments,1948-49 till1989, RBI, Bombay,1993.
7. Foreign Exchange Handbook by H.P Bharadwaj
8. Jaiswal Bimal & Singh A.K. – Foreign Trade of India
9. Salvi P.G. – New Directions on India's Trade policy.
10. Cherunilam F. – International Trade Export Management.
11. Varshney R.L. – India's Foreign Trade

Course Name: Export Import Procedure and Documentation
Course Code: BBAE26002

Course Outline

Unit I:
Significance of Exports: Export Prospects of a Country, Search of Product: Types, Schemes, Factors. Search of Market: Determinants & Schemes, Guidelines for International Business Negotiations: Appointing Sales Agents Abroad, Processing of an Export Order, Registration of Exporters, Importers Import Export Code Number, Registration cum membership certificates. Quality Control and Pre shipment Inspection Labeling, Marking, Packing and Packaging.

Unit II:

Risks in Export Trade, Marine Risks, Marine Insurance, Market Risks, ECGC

Unit III:

Exports Finance, Pre-shipment Finance, Post-shipment Finance, Role of EXIM Bank

Unit IV:

Export Logistics, Freight Forwarder, Export Document Care in preparing export document Document related to Excise clearance A.R. (4) – Form Softex – Form P.P. – Form, Documents related to customs clearance: Lorry Ticket Documents related to foreign exchange clearance: Bill of shipment. Documents related to transportation and procedures: L/C, Types of L/C UCP 600, Invoice, Types of Invoices / Performa, consular, legalized.

Unit V:

Documents required for Preparation of main documents: Bill of Lading, Auxiliary documents, Mate's Receipt, Inspections Certificate, Insurance Certificate, Place of Origin Packing/Shipping note, Antiquity Black List Certificate and others. Aligned documents system Master documents - I Master documents – II

Unit VI:

Procedures for Imports: Import finance. Opening of Import Letter of credit. External commercial Borrowings. Buyers Credit / Trade Credit. Direct Imports. Retirement of Import documents under an LC or otherwise on collection. FEMA provision regarding Imports.

Unit VII:

Role of Customs and regulations regarding imports Indian Customs Act. 1962. Customs Tariff Act, Filing of Bill of entry. Clearance of cargo at the time of imports. Valuation and assessment of goods for payment of customs duty.

CONCOR: Inland Container Depot (ICD) & Container Freight Station (CFS).

Digital Marketing

Course Name: Digital Marketing& Content Development
Course Code: BBAE27001

Objectives:

The purpose of this course is to:

1. Make students aware of digitalization of marketing environment and its dimensions.
2. Acquaint them with the mechanism of working of digital media and conducting business through electronic means.
3. Appreciate importance of digital marketing for marketing success today and
4. Develop critical insight necessary to succeed in e-commerce and digital and social media marketing.

Course Outline

Unit–I

Introduction to Digital Marketing (DM)-Overview of Digital marketing; Meaning, Definition, Origin and Need of Digital marketing, History of DM, Comparison: Traditional Markets vs. Online Marketplaces: Barter system and personalization in transactions, Concept and approaches to DM,

Advantage and Disadvantage. Scope of DM, Future of digital marketing in India and outside India. Folk Media as Early Marketing Tools: Introduction to folk media – *katha*, *naatak*, *bhajan*, *puppet shows*, *street plays (nukkad natak)*. Use of storytelling, music, and drama to promote social messages and products.

Unit-II

Modes of Digital Marketing- Mobile marketing; Overview of the B2B and B2C Mobile Market. Email Marketing-Need for Emails, Types of Emails, and options in email advertising. Social media marketing and other forms of digital Marketing. Overview of various & tools of digital marketing.

Unit-III

Measurement Metrics-Digital Marketing Media, Budget Allocation, ROI for Digital Marketing, Analytics and Key Performance Indicators (KPI); Attribution Models and Frameworks; Digital Marketing in Governance. Emerging Technologies for Digital Marketing. Leading and Managing Digital Marketing teams.

Unit-IV

Payment Gateways and Security System- Electronic Payment System; Electronic cash; Smartcards; Risk and Electronic payment system; Types of Transaction security- Security risk of E-Commerce; Types and sources of threats; Protecting e-business assets and intellectual property; firewalls; client server network security.

Unit–V

Introduction to Blogging - Writing and Optimizing Blog Posts. Website Content Writing -Developing Sitemaps; Structuring Wireframes. Proposal Writing**-** Introduction to writing a Business Proposal. Writing for Public Relations - writing Media Briefs, Press Notes / Press Releases, Content for Media/Press Kits. Writing for Brochures and Pamphlets – Content Development, Structure and Strategy.

Suggested Readings and Learning Materials:

1. Chaffey.D., E-Business and E-Commerce Management: Strategy, Implementation and Practice, Pearson Education India.
2. Kotler, P. Karta Jaya, Hand Setiawan, I., Marketing4.0

Course Name: Search Engine Marketing & Optimization
Course Code: BBAE27002

Objectives:

- The purpose of this course is to take the students understand the essential SEM strategies and SEO techniques necessary for a website to rank well on Google.
- Impart understanding and knowhow to gather additional traffic and recurring site visitors from different sources.
- Appreciate the importance of SEO and SEM as a Fundamental Building Block for Online Marketing

- Impart knowledge and skills regarding basic Components of On-Page and Off-Page Optimization.
- Provide a Toolset to assist in current and future web page optimization efforts.

Course Outline

Unit–I:

Introduction to Search Engine Marketing. SEM anatomy - Paid search details, organic search detail, content targeting-repeat keywords, meta description, meta tags- User experience. SEM terminology-PPC, CPC, creative, SERP, CTR%, Impressions, Google content network, rank/position, quality score; SEM marketing tips and tricks.

Unit–II:

Introduction to Search Engine Optimization. Functions of search engines and their working; Factors on which search engines determine the rating. Different types of traffic; Keywords; Understanding keywords mix.

Unit-III:

Local SEO; Google Places listing and its optimization; Classified submissions; Using Hard, citation, NAP (Name, Address, Place). Primary keywords, secondary keywords, and tertiary keywords - difference between keyword stuffing and keyword placement. How to write an optimized content for article, blog, and press release.

Unit-IV

Monitoring SEO process; Preparing SEO Reports; On page SEO, OFF page SEO; Link building-types, benefits; Setting up SEM strategy. Analysis of the efficiency of SEM strategy; Digital promotion, Tools, and techniques.

Lab Work:

- Keyword research
- Indexing
- On-site optimization-Meta title, meta description, meta keyword tags and body text
- Link building
- Page rank algorithm
- Make required changes on a website for SEO
- Implementing SEMO tools and techniques
- Application of SEO on different case study of various websites such as E-comm, hotel websites or classroom students' blogs.

Suggested Readings and Learning Materials:

1. Kristopher B. Jones, Search engine optimization: your visual blue print for effective internet marketing, Wiley.
2. Grappone, J. and Cousin, G., Search engine optimization: an hour a day, Wiley
   Clarke, A., SEO 2020 Learn Search Engine Optimization with Smart Internet Marketing Strategies, Independently Published.

Course Name: Management Learnings from Bhagvat Gita (GE)
Course Code: GEC066022

Objectives:

- To identify some of the commonly felt problems that individuals, organizations, & society face.
- To illustrate the usefulness of the Gita in addressing some of these problems.
- To demonstrate how alternative worldviews and paradigms of management could be developed with a knowledge of Ancient Indian wisdom such as the Gita.
- To provide a good introduction to Ancient Indian wisdom using the Gita as a vehicle.

Course Outline

Unit I: Spirituality in Business and Workplace

Current Challenges in Business Management &Society- Current problems in Business Management, Issues of personal satisfaction, motivation &inspiration, Societal Challenges, Way forward; Relevance of Ancient Indian Wisdom for contemporary society- Some aspects of learning and understanding Ancient Indian Literature, Three dimensional nature of Ancient Indian Literature; Spirituality in Business; The notion of Spirituality- The notion of Spirituality, Reconciling the "world outside" with the "world within", The conceptualization of God–Universe–Living Beings; An introduction to Bhagavad Gita &its relevance- Positioning of Gita in our Ancient Literature, Gita's influence on Great Leaders, Issues discussed in Gita: A broad structure of the text, Relevant Thoughts &Relevant Questions

Unit II: Perspectives on Leadership and Work

Failed Leadership: Causes &Concerns-Arjuna's predicament and arguments for no war, Krishna's response, Issues &implications for Leadership; Leadership Perspectives in the Gita- Existing theories in Leadership, Level 5 leadership (Jim Collins), Inspirational Leadership ideas in Gita; Axioms of Work & Performance; The Notion of Meaningful Work-Gita's Paradigms on Work, The Paradox of Work & No work, Discovering the Joy of Work.

