Detailed Program

Bachelor of Business Administration (BBA)

(BBA-General)

Semester- V

(2026-2030)

DOC202606030028

RNB GLOBAL UNIVERSITY

Educating stars for tomorrow

RNB GLOBAL UNIVERSITY

RNB Global City, Ganganagar Road,
Bikaner, Rajasthan 334601

OVERVIEW

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

The curriculum for BBA program for (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-14	Production and Operation Management	3	1	0	4
2.	BBAC22301	DSC-15	International Business Management	3	1	0	4
3.	BCHC22302	DSC-18	Strategic Management	3	1	0	4
4.	BBAE27001	DSC- 17	Digital Marketing & Content Development	3	1	0	4
5.		GE -5	Management Learnings from Bhagavad Gita (One from the pool of GE -Group A)	3	1	0	4
6.	IAPC99349	IAPC-3	**Internship**/Apprenticeship / Project/Community Outreach	0	0	4	2
7.	WHNN99000		Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
			Total	**15**	**5**	**4**	**23**

EVALUATION SCHEME

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

Internal Assessment

The distribution of Internal Assessment Marks is as follows:

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

External Assessment

Type	Marks
Theory	50

EVALUATION SCHEME- WORKSHOPS & SEMINARS 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 educate and inspire capable and competent leaders with a futuristic business acumen & entrepreneurial spirit.

2. Mission

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

3. Program Educational Objectives (PEO's)

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

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

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

4. Programme Outcomes (PO's)

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

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

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

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

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

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

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

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

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

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

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

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

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

5. Program Specific Outcome (PSO's)

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

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

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

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

6. 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. **CO5:** To develop analytical skills for strategy implementation and control.
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.
GEC066022- Management learnings from	**CO1:** Identify some of the commonly felt problems that individuals face. **CO2:** Illustrate the usefulness of the Gita in addressing some of the problems.

Bhagavad Gita	**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.

7. 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

8. 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, 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, 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, (2008), Strategic Management and Business Policy, 3rd Edition, McGraw Hill Education.
4. R. Srinivasan, Strategic Management the Indian context, Prentice Hall of India
5. L. M. Prasad – _Strategic Management – _Sultan Chand
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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, Traditional Vs. Digital Marketing, Concept and approaches to DM, Advantage and Disadvantage. Scope of DM, Future of digital marketing in India and outside India. Examples of good practices in DM.

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:

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: Management Learnings from Bhagvat Gita (GEC)
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).
4. Houston, D. J., & Cartwright, K. E. (2007). Spirituality and public service. *Public Administration Review, 67*(1), 88–102.
5. Payne, S. G. (2010). Leadership and spirituality: Business in the USA. *The International Journal of Leadership in Public Services, 6*(2), 68–72.
6. Poole, E. (2007). Organizational spirituality: A literature review. *Journal of Business Ethics, 84*, 577–588.
7. Mahadevan, B. (2009). Shrimad Bhagavad Gita: Ideas for modern management. In *One day, seminar on "Towards a new paradigm of business management: Alternative perspectives from ancient Indian wisdom,"* IIM Bangalore, December 12, 2009.
8. Ancona, D., Malone, T. W., Orlikowski, W. J., & Senge, P. M. (2007). In praise of the incomplete leader. *Harvard Business Review, 85*(2), 92–100.
9. Mahadevan, B. (2013). Inspirational leadership: Perspectives from Gita. In V. Kutumba Sastry (Ed.), *Sanskrit and development of world thought* (pp. 199–210). New Delhi: DK Print World.

9. Lesson Plans

BBAC22253 –Production and Operation Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to Subject & Pedagogy & Basics about Production & Management	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-30,31	Lecture
Unit-III	Presentation	C-32	Presentation
Unit-III	Activity	C-33	Activity
Unit-III	Plant Location Methods,	C-34	Lecture
Unit-III	Factor Rating, Centre of Gravity Methods, Analytic Delphi Method, Four Basic Lay Out	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	Inventory management, Inventory Models.	C-52	Lecture
Unit-IV	Activity	C-53	Activity
Unit-IV	Revision of Important Topics	C-54-59	Lecture
Unit-IV	Clarification Class	C-60	Clarification Class

BBAC22301 –International Business Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to International Business: Globalization and its importance in world economy;	C-1	Lecture
Unit-I	Impact of globalization; International business vs. domestic business:	C-2	Lecture
Unit-I	Complexities of international business;	C-3	Lecture
Unit-I	Modes of entry into international business	C-4	Lecture
Unit-I	International Business Environment:	C-5	Lecture
Unit-I	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

BBAE27001- Digital Marketing & Content Development

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to Digital Marketing (DM) - Overview of Digital marketing	C-1	Lecture
Unit-I	Meaning, Definition, Origin and Need of Digital marketing	C-2	Lecture
Unit-I	History of DM	C-3	Lecture
Unit-I	Traditional Vs. Digital Marketing	C-4	Lecture
Unit-I	Concept and approaches to DM	C-5	Lecture
Unit-I	Advantage and Disadvantage. Scope of DM	C-6	Lecture
Unit-I	Future of digital marketing in India and outside India	C-7	Lecture
Unit-I	Examples of good practices in DM	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	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 Transaction security- Security risk of E- Commerce	C-34	Lecture
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
	Content Development, Structure and Strategy	C-51,52	
Unit-V	Presentation III	C-53,54	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

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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