Unit III: Perspectives on Self-Management

Mind as a key player in an individual- The problem of mental stress, Understanding the mind & Its ways, diagnosing some of the personal problems that we face, Notion of building stronger inner-self; Meditation as a tool for self-management; Meditation &Yoga as tools for self-management- Role of Meditation in winning over the mind, Role of Yoga in improving managerial performance. Mind as a key player in an individual. Self-Management by understanding the world within-The issue of winning over the mind, Understanding the "World with in;" Values & their role in Self-management; Shaping the personality through Trigunas.

Unit IV: Perspectives on Life and Society

Perspectives on Sustainability -The Vexing problem of Sustainability, The Paradigm of Yajna: The cardinal principle of sustainability, Implications for Business, Environment &Ecology; Death as a creative destruction process- The notion of death, Unique assumptions about death &its relevance for

living, Implications for Business, Innovation, Change Management and Growth; Law of Conservation of Divinity; Conclusions.

Suggested Readings:

1. Geus, A. (1997). The life span of a company. In *The living company* (pp. 7–19). London: Nicholas Brealey Publishing.
2. Beer, S. (1994). May the whole earth be happy: Loka Samast at Sukhi no Bhaanu. *Interfaces, 24*(4), 83–93.
3. Mahadevan, B. (2013). Spirituality in management: Sparks from the anvil. *IIMB Management Review, 25*(2).
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Note: The review of syllabus happens on periodic basis for the benefit of the students and in case there are changes in curriculum due to review students would be intimated in writing.

13. Lesson Plans

BBAC22253 –Production and Operation Management

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Introduction to Operation Management: Basic Concept of Production	C-2	Lecture
Unit-I	Transformation, Types of Transformation.	C-3,4	Lecture
Unit-I	Webinar	C-5	Webinar
Unit-I	Class Room Assignment I	C-6	Class Room Assignment
Unit-I	Production & Transformation	C-7	Lecture
Unit-I	Clarification Class	C-8	Clarification Class
Unit-I	Presentation I	C-9	Presentation
Unit-II	Quality Management & Statistical Quality Control	C-10,11	Lecture
Unit-II	Activity	C-12	Activity
Unit-II	TQM, Quality Specification, Design (advanced concepts)	C-13,14	Lecture
Unit-II	Presentation II	C-15	Presentation
Unit-II	Activity	C-16	Activity
Unit-II	Quality at Source, Zero Defects, Cost of Quality, Continuous Improvement,	C-17	Lecture
Unit-II	Take Home Assignment		Home Assignment
Unit-II	Quiz	C-18	Quiz
Unit-II	Class Room Assignment II	C-19	Class Room Assignment
Unit-II	Group Discussion	C-20	Group Discussion
Unit-II	Cost of Quality, Continuous Improvement,	C-21	Lecture
Unit-II	Benchmarking, Poka –Yokes, Quality Awards.	C-22	Lecture
Unit-II	Lean Manufacturing	C-23,24	Lecture
Unit-II	Poka –Yokes,	C-25	Lecture
Unit-II	Revision of Important Topics	C-26	Lecture
Unit-II	Activity	C-27	Activity
Unit-II	Clarification Class	C-28	Clarification Class
Unit-II	Class Room Assignment III	C-29	Class Room Assignment
Unit-III	Facility Location and Layout: Issue in Facility Location, Plant Location Methods, Factor	C-30	Lecture
Unit-III	Presentation	C-31	Presentation
Unit-III	Activity	C-32	Activity
Unit-III	Plant Location Methods,	C-33	Lecture
Unit-III	Factor Rating, Centre of Gravity Methods, Analytic Delphi Method, Four Basic Lay Out	C-34	Lecture
Unit-III	Traditional Indian city planning and layout principles (e.g., Vastu Shastra, town planning of Indus Valley Civilization)	C-35	Lecture
Unit-III	Group Discussion	C-36	Group Discussion

Unit-III	Formats, Assembly Line Balancing, splitting Tasks, Problems in Facility Layout.	C-37	Lecture
Unit-III	Presentation III	C-38	Presentation
Unit-III	Take Home Assignment		Home Assignment
Unit-III	Formats, Assembly Line Balancing, splitting Tasks, Problems in Facility Layout.	C-39	Lecture
Unit-III	Group Discussion	C-40	Group Discussion
Unit-III	Activity	C-41	Activity
Unit-III	Clarification Class	C-42	Clarification Class
Unit-III	Webinar	C-43	Webinar
Unit-III	Quiz	C-44	Quiz
Unit-IV	Waiting Line & Inventory Management	C-45	Lecture
Unit-IV	Revision of Important Topics	C-46	Lecture
Unit-IV	Inventory Management: Economics of Waiting Line, Queuing System,	C-47	Lecture
Unit-IV	Class Room Assignment IV	C-48	Class Room Assignment
Unit-IV	Four Waiting Line Models along with application: Waiting Line, Queuing System,	C49	Lecture
Unit-IV	Activity	C-50	Activity
Unit-IV	Inventory management and Waiting Line Management, Inventory Models.	C-51	Lecture
Unit-IV	Indigenous techniques of demand forecasting and seasonal inventory (e.g., agricultural cycles, Panchang-based planning)	C-52	Lecture
Unit-IV	Inventory management, Inventory Models.	C-53	Lecture
Unit-IV	Activity	C-54	Activity
Unit-IV	Revision of Important Topics	C-55-59	Lecture
Unit-IV	Clarification Class	C-60	Clarification Class

BBAC22301 –International Business Management

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Introduction to International Business: Globalization and its importance in world economy;	C-2	Lecture
Unit-I	Impact of globalization; International business vs. domestic business:	C-3	Lecture
Unit-I	Complexities of international business;	C-4	Lecture
Unit-I	Modes of entry into international business	C-5	Lecture
Unit-I	International Business Environment: National and foreign environments and their components	C-6	Lecture
Unit-I	Economic, cultural, and political-legal environments	C-7	Lecture
Unit-I	Presentation I	C-8	Presentation
Unit-I	Class Assignment I	C-9	Class Assignment
Unit-I	Clarification Class I	C-10	Clarification Class
Unit-II	Theories of International Trade – an overview	C-11	Lecture
Unit-II	Classical Theories, Product Life Cycle theory, Theory of National Competitive Advantage	C-12	Lecture
Unit-II	Commercial Policy Instruments - tariff and non-tariff measures	C-13	Lecture
Unit-II	Difference in Impact on trade	C-14	Lecture
Unit-II	Types of tariff and non-tariff barriers (Subsidy, Quota and Embargo in detail)	C-15,16	Lecture
Unit-II	Balance of payment account and its components	C-17	Lecture
Unit-II	International Organizations and Arrangements:	C-18	Lecture
Unit-II	WTO – Its objectives, principles, organizational structure, and functioning;	C-19	Lecture
Unit-II	An overview of other organizations – UNCTAD	C-20	Lecture
Unit-II	Commodity and other trading agreements (OPEC).	C-21	Lecture
Unit-II	Presentation II	C-22	Presentation
Unit-II	Class Assignment II	C-23	Class Assignment
Unit-II	Clarification Class II	C-24	Clarification Class
Unit-III	Regional Economic Co-operation: Forms of regional groupings;	C-25	Lecture
Unit-III	Integration efforts among countries in Europe, North America, and Asia (NAFTA, EU, ASEAN, and SAARC)	C-26	Lecture
Unit-III	International Financial Environment:	C-27	Lecture
Unit-III	International financial system and institutions	C-28	Lecture
Unit-III	IMF and World Bank – Objectives and Functions	C-29	Lecture
Unit-III	Foreign exchange markets and risk management; Foreign investments	C-30	Lecture
Unit-III	Types and flows- Foreign investment in Indian perspective	C-31	Lecture
Unit-III	Class Assignment III	C-32	Class Assignment
Unit-III	Presentation III	C-33	Presentation
Unit-III	Class Assignment IV	C-34	Class Assignment

Unit-III	Clarification Class III	C-35	Clarification Class
Unit-III	Group Discussion	C-36	Group Discussion
Unit-III	Quiz	C-37	Quiz
Unit-IV	Organizational structure for international business operations	C-38	Lecture
Unit-IV	International business negotiations	C-39	Lecture
Unit-IV	Developments and Issues in International Business	C-40,41	Lecture
Unit-IV	Outsourcing and its potentials for India;	C-42	Lecture
Unit-IV	Role of IT in international business	C-43	Lecture
Unit-IV	International business and ecological Considerations	C-44	Lecture
Unit-IV	Take Home Assignment I		Home Assignment
Unit-IV	International business and ecological Considerations	C-45	Lecture
Unit-IV	Class Assignment	C-46	Class Assignment
Unit-IV	Clarification Class IV	C-47	Clarification Class
Unit-V	Foreign Trade Promotion Measures and Organizations in India	C-48	Lecture
Unit-V	Special economic zones (SEZs) and export-oriented units (EOUs)	C-49	Lecture
Unit-V	Measures for promoting foreign investments into and from India	C-50	Lecture
Unit-V	Indian joint ventures and acquisitions abroad	C-51	Lecture
Unit-V	Financing of foreign trade and payment terms	C-52	Lecture
Unit-V	sources of trade finance	C-53	Lecture
Unit-V	Banks, factoring, forfaiting, Banker's Acceptance and Corporate Guarantee	C-54,55	Lecture
Unit-V	Forms of payment (Cash in advance, Letter of Credit, Documentary Collection, Open Account)	C-56,57	Lecture
Unit-V	Take Home Assignment II		Home Assignment
Unit-V	Revision	C-58,59	Lecture
Unit-V	Clarification Class	C 60	Clarification Class

BCHC22302–Strategic Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Understanding Strategy in the Context of the Organization and its Environment	C-2	Lecture
Unit-I	Managing by Strategy	C-3	Lecture
Unit-I	McKinsey's 7'S Framework	C-4	Lecture
Unit-I	Classroom Assignment I	C-5	Classroom Assignment
Unit-I	Organization's Strategic Intent—Mission—Values,	C-6	Lecture
Unit-I	Organization's Strategic Intent— Goal and Objective	C-7	Lecture
Unit-I	Clarification Class I	C-8	Lecture
Unit-I	Presentation I	C-9,10	Clarification Class
Unit-I	Business Environment Analysis- Socio - economic environment	C-10,11	Presentation
Unit-II	Technology environment	C-12	Lecture
Unit-II	Role of Government	C-13	Lecture
Unit-II	Role of Public Sector	C-14	Lecture
Unit-II	International Trade Environment	C-15	Lecture
Unit-II	The industry Environment	C-16	Lecture
Unit-II	Classroom Assignment II	C-17	Classroom Assignment
Unit-I	PESTEL	C-18,19	Lecture
Unit-II	Demographic environment	C-20	Lecture
Unit-II	Competitive environment	C-21	Lecture
Unit-II	Presentation II	C-22	Presentation
Unit-II	Clarification Class II	C-23	Clarification Class
Unit-III	What is Strategy? What is Strategic Intent;	C-24	Lecture
Unit-III	Mission; Objectives and Goals; Policies; Program; Budget;	C-25,26	Lecture
Unit-III	Identifying strategic alternatives of business	C-27	Lecture
Unit-III	Environmental appraisal – Internal environment	C-28	Presentation
Unit-III	Key Success Factors; Role of Resources, Capabilities and Core Competencies	C-29,30	Lecture
Unit-III	Competitive Advantage to Competitive Strategies	C-31	Lecture
Unit-III	VRIO Model	C-32	Lecture
Unit-III	Activity/Quiz	C-33	Lecture
Unit-III	Strategic Analysis: Concept of Value Chain	C-34	Lecture
Unit-III	SWOT Analysis	C-35	Lecture
Unit-III	Tools and Techniques for Strategic Analysis– TOWS Matrix	C-36	Lecture
Unit-III	Generic Strategies	C-37	
Unit-III	Competitive Strategies - Porter's 5 Forces Mode	C-38	Lecture
Unit-III	The Experience Curve, Grand Strategy	C-39	Lecture
Unit-III	BCG Matrix	C-40	Lecture
Unit-III	Functional Strategies	C-41	Lecture

Unit-III	Classroom Assignment III	C-42	Class Assignment
Unit-III	Clarification Class III	C-43	Clarification Class
Unit-IV	Organization Structure;	C-44	Lecture
Unit-IV	Resource Allocation; Projects and Procedural issues	C-45,46	Lecture
Unit-IV	Integration of Functional Plans Leadership	C-46	Lecture
Unit-IV	Change and Conflict Management	C-47	Lecture
	Presentation III	C-48,49	Presentation
Unit-IV	Evaluation and Control: Nature, Importance	C-50	Lecture
Unit-IV	Organizational Systems	C-51	Lecture
Unit-IV	Techniques of Strategic Evaluation and Control of Performance and	C- 52	Lecture
	Feedback	C-53	Lecture
Unit-IV	Clarification Class	C-54	Clarification Class
Unit-IV	Classroom Assignment IV	C-55	Classroom Assignment
Unit-IV	Revision Class	C-56	Lecture
	Revision Class	C-57	Lecture
	Revision Class	C-58	Lecture
	Revision Class	C-59	Lecture
	Revision Class	C-60	Lecture

GEC066022–Management learnings from Bhagavad Gita (GEC)

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Spirituality in Business and Workplace- An Introduction	C-2	Lecture
Unit-I	Current Challenges in Business Management &Society- Current problems in Business Management	C-3	Lecture
Unit-I	Issues of personal satisfaction, motivation & inspiration	C-4	Lecture
Unit-I	Societal Challenges	C-5	Lecture
Unit-I	Relevance of Ancient Indian Wisdom for contemporary society- Some aspects of learning and understanding Ancient Indian Literature	C-6	Lecture
Unit-I	Three-dimensional nature of Ancient Indian Literature	C-7	Lecture
Unit-I	Presentation I	C-8	Presentation
Unit-I	Classroom Assignment I	C-9	Classroom Assignment
Unit-I	Spirituality in Business; The notion of Spirituality- The notion of Spirituality	C-10	Lecture
Unit-I	Reconciling the "world outside" with the "world within," The conceptualization of God–Universe–Living Beings	C-11	Lecture
Unit-I	An introduction to Bhagavad Gita &its relevance- Positioning of Gita in our Ancient Literature	C-12	Lecture
Unit-I	Gita's influence on Great Leaders, Issues discussed in Gita: A broad structure of the text, Relevant Thoughts & Relevant Questions	C-13,14	Lecture
Unit-I	Take Home Assignment I		Home Assignment
Unit-I	Clarification Class I	C-15	Clarification Class
Unit-II	Perspectives on Leadership and Work	C-16,17	Lecture
Unit-II	Failed Leadership: Causes &Concerns-Arjuna's predicament and arguments for no war, Krishna's response,	C-18,19	Lecture
Unit-II	Issues & implications for Leadership; Leadership Perspectives in the Gita	C-20	Lecture
Unit-II	Level 5 leadership (Jim Collins), Inspirational Leadership ideas in Gita	C-21	Lecture
Unit-II	Presentation II	C-22	Presentation
Unit-II	Classroom Assignment II	C-23	Classroom Assignment
Unit-II	Axioms of Work & Performance	C-24	Lecture
Unit-II	The Notion of Meaningful Work-Gita's Paradigms on Work, The Paradox of Work & No work, Discovering the Joy of Work.	C-25,26	Lecture

Unit-II	Clarification Class II	C-27	Clarification Class
Unit-III	Perspectives on Self-Management- Introduction	C-28	Lecture
Unit-III	Mind as a key player in an individual- The problem of mental stress, Understanding the mind & Its ways	C-29,30	Lecture
Unit-III	Diagnosing some of the personal problems that we face	C-31	Lecture
Unit-III	Classroom Assignment III	C-32	Class Assignment
Unit-III	Presentation III	C-33	Presentation
Unit-III	Notion of building stronger inner self	C-34,35	Lecture
Unit-III	Group Discussion	C-36	Group Discussion
Unit-III	Quiz	C-37	Quiz
Unit-III	Meditation as a tool for self-management	C-38	Lecture
Unit-III	Role of Meditation in winning over the mind	C-39	Lecture
Unit-III	Clarification Class	C-40	Clarification Class
Unit-III	Role of Yoga in improving managerial performance.	C-41	Lecture
Unit-III	Mind as a key player in an individual	C-42	Lecture
Unit-III	Take Home Assignment I		Home Assignment
Unit-III	Self-Management by understanding the world within-The issue of winning over the mind	C-43	Lecture
Unit-III	Understanding the "World with in;" Values & their role in Self-management; Shaping the personality through Trigunas.	C-44,45	Lecture
Unit-III	Class Assignment IV	C-46	Class Assignment
Unit-III	Clarification Class III	C-47	Clarification Class
Unit-IV	Perspectives on Life and Society	C-48	Lecture
Unit-IV	Perspectives on Sustainability -The Vexing problem of Sustainability,	C-49	Lecture
Unit-IV	The Paradigm of Yajna	C-50	Lecture
Unit-IV	The cardinal principle of sustainability	C-51	Lecture
Unit-IV	Implications for Business, Environment &Ecology	C-52	Lecture
Unit-IV	Death as a creative destruction process- The notion of death	C-53	Lecture
Unit-IV	Unique assumptions about death &its relevance for living	C-54	Lecture
Unit-IV	Implications for Business, Innovation	C-55	Lecture
Unit-IV	Change Management and Growth	C-56	Lecture
Unit-IV	Law of Conservation of Divinity; Conclusions	C-57	Lecture
Unit-IV	Revision	C-58,59	Lecture
Unit-IV	Clarification Class IV	C-60	Clarification Class

BBAE23001 –Consumer Behavior

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Nature, Scope, and Application	C-2	Lecture
Unit-I	Importance of CB in Marketing Decisions	C-3	Lecture
Unit-I	Applications of CB	C-4	Lecture
Unit-I	Role of Consumer Research	C-5	Lecture
Unit-I	Classroom Assignment I	C-6	Class Assignment
Unit-I	CB - interdisciplinary approach	C-7	Lecture
Unit-I	Industrial Buying Behavior	C-8	Lecture
Unit-I	Lifestyle Marketing	C-9	Lecture
Unit-I	VALS 2 Segmentation Profile	C-10	Lecture
Unit-I	Clarification Class I	C-11	Clarification Class
Unit-I	Quiz I	C-12	Quiz
Unit-II	Characteristics of motivation, arousal of motives	C-13	Lecture
Unit-II	Theories of needs & motivation: Maslow's hierarchy of needs	C-14	Lecture
Unit-II	McLelland's APA theory, Murray's list of psychogenic needs	C-15	Lecture
Unit-II	Bayton's classification of motives, self-concept & its importance, types of involvement	C-16	Lecture
Unit-II	Case Study Presentation I	C-17	Presentation
Unit-II	Importance of personality, theories of personality-Freudian theory, Jungian theory, Neo-Freudian theory	C-18	Lecture
Unit-II	Trait Theory, Theory of self-images	C-19	Lecture
Unit-II	Classroom Assignment II	C-20	Classroom Assignment
Unit-II	Case Study Presentation II	C-21	Presentation
Unit-II	Role of Self – Consciousness	C-22	Lecture
Unit-II	Quiz II	C-23	Quiz
Unit-II	Consumer Perception Concept of absolute threshold limit	C-24	Lecture
Unit-II	Differential threshold limit & Subliminal perception: Perceptual Process: selection, organization & interpretation	C-25	Lecture
Unit-II	Learning & Consumer Involvement: Importance of learning on consumer behaviour, learning theories: classical conditioning, instrumental conditioning, cognitive learning & involvement theory	C-26	Lecture
Unit-II	Consumer Attitudes: Formation of attitudes, functions performed by attitudes, models of attitudes: Tri-component model, multi-attribute model, attitude towards advertisement model: attribution theory	C-27	Lecture
Unit-II	Case Study Presentation III	C-28	Presentation

Unit-II	Clarification Class II	C-29	Clarification Class
Unit-III	Different types of reference groups, factors affecting reference group influence	C-30	Lecture
Unit-III	Classroom Assignment III	C-31,32	Classroom Assignment
Unit-III	Reference group influence on products & brands, Application of reference groups	C-33	Lecture
Unit-III	Family & Consumer Behaviour: Consumer socialization process	C-34	Lecture
Unit-III	Consumer roles within a family	C-35	Lecture
Unit-III	Take Home Assignment I		
Unit-III	Purchase influences and role played by children, family life cycle	C-36,37	Lecture
Unit-III	Consumer Behaviour: Characteristics of culture	C-38	Lecture
Unit-III	Core values held by society & their influence on consumer behavior	C-39	Lecture
Unit-III	Consumer behaviour: Determinants of social class	C-40	Lecture
Unit-III	Classroom Assignment IV	C-41	CRA
Unit-III	Culture & Consumer Behaviour: Characteristics of culture	C-42	Lecture
Unit-III	Core values held by society & their influence on consumer behaviour	C-43,44	Lecture
Unit-III	Revision Class	C-45,46	Lecture
Unit-III	Clarification Class III	C-47	Clarification Class
Unit-IV	Definition of innovation, product characteristics influencing diffusion	C-48	Lecture
Unit-IV	Resistance to innovation, adoption process	C-49	Lecture
Unit-IV	Definition of innovation, product characteristics influencing diffusion, resistance to innovation, adoption process.	C-50	Lecture
Unit-IV	Take Home Assignment II		
Unit-IV	Consumer Decision making process: Process-problem recognition	C-51	Lecture
Unit-IV	Pre-purchase search influences, information evaluation	C-52	Lecture
Unit-IV	Purchase decision (compensatory decision rule, conjunctive decision, rule)	C-53	Lecture
Unit-IV	Lexicographic rule, affect referral, disjunctive rule	C-54	Lecture
Unit-IV	Post-purchase evaluation; Situational Influences	C-55	Lecture
Unit-IV	Models of Consumer Decision making: Nicosia Model, Howard- Sheth Model, Howard-Sheth Family Decision Making Model, Engel, Kollat& Blackwell Model	C-56,57	Lecture
Unit-IV	Sheth Newman Gross Model of Consumer Values	C-58,59	Lecture
Unit-IV	Clarification Class IV	C 60	Clarification Class

BBAE23002 –Advertising Management

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Introduction to Advertising-Meaning, its role, and functions, Objectives of Advertising	C-2	Lecture
Unit-I	Ethical issues in advertising	C-3	Lecture
Unit-I	Economic, social issues in advertising	C-4	Lecture
Unit-I	DAGMAR approach	C-5	Lecture
Unit-I	Integrated Marketing Communication – strategic integration of marketing functions and promotional functions	C-6	Lecture
Unit-I	Classroom Assignment I	C-7	Classroom Assignment
Unit-I	Clarification Class I	C-8	Clarification Class
Unit-II	Process in Advertising-Consumer and mental process in buying	C-9	Lecture
Unit-II	AIDA model	C-10	Lecture
Unit-II	Hierarchy of effects model	C-11	Lecture
Unit-II	Information processing model	C-12	Lecture
Unit-II	Advertising Budget – Top down and build up approach	C-13	Lecture
Unit-II	Methods of advertising – Affordable method, arbitrary allocation method, percentage of sales method	C-14	Lecture
Unit-II	Competitive parity method, Objective and Task method	C-15	Lecture
Unit-II	Presentation I	C-16	Presentation
Unit-II	Classroom Assignment II	C-17	Classroom Assignment
Unit-II	Clarification Class II	C-18	Clarification Class
Unit-III	Advertising Creativity-Meaning of creativity, Creative strategy, Creative tactics	C-19	Lecture
Unit-III	Advertising Appeals	C-20	Lecture
Unit-III	USP theory of creativity	C-21	Lecture
Unit-III	Copywriting: Meaning and Definition of Copywriting, The Copywriter	C-22	Lecture
Unit-III	Copywriting for Print,	C-23	Lecture
Unit-III	Copywriting guidelines	C-24	Lecture
Unit-III	Radio Copywriting	C-25	Lecture
Unit-III	TV Copywriting	C-26	Lecture
Unit-III	Writing for the Web, Tips for writing good web content	C-27	Lecture
Unit-III	Presentation –II	C-28	Presentation
Unit-III	Revision	C-29	Lecture
Unit-III	Class Assignment III	C-30	Assignment
Unit-III	Clarification Class III	C-31	Clarification Class
Unit-IV	Print Media and Outdoor Media-Characteristics of	C-32	Lecture

	the press		
Unit-IV	Basic media concepts, Newspapers, Magazines, Factors to consider for magazine advertising	C-33	Lecture
Unit-IV	Take Home Assignment I		
Unit-IV	Packaging	C-34	Lecture
Unit-IV	Out-of-home Advertising	C-35	Lecture
Unit-IV	Directory Advertising	C -36	Lecture
Unit-IV	Broadcast and Internet Media: Meaning of Broadcast Media, Radio as Medium, Television as Medium	C-37	Lecture
Unit-IV	Internet Advertising	C-38	Lecture
Unit-IV	Email Advertising	C-39	Lecture
Unit-IV	Presentation –III	C-40	Presentation
Unit-IV	Clarification Class IV	C-41	Clarification Class
Unit-V	Media planning and scheduling strategy-Types of media	C-42,43	Lecture
Unit-V	Media planning parameters, media mix	C-44,45	Lecture
Unit-V	Media characteristics, selection of media	C-46,47	Lecture
Unit-V	Evaluation of media, media scheduling strategy	C-48,49	Lecture
Unit-V	Evaluation of advertising effectiveness	C-50	Lecture
Unit-V	Need and purpose of evaluation	C-51	Lecture
Unit-V	Pre-testing techniques	C-52	Lecture
Unit-V	Post testing techniques	C-53	Lecture
Unit-V	Quiz	C-54	Quiz
Unit-V	Class Assignment IV	C-55	Classroom Assignment
Unit-V	Revision of Important Topics	C-56	Lecture
Unit-V	Group Discussion I	C-57	Activity
Unit-V	Revision of Important Topics	C-58,59	Lecture
Unit-V	Take Home Assignment II		
Unit-V	Clarification Class V	C-60	Clarification Class

BBAE24001 –Security Analysis and Portfolio Management

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Market of securities, Investment	C-2	Lecture
Unit-I	Stock Exchange; their nature, structure, functioning and limitations; -Stock Market	C-3	Lecture
Unit-I	New Issue Markets; their nature, structure, functioning and limitations;	C-4	Lecture
Unit-I	Trading of securities: equity and debentures/ bonds	C-5,6	Lecture
Unit-I	Regulatory Mechanism: SEBI and its guidelines	C-7	Lecture
Unit-I	Investor Protection	C-8	Lecture
Unit-I	Clarification Class	C-9	Clarification Class
Unit-II	Concept of Risk, Measures of risk and return	C-10	Lecture
Unit-II	Risk Return Trade-off, Systematic and Unsystematic Risk components	C-11	Lecture
Unit-II	Quiz	C-12	Quiz
Unit-II	EMH (Efficient Market Hypothesis) and its implications for investment decision.	C-13,14,15	Lecture
Unit-II	Clarification Class	C-16	Clarification Class
Unit-III	Valuation of Securities- Nature of equity instruments	C-17	Lecture
Unit-III	Equity Valuation Models	C-18	Lecture
Unit-III	Approaches to Equity Valuation: Technical Approach – overview of concept & tools used	C-19	Lecture
Unit-III	Presentation	C-20	Presentation
Unit-III	Fundamental Approach – economy analysis	C-21	Lecture
Unit-III	Class Assignment	C-22	Class Assignment
Unit-III	Fundamental Approach – Industry analysis	C-23	Lecture
Unit-III	Fundamental Approach –company analysis	C-24	Lecture
Unit-III	Take Home Assignment		Take Home Assignments
Unit-III	Debentures/Bonds: nature of bonds, valuation	C-25	Lecture
Unit-III	Bond theorem	C-26	Lecture
Unit-III	Term structure of interest rates, Duration	C-27	Lecture
Unit-III	Presentation-II	C-28	Presentation
Unit-III	Valuation of Derivatives- Options and Futures	C-29	Lecture
Unit-III	Options and Futures- concept, trading, valuation	C-30	
Unit-III	Class Room Assignment	C-31	Class Room Assignment
Unit-III	Clarification Class	C-32	Clarification Class
Unit-IV	Portfolio concept, Portfolio risk and return	C-33	Lecture
Unit-IV	Beta as a measure of risk, calculation of beta	C-34	Lecture
Unit-IV	Selection of Portfolio	C-35	Lecture
Unit-IV	Markowitz's Theory	C-36	Lecture
Unit-IV	Single Index Model	C-37	Lecture
Unit-IV	Capital market theorem	C-38	Lecture
Unit-IV	CAPM (Capital Asset Pricing Model)	C39,40	Lecture

Unit-IV	Home Assignment		Take Home Assignment
Unit-IV	Arbitrage Pricing Theory	C-41	Lecture
Unit-IV	Clarification class	C-42	Clarification class
Unit-IV	Class Assignment	C-43	Class Room Assignment
Unit-V	Performance evaluation of existing portfolio	C-44,45	Lecture
Unit-V	Presentation III	C-46,47	Presentation
Unit-V	Sharpe measure	C-48,49	Lecture
Unit-V	Treynor measures	C-50,51	Lecture
Unit-V	Class Room Assignment	C-52	Class Room Assignment
Unit-V	Finding alternatives and revision of portfolio	C-53,54	Lecture
Unit-V	Portfolio Management	C-55,56	Lecture
Unit-V	Quiz	C-57	Quiz
Unit-V	Mutual Fund Industry	C-58	Lecture
Unit-V	Revision	C-59	Lecture
Unit-V	Clarification class	C-60	Clarification class

BBAE24002 –Management of Financial Institutions & Services

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Financial System and Markets: Introduction	C-2	Lecture
Unit-I	Financial System and Markets: Constituents and functioning	C-3	Lecture
Unit-I	RBI – Role and functions	C-4	Lecture
Unit-I	Regulation of money and credit	C-5	Lecture
Unit-I	Monetary policy-Techniques of regulation and rates	C-6	Lecture
Unit-I	Fiscal Policy -Techniques of regulation and rates	C-7	Lecture
Unit-I	Overview of Foreign Exchange Market	C-8	Lecture
Unit-I	Financial Sector Reforms in India	C-9,10	Lecture
Unit-I	Overview of Financial Services: nature & scope	C-11	Lecture
Unit-I	Overview of Financial Services: importance	C-12	Lecture
Unit-I	Presentation I	C-13	Presentation
Unit-I	Clarification Class I	C-14	Clarification Class
Unit-I	Banking Industry in India-Introduction	C-15	Lecture
Unit-II	Constituents	C-16	Lecture
Unit-II	Banking sector reforms	C-17	Lecture
Unit-II	Determination of commercial interest rates: fixed and floating,	C-18,19	Lecture
Unit-II	Management of capital funds- capital adequacy norms	C-20	Lecture
Unit-II	Classroom Assignment I	C-21	Classroom Assignment
Unit-II	Management of capital funds- capital adequacy norms	C-22	Lecture
Unit-II	Liquidity Management, Asset Liability Management - Gap analysis	C-23,24	Lecture
Unit-II	Management of non-performing assets	C-25,26	Lecture
Unit-II	Strategies for making commercial banks viable	C-27,28	Lecture
Unit-II	Clarification class II	C-29	Clarification class
Unit-II	Class Room Assignment II	C-30	Classroom Assignment
Unit-III	Management of Non-Banking Financial Institutions-Intro	C-31	Lecture
Unit-III	Non-Banking Financial Institutions in India	C-32	Lecture
Unit-III	Securitization: concept, nature, scope, and their implications	C-33	Lecture
Unit-III	Securitization of Auto loans and housing loans	C-34	Lecture
Unit-III	Securitization in India	C-35	Lecture
Unit-III	DFIs in India –Intro. Function & Objectives	C-36	Lecture
Unit-III	Classroom Assignment III	C-37	Classroom Assignment
Unit-III	DFIs in India - IDBI, ICICI, IFCI, NABARD, RRBs, State Level Institutions	C-38	Lecture
Unit-III	NBFCs - Intro and Functions & Objectives	C-39	Lecture

Unit-III	NBFCs - status in India, types & workings	C-40	Lecture
Unit-III	Take Home Assignment I		Take Home Assignment
Unit-III	NBFCs - Strategies for commercial viability in India	C-41	Lecture
Unit-III	Securitization of loans in India	C-42	Lecture
Unit-III	Seminar	C-43	Seminar
Unit-III	Insurance & Mutual Fund organization's - status & types	C-44	Lecture
Unit-III	Insurance & Mutual Fund organization's - working and strategies for commercial viability.	C-45	Lecture
Unit-III	Clarification Class III	C-46	Clarification Class
Unit-III	Presentation-II	C-47	Presentation
Unit-IV	Management of Financial Services –Intro	C-48	Lecture
Unit-IV	Leasing and Hire Purchase Industry- Size and Scope	C-49	Lecture
Unit-IV	Classroom Assignment IV	C-50	Classroom Assignment
Unit-IV	Leasing and Hire Purchase: Parties involved	C-51	Lecture
Unit-IV	Evaluation of Lease transaction	C-52	Lecture
Unit-IV	Types of leases and their implications	C-53	Lecture
Unit-IV	Take Home Assignment II		Take Home Assignment
Unit-IV	Hire purchase and lease - differences and implications for the business	C-54	Lecture
Unit-IV	Other financial services: Factoring, Forfeiting, Discounting and Re Discounting of Bills	C-55	Lecture
Unit-IV	Presentation III	C-56	Presentation
Unit-IV	Guest Lecture	C-57	Activity
Unit-IV	Consumer Credit	C-58	Lecture
Unit-IV	Other financial services: Plastic Money – concept, working and uses of each	C-59	Lecture
Unit-IV	Clarification class IV	C-60	Clarification class

BBAE25001 –Recruitment, Training & Development

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Meaning and process of Human Resource planning,	C-2	Lecture
Unit-I	Factors affecting HRP, HRP Data Gathering	C-3,4	Lecture
Unit-I	Job Analysis: meaning, significance, approaches in job analysis	C-5	Lecture
Unit-I	Methods of data collection	C-6	Lecture
Unit-I	Webinar on Investment awareness program	C-7	Webinar
Unit-I	Job description and Job specification.	C-8	Lecture
Unit-I	Clarification Class I	C-9	Clarification Class
Unit-I	Classroom Assignment I	C-10	Class Assignment
Unit-II	Concept & definition of recruitment, Factors affecting Recruitment	C-11	Lecture
Unit-II	Recruitment Process, Recruitment Policy & Prerequisite of a good Recruitment policy	C-12	Lecture
Unit-II	Presentation I	C-13	Presentation
Unit-II	Sources of Recruitment: Internal sources & External Sources	C-14	Lecture
Unit-II	Methods & Techniques of Recruitment: Direct method, indirect method &Third-party method,	C-15	Lecture
Unit-II	Classroom Assignment II	C-16	Classroom Assignment
Unit-II	Recruitment Practices in India.	C-17	Lecture
Unit-II	Clarification Class II	C-18	Clarification Class
Unit-III	Definition & Importance of selection, Procedure of Selection	C-19	Lecture
Unit-III	Quiz	C-20	Quiz
Unit-III	Selection tests	C-21	Lecture
Unit-III	Personality Assessment: Performance Tests, Graphology	C-22	Lecture
Unit-III	Interviewing: meaning and significance, Types of interviews	C-23	Lecture
Unit-III	Presentation II	C-24	Presentation
Unit-III	Emerging trends in selection process; interview through video conferencing, Skype etc.	C-25	Lecture
Unit-III	Clarification Class III	C-26	Clarification Class
Unit-IV	Concept of Training, Concept of Development	C-27	Lecture
Unit-IV	Principles of Training, Objectives of Training	C-28	Lecture
Unit-IV	Necessity and benefits of training to the organization, Factors influencing training	C-29	Lecture
Unit-IV	Classroom Assignment III	C-30	Class Assignment
Unit-IV	Identification of Training Needs	C-31	Lecture
Unit-IV	Needs assessment methods	C-32	Lecture
Unit-IV	Issues and Benefits of Needs Assessment, Consequences of absence of training needs assessment	C-33	Lecture

Unit-IV	Training Methodology-Induction, Apprenticeship	C-34	Lecture
Unit-IV	Training Methodology Business Games	C-35	Lecture
Unit-IV	Training Methodology-Case Study	C-36	Lecture
Unit-IV	Training Methodology-In-Basket Exercises, Computer-based training,	C-37	Lecture
Unit-IV	Take Home Assignment I		Take Home Assignment
Unit-IV	Training Methodology- Intranet-based Training,	C-38	Lecture
Unit-IV	Training Methodology-Group discussion,	C-39	Group discussions
Unit-IV	Training Methodology- Simulations	C-40	Lecture
Unit-IV	Training Methodology-Role play	C-41	Activity
Unit-IV	Training Methodology- Managerial grid session	C-42	Lecture
Unit-IV	Training Methodology- T-group training, Teaching Aids, and techniques- Lecturing	C-43	Lecture
Unit-IV	Teaching Aids and techniques Audio-visual aids	C-44	Lecture
Unit-IV	Classroom Assignment IV	C-45	Classroom Assignment
Unit-IV	Teaching Aids and techniques- Audio - Programmed Instruction	C-46	Lecture
Unit-IV	Take Home Assignment II		Take Home Assignment
Unit-IV	Multimedia training –e-learning/online learning-,	C-47	Lecture
Unit-IV	workshop on Leadership skills	C-48	Activity
Unit-IV	webinar on Career in Securities Markets (Share Market) and Investments	C-49	Activity
Unit-IV	Webinar on 'Employability Skills for Managers	C-51	Activity
Unit-IV	Multimedia training – distance learning	C-52	Presentation
Unit-IV	Concept and objectives of training evaluation	C-53	Lecture
Unit-IV	Clarification Class IV	C-54	Clarification Class
Unit-V	Concept, Need and Objectives of Management Development	C-55	Lecture
Unit-V	Management Development Methods: Understudy, Coaching	C-56	Lecture
Unit-V	Management Development methods Planned Progression and Action Learning	C-57	Lecture
Unit-V	Behavioral modeling	C-58	Lecture
Unit-V	Job rotation, multiple management, sensitivity training, Planned Progression	C-59	Lecture
Unit-V	Clarification V	C-60	Clarification Class

BBAE25002 –Performance and Compensation Management

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	History from performance appraisal to performance development	C-2,3	Lecture
Unit-I	Contemporary PMS	C-4	Lecture
Unit-I	Performance Management in Kautilya's Arthashastra: Roles, duties, measurement, and accountability of employees and administrators	C-5	Lecture
Unit-I	Clarification Class I	C-6	Clarification Class
Unit-II	Wage Policy in India-Minimum wage	C-7	Lecture
Unit-II	Classroom assignment I	C-8	Classroom assignment
Unit-II	Fair wage and living wage, Need-Based Minimum Wage, Issues and Objectives of India's Wage Policy	C-9	Lecture
Unit-II	Quiz I	C-10	Quiz
Unit-II	Philosophy of equitable distribution and need-based compensation as seen in indigenous economic thought (e.g., Gandhian economics)	C-11	Lecture
Unit-II	Clarification Class-II	C-12	Clarification Class
Unit-III	Compensation Defined	C-13	Lecture
Unit-III	Goals of Compensation System	C-14	Lecture
Unit-III	Compensation Strategy Monetary & Non-Monetary Rewards	C-15,16	Lecture
Unit-III	Classroom assignment II	C-17	Classroom assignment
Unit-III	Intrinsic Rewards Cafeteria Style Compensation	C-18	Lecture
Unit-III	Presentation I	C-19	Presentation
Unit-III	Fringe Benefits and Supplementary Compensation, Skill based; Knowledge Based Compensation	C-20,21	Lecture
Unit-III	Holistic rewards system reflecting physical, intellectual, emotional, and spiritual well-being (Pancha Kosha model)	C-22	Lecture
Unit-III	Classroom assignment III	C-23	Classroom assignment
Unit-III	Team Compensation	C24,26	Lecture
Unit-III	Competency Based Compensation	C-27	Lecture
Unit-III	Take Home Assignment		Home Assignment
Unit-III	Guidelines of Companies Act Relating to CEO Compensation	C-28	Lecture
Unit-III	Different Components of Compensation Package	C-29	Lecture
Unit-III	Presentation II	C-30	Presentation
Unit-III	International Compensation.	C-31	Lecture
Unit-III	Clarification Class-III	C-32	Clarification Class
Unit-IV	Components of remuneration	C-33,34	Activity
Unit-IV	Salary, Basic Pay	C-35	Lecture

Unit-IV	Dearness Allowance, System of Dearness Allowance Payment	C-36	Lecture
Unit-IV	Quiz II	C-37	Lecture
Unit-IV	Flat and Indexed DA, Frequency of DA payment	C-38	Quiz
Unit-IV	Allowances and Reimbursements	C-39	Lecture
Unit-IV	Benefits, Retirement Benefits, Perquisites	C-40	Presentation
Unit-IV	Performance –related Pay	C-41	Lecture
Unit-IV	Sustainability and sufficiency principles from Gandhian thought – "Needs vs Greed" approach	C-42	Lecture
Unit-IV	Take Home Assignment		Home Assignment
Unit-IV	Classroom assignment IV	C-43	Classroom assignment
Unit-IV	Non- monetary benefits	C-44	Lecture
Unit-IV	Clarification Class-IV	C-45	Clarification Class
Unit-V	Performance Related Pay Definition, Advantages of PRP programs	C-46	Lecture
Unit-V	Pre-requisites of an Effective PRP	C-47	Lecture
Unit-V	Types of PRP- Short-term	C-48	Lecture
Unit-V	Presentation III	C-49	Presentation
Unit-V	Merit Pay	C-50	Lecture
Unit-V	Individual Incentive Plans	C-51,52	Lecture
Unit-V	Straight Piece Work and Standard Hour Work Plan	C-53	Lecture
Unit-V	Team Incentive Plans, Gain sharing Plans	C-54,55	Lecture
Unit-V	Long-Term Profit-Sharing Plan	C-56	Lecture
Unit-V	Stock Option Plans (SOP)	C-57	Lecture
Unit-V	Employee Stock Ownership Plans (ESOP)	C-58	Lecture
Unit-V	Collective reward mechanisms in traditional Shreni (guild) and cooperative systems	C-59	Lecture
Unit-V	Clarification Class—V	C-60	Clarification Class

BBAE26001 – Foreign Trade & Indian Economy

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Introduction-Trade its meaning and types, Difference between National and International Trade	C-2	Lecture
Unit-I	Theories of International Trade	C-3	Lecture
Unit-I	Global trade and its growth. India's relative position in world trade. Changes over time	C-4	Lecture
Unit-I	Clarification Class I	C-5	Clarification Class
Unit-II	Fundamentals of Indian Economy	C-6	Lecture
Unit-II	IKS principles contributing to sustainable and inclusive growth strategies	C-7	
Unit-II	India's commercial policy- a historic perspective, Objective, and essential features	C-8	Lecture
Unit-II	Class Room Assignment I	C-9	Class Room Assignment
Unit-II	Import Substitution policies and rationale changes over time	C-10	Lecture
Unit-II	Clarification Class II	C-11	Clarification Class
Unit-III	Analysis of India's exports and imports since 1965: Commodity composition, Geographical direction	C-12	Lecture
Unit-III	Presentation I	C-13	Presentation
Unit-III	Recent trends in India's Foreign Trade	C-14	Lecture
Unit-III	Major Items of Exports: Composition, Direction and Future Prospects	C-15	Lecture
Unit-III	Presentation II	C-16	Presentation
Unit-III	Clarification Class III	C-17	Clarification Class
Unit-IV	Balance of Trade	C-18	Lecture
Unit-IV	Balance of Payments, analysis, and changes over time	C-19,20	Lecture
Unit-IV	India's major trading partners	C-21	Lecture
Unit-IV	Financing of foreign trade	C-22	Lecture
Unit-IV	National level financing institutions	C-23	Lecture
Unit-IV	EXIM Bank, ECGC and other Institutions	C-24	Lecture
Unit-IV	Class Room Assignment II	C-25	Class Room Assignment
Unit-IV	Clarification Class IV	C-26	Clarification Class
Unit-V	Changes in the pattern of state trading in India over time: From state trading to export promotion	C-27	Lecture
Unit-V	Quiz	C-28	Quiz
Unit-V	Export promotion measures	C-29	Lecture
Unit-V	Institutional framework for export promotion	C-30	Lecture
Unit-V	Free trade zones and EOUs	C-31	Lecture
Unit-V	Export Houses, trading houses and star trading houses	C-32	Lecture
Unit-V	Take Home Assignment I		Take Home

			Assignment
Unit-V	EPZ & SEZs	C-33	Lecture
Unit-V	Clarification Class V	C-34	Clarification Class
Unit-VI	Exchange Control	C-35	Lecture
Unit-VI	Exchange rate policy in India	C-36,37	Lecture
Unit-VI	Convertibility of Rupee and Impact on Foreign Trade	C-38	Lecture
Unit-VI	Presentation III	C-39	Presentation
Unit-VI	Free Trade and Protective Trade Policies	C-40,41	Lecture
Unit-VI	Clarification Class VI	C-42	Clarification Class
Unit-VII	The BOP crisis in 1991 and the economic reforms thereafter	C-43,44	Lecture
Unit-VII	Class Room Assignment III	C-45	Class Room Assignment
Unit-VII	Liberalization in trade policy	C-46,47	Lecture
Unit-VII	Quiz	C-48	Lecture
Unit-VII	Globalization of foreign direct investments and financial markets	C-49	Lecture
Unit-VIII	FDI and FII in India	C-50	Lecture
Unit-VIII	Revision	C-51	Lecture
Unit-VIII	Clarification Class VII	C-52	Clarification Class
Unit-VIII	Take Home Assignment II		Take Home Assignment
Unit-VIII	Class Room Assignment IV	C-53	Class Room Assignment
Unit-VIII	Globalization and emerging foreign trade scenario	C-54,55	Lecture
Unit-VIII	Recent World trade Scenario	C-56,57	Lecture
Unit-VIII	Recent changes in trade policy	C-58	Lecture
Unit-VIII	WTO and India	C-59	Lecture
Unit-VIII	Clarification Class VIII	C-60	Clarification Class

BBAE26002 – Export Import Procedure & Documentation

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Introduction about Subject, pedagogy Books of Export Management	C-2	Lecture
Unit-I	Significance of Exports: Export Prospects of a Country. Search of Product: Types, Schemes, Factors	C-3	Lecture
Unit-I	Search of Market: Determinants & Schemes , Guidelines for International Business Negotiations	C-4	Lecture
Unit-I	Appointing Sales Agents Abroad, Processing of an Export Order	C-5	Lecture
Unit-I	Registration of Exporters, Importers Import Export Code Number	C-6	Lecture
Unit-I	Class Room Assignment I	C-7	Class Room Assignment
Unit-I	Registration cum membership certificates. Quality Control	C-8	Lecture
Unit-I	Activity Class	C-9	Activity
Unit-I	Pre-shipment Inspection Labeling, Marking, Packing and Packaging.	C-10	Lecture
Unit-I	Clarification Class I	C-11	Clarification Class
Unit-II	Risks in Export Trade	C-12	Lecture
Unit-II	Presentation I	C-13	Presentation
Unit-II	Marine Risks, Marine Insurance	C-14	Lecture
Unit-II	Market Risks, ECGC	C-15	Lecture
Unit-II	Clarification Class II	C-16	Clarification Class
Unit-III	Exports Finance	C-17	Lecture
Unit-III	Class Room Assignment II	C-18	Class Room Assignment
Unit-III	Pre-shipment Finance	C-19	Lecture
Unit-III	Post-shipment Finance	C-20	Lecture
Unit-III	Role of Exim Bank	C-21	Lecture
Unit-III	Webinar	C-22	Webinar
Unit-III	Clarification Class III	C-23	Clarification Class
Unit-IV	Export Logistics, Freight Forwarder	C-24	Lecture
Unit-IV	Export Document Care in preparing export document	C-25	Lecture
Unit-IV	Take Home Assignment I		Take Home Assignment
Unit-IV	Document related to Excise clearance A.R. (4) – Form Softex – Form P.P. – Form	C-26	Lecture
Unit-IV	Documents related to customs clearance: Lorry Ticket Documents related to foreign exchange clearance	C-27	Lecture
Unit-IV	Bill of shipment	C-28	Lecture
Unit-IV	Documents related to transportation and	C-29	Lecture

	procedures: L/C, Types of L/C UCP 600 Invoice, Types of Invoices / Performa, consular, legalized		
Unit-IV	Clarification Class IV	C-30	Clarification Class
Unit-IV	Presentation II	C-31	Presentation
Unit-V	Documents required for Preparation of main documents: Bill of Lading,	C-32	Lecture
Unit-V	Auxiliary documents, Mate's Receipt, Inspections Certificate, Insurance Certificate, Place of Origin Packing/Shipping note, Antiquity	C-33	Lecture
Unit-V	Black List Certificate and others. Aligned documents system Master documents	C-34	Lecture
Unit-V	Master documents – II	C-35	Lecture
Unit-V	Clarification Class	C-36	Clarification Class
Unit-V	Activity Class	C-37	Activity
Unit-V	Class Room Assignment III	C-38	Class Room Assignment
Unit-VI	Procedures for Imports: Import finance. Opening of Import Letter of credit. External commercial Borrowings.	C-39	Lecture
Unit-VI	Take Home Assignment II		Take Home Assignment
Unit-VI	Buyers Credit / Trade Credit. Direct Imports. Retirement of Import documents under an LC or otherwise on collection	C-40	Lecture
Unit-VI	FEMA provision regarding Imports.	C-41	Lecture
Unit-VI	Clarification Class VI	C-42	Clarification Class
Unit-VI	Class Test	C-43	Test
Unit-VI	Presentation III	C-44	Presentation
Unit-VI	Quiz	C-45	Quiz
Unit-VI	Activity Class	C-46	Activity
Unit-VII	Role of Customs and regulations regarding imports Indian Customs Act. 1962	C-47	Lecture
Unit-VII	Customs Tariff Act, Filing of Bill of entry.	C-48,49	Lecture
Unit-VII	Class Room Assignment IV	C-50	Class Room Assignment
Unit-VII	Clearance of cargo at the time of imports.	C-50,51	Lecture
Unit-VII	Valuation and assessment of goods for payment of customs duty	C-52,53	Lecture
Unit-VII	CONCOR: Inland Container Depot (ICD)	C-54,55	Lecture
Unit-VII	Container Freight Station (CFS)	C-56,57	Lecture
Unit-VII	Revision	C-58,59	
Unit-VII	Clarification Class VII	C-60	Clarification Class

BBAE27001- Digital Marketing & Content Development

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	Meaning, Definition, Origin and Need of Digital marketing	C-2	Lecture
Unit-I	History of DM, Concept, and approaches to DM	C-3	Lecture
Unit-I	Traditional Vs. Online Marketplaces: Barter system and personalization in transactions	C-4	Lecture
Unit-I	Advantage and disadvantage. Scope of DM	C-5	Lecture
Unit-I	Future of digital marketing in India and outside India	C-6	Lecture
Unit-I	Folk Media as Early Marketing Tools: Introduction to folk media – *katha*, *naatak*, *bhajan*, *puppet shows*, *street plays (nukkad natak)*. Use of storytelling, music, and drama to promote social messages and products	C-7,8	Lecture
Unit-I	Class Room Assignment I	C-9	Class Room Assignment
Unit-I	Quiz I	C-10	Quiz
Unit-I	Clarification Class I	C-11	Clarification Class
Unit-II	Modes of Digital Marketing- Mobile marketing	C-12	Lecture
Unit-II	Webinar	C-13	Webinar
Unit-II	Overview of the B2B and B2C Mobile Market	C-14	Lecture
Unit-II	Email Marketing- Need for Emails	C-15	Lecture
Unit-II	Types of Emails and options in email advertising	C-16	Lecture
Unit-II	Social media marketing and other forms of digital Marketing	C-17	Lecture
Unit-II	Overview of various & tools of digital marketing	C-18	Lecture
Unit-II	Class Room Assignment II	C-19	Class Room Assignment
Unit-III	Clarification Class II	C-20	Clarification Class
Unit-III	Measurement Metrics- Digital Marketing Media	C-21	Lecture
Unit-III	Budget Allocation	C-22	Lecture
Unit-III	ROI for Digital Marketing	C-23	Lecture
Unit-III	Analytics and Key Performance Indicators (KPI)	C-24	Lecture
Unit-III	Attribution Models and Frameworks	C-25	Lecture
Unit-III	Digital Marketing in Governance	C-26	Lecture
Unit-III	Emerging Technologies for Digital Marketing	C-27	Lecture
Unit-III	Leading and Managing Digital Marketing teams.	C-28	Lecture
Unit-III	Class Room Assignment III	C-29	Class Room Assignment
Unit-III	Clarification Class III	C-30	Clarification Class
Unit-III	Quiz- Unit-II based (Oral Test)	C-31	Quiz
Unit-IV	Payment Gateways and Security System- Electronic Payment System	C-32	Lecture
Unit-IV	Electronic cash; Smart cards	C-33	Lecture
Unit-IV	Risk and Electronic payment system; Types of	C-34	Lecture

	Transaction security- Security risk of E- Commerce		
Unit-IV	Take Home Assignment I		Take Home Assignment
Unit-IV	Types and sources of threats; Protecting e-Page business assets and intellectual property	C-35	Lecture
Unit-IV	Firewalls; Client Server Network Security	C-36	Lecture
Unit-IV	Presentation I	C-37	Presentation
Unit-IV	Introduction to Blogging - Writing and Optimizing Blog Posts	C-38	Lecture
Unit-IV	Clarification Class IV	C-39	Clarification Class
Unit-IV	Classroom Assignment IV	C-40	Classroom Assignment
Unit-V	Website Content Writing - Developing Sitemaps	C-41	Lecture
Unit-V	Structuring Wireframes, Proposal Writing- Introduction to writing a Business Proposal	C-42	Lecture
Unit-V	Writing for Public Relations - writing Media Briefs, Press Notes / Press Releases	C-43	Lecture
Unit-V	Presentation II	C-44	Presentation
Unit-V	Content for Media/Press Kits	C-45	Lecture
Unit-V	Writing for Brochures and Pamphlets – Content Development, Structure and Strategy	C-46,47	Lecture
Unit-V	Take Home Assignment II		Take Home Assignment
Unit-V	Clarification Class V	C-48	Clarification Class
Unit-V	Writing for Brochures and Pamphlets	C-49,50	Lecture
Unit-V	Content Development, Structure and Strategy	C-51,52,53	
Unit-V	Presentation III	C-54	Presentation
Unit-V	Activity	C-55	Activity
Unit-V	Webinar	C-56	Webinar
Unit-V	Revision/ Query Solving	C-57,58	Lecture
Unit-V	Revision/ Query Solving	59	Lecture
Unit-V	Clarification Class V	C-60	Lecture

BBAE27002 – Search Engine Marketing & Optimization

Unit	Particulars	Class No.	Pedagogy of Class
	Introduction to Syllabus, CO's & PO's	C-1	Lecture
Unit-I	SEM anatomy - Paid search details,	C-2	Lecture
Unit-I	Organic search detail,	C-3	Lecture
Unit-I	Content targeting - repeat keywords	C-4	Lecture
Unit-I	Meta description, meta tags - User experience.	C-5	Lecture
Unit-I	SEM terminology- PPC, CPC, creative, SERP, CTR%, Impressions	C-6	Lecture
Unit-I	Google content network, rank/position, quality score	C-7	Lecture
Unit-I	Marketing tips and tricks.	C-8	Lecture
Unit-I	Class Room Assignment I	C-9	Class Room Assignment
Unit-I	Quiz I	C-10	Quiz
Unit-I	Clarification Class I	C-11	Clarification Class
Unit-II	Modes of Digital Marketing- Mobile marketing	C-12	Lecture
Unit-II	Webinar	C-13	Webinar
Unit-II	Introduction to Search Engine Optimization.	C-14	Lecture
Unit-II	Functions of search engines and their working;	C-15	Lecture
Unit-II	Factors on which search engines determine the rating	C-16	Lecture
Unit-II	Different types of traffic;	C-17	Lecture
Unit-II	Keywords; Understanding keywords mix.	C-18	Lecture
Unit-II	Class Room Assignment II	C-19	Class Room Assignment
Unit-II	Clarification Class II	C-20	Clarification Class
Unit-III	Local SEO; Google Places listing and its optimization Classified submissions	C-21	Lecture
Unit-III	Using H Card, citation, NAP (Name, Address, Place).	C-22	Lecture
Unit-III	Take Home Assignment I		Take Home Assignment
Unit-III	Primary keywords	C-23	Lecture
Unit-III	Secondary keywords	C-24	Lecture
Unit-III	Tertiary keywords	C-25	Lecture
Unit-III	Presentation I	C-26	Presentation
Unit-III	Difference between keyword stuffing and keyword placement.	C-27	Lecture
Unit-III	How to write an optimized content for article, blog, and press release	C-28	Lecture
Unit-III	Class Room Assignment III	C-29	Class Room Assignment
Unit-III	Clarification Class III	C-30	Clarification Class
Unit-IV	Monitoring SEO process; Preparing SEO Reports	C-31	Lecture
Unit-IV	On page SEO, OFF page SEO	C-32	Lecture
Unit-IV	Take Home Assignment I		Take Home Assignment

Unit-IV	Link building- types, benefits;	C-33	Lecture
Unit-IV	Classroom Assignment IV	C-34	Class Room Assignment
Unit-IV	Setting up SEM strategy.	C-35	Lecture
Unit-IV	Analysis of the efficiency of SEM strategy	C-36,37	Lecture
Unit-IV	Presentation II	C-38	Presentation
Unit-IV	Digital promotion, Tools, and techniques	C-39,40	Lecture
Unit-IV	Clarification Class IV	C-41	Clarification Class
Unit-IV	Activity	C-42	Activity
Unit-IV	Presentation III	C-43,44	Presentation
Unit-V	Lab Work: Keyword research	C-45	Lab Work
Unit-V	Indexing	C-46,47	Lab Work
Unit-V	On-site optimization-Meta title, meta description, meta keyword tags and body text	C-48,49	Lab Work
Unit-V	Link building	C-50,51	Lab Work
Unit-V	Page rank algorithm	C-52	Lab Work
Unit-V	Make required changes on a website for SEO	C-53	Lab Work
Unit-V	Presentation	C-54	Presentation
Unit-V	Implementing SEMO tools and techniques	C-55,56	Lab Work
Unit-V	Activity	C-57	Activity
Unit-V	Application of SEO on different case study of various websites such as E-comm, Hotel websites or classroom students' blogs	C-58	Lecture
Unit-V	Revision	C-59	Lecture
Unit-V	Clarification Class V	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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