

**SCHEME OF EXAMINATION  
&  
SYLLABI  
of**

**Bachelor of Business Administration  
(Digital Marketing)  
(Honours/Honours with Research)**

**As per National Education Policy 2020**

*with effect from academic session 2023-24*



**Kurukshetra University  
Kurukshetra-136119  
(A+ Grade NAAC Accredited)**

## **Abbreviations**

<b>AEC</b>	Ability Enhancement Course
<b>CC</b>	Core Course
<b>CC-H</b>	Core course in Honours discipline
<b>CC-HM</b>	Core Course in Minor Subject of of Honours Program
<b>DSE</b>	Discipline Specific Elective Course
<b>DSE-H</b>	Discipline specific elective course in Honours
<b>H</b>	Honours
<b>M</b>	Minor
<b>MDC</b>	Multi-Disciplinary Course
<b>PC</b>	Practicum Course
<b>PC-H</b>	Practicum Course in Honours
<b>SEC</b>	Skill Enhancement Course
<b>V</b>	Vocational
<b>VAC</b>	Value Added Course
<b>L</b>	Lecture
<b>T</b>	Tutorial
<b>P</b>	Practical

## FIRST YEAR: SEMESTER I

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits (L-T-P)	
B23-UDM-101	Financial Accounting	CC-A1	30	70	-	100	4	3-1-0
B23-UDM-102	Principles of Management	CC-B1	30	70	-	100	4	3-1-0
B23-UDM-103	Business Organisation	CC-C1	30	70	-	100	4	3-1-0
	Each student will opt one course from pool of minor courses for Semester I	CC-M1				50	2	
	Each student will opt one multidisciplinary course from the discipline which is different from the discipline of business administration	MDC-1				75	3	
	Each student will opt one course from pool of ability enhancement courses provided by university	AEC-1				50	2	
	Each student will opt one course from pool of skill enhancement courses provided by university	SEC-1				75	3	
	Each student will opt one course from pool of value added courses provided by university	VAC-1				50	2	
<b>Total</b>						<b>600</b>	<b>24</b>	

### POOL OF MINOR COURSES FOR SEMESTER I

Course code	Nomenclature of Minor Course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits (L-T-P)	
B23-UDM-104	Business Mathematics-I	CC-M1	15	35	-	50	2	1-1-0

## FIRST YEAR: SEMESTER II

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits (L-T-P)	
B23-UDM-201	Business Statistics	CC-A2	30	70	-	100	4	3-1-0
B23-UDM-202	Managerial Economics	CC-B2	30	70	-	100	4	3-1-0
B23-UDM-203	Organisational Behaviour	CC-C2	30	70	-	100	4	3-1-0
	Each student will opt one course from pool of minor courses for Semester II	CC-M2				50	2	
	Each student will opt one multidisciplinary course from the discipline which is different from the discipline of business administration	MDC-2				75	3	
	Each student will opt one course from pool of ability enhancement courses provided by university	AEC-2				50	2	
	Each student will opt one course from pool of skill enhancement courses provided by university	SEC-2				75	3	
	Each student will opt one course from pool of value added courses provided by university	VAC-2				50	2	
<b>Total</b>						<b>600</b>	<b>24</b>	

### POOL OF MINOR COURSES FOR SEMESTER II

Course code	Nomenclature of Minor Course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits (L-T-P)	
B23-UDM-204	Business Mathematics-II	CC-M2	15	35	-	50	2	1-1-0

**Exit Option:** Any student opting for exit option after first year will get **Undergraduate Certificate in Business Administration** provided he/she completes 48 Credits of first two semesters and additional 4 credits of summer training report (100 External Marks) based on summer training of 4-6 weeks undertaken in a business organization. Thus, he/she will be eligible to exit the course with the said 52 Credits. Furthermore, the credits of summer internship report would be included/mention in the **Undergraduate Certificate in Business Administration** as follow:

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-UDM-205	Summer Internship Report	Internship	-	50*	50**	100	4

\*The summer internship report would be evaluated by external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

**\*\*Viva-Voce on the summer internship report will be conducted by examiner from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.**

### **SECOND YEAR: SEMESTER III**

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits (L-T-P)	
B23-UDM-301	Internet of Things and Google Ads	CC-A3	30	70	-	100	4	3-1-0
B23-UDM-302	Marketing Management	CC-B3	30	70	-	100	4	3-1-0
B23-UDM-303	Human Resource Management	CC-C3	30	70	-	100	4	3-1-0
	Each student will opt one course from pool of minor courses for Semester III	CC-M3				100	4	
	Each student will opt one multidisciplinary course from the discipline which is different from the discipline of business administration	MDC-3				75	3	
	Each student will opt one course from pool of ability enhancement courses provided by university	AEC-3				50	2	
	Each student will opt one course from pool of skill enhancement courses provided by university	SEC-3				75	3	
<b>Total</b>						<b>600</b>	<b>24</b>	

### **POOL OF MINOR COURSES FOR SEMESTER III**

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits (L-T-P)	
B23-UDM-304	Managerial Accounting	CC-M3	30	70	-	100	4	3-1-0
B23-UDM-305	Production Management	CC-M3	30	70	-	100	4	3-1-0

## SECOND YEAR: SEMESTER IV

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits (L-T-P)	
B23-UDM-401	Understanding Digital Marketing	CC-A4	30	70	-	100	4	3-1-0
B23-UDM-402	Digital Marketing Tools	CC-B4	30	70	-	100	4	3-1-0
B23-UDM-403	Mobile and Email Marketing	CC-C4	30	70	-	100	4	3-1-0
	Each student will opt one course from pool of vocational courses provided by university	CC-M4 (VOC-1)				100	4	
	Each student will opt one course from pool of ability enhancement courses provided by university	AEC-4				50	2	
	Each student will opt one course from pool of value added courses provided by university	VAC-3				50	2	
<b>Total</b>						<b>500</b>	<b>20</b>	

**Exit Option:** Any student opting for exit option after second year will get **Undergraduate Diploma in Business Administration** provided he/she completes 92 credits of first four semesters and additional 4 credits of summer training report (100 external marks) based on summer training of 4-6 weeks in a business organization undertaken after completion of second semester or fourth semester. Thus, he/she will be eligible to exit the course with the said 96 Credits. Furthermore, the credits of summer internship report would be included/mention in the **Undergraduate Diploma in Business Administration** as follow:

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits
B23-UDM-404	Summer Internship Report	Internship	-	50*	50**	100	4

\*The summer internship report would be evaluated by external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

\*\*Viva-Voce on the summer internship report will be conducted by examiner from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

**Note:** The student seeking admission in fifth semester would have to undergo a compulsory 4-6 weeks summer internship in a business organization after fourth semester and credits for the same will be included in fifth semester.

### **THIRD YEAR: SEMESTER V**

Course code	Nomenclature of the paper	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits (L-T-P)	
B23-UDM-501	AI in Digital Marketing	CC-A5	30	70	-	100	4	3-1-0
B23-UDM-502	Content Marketing	CC-B5	30	70	-	100	4	3-1-0
B23-UDM-503	Affiliate Marketing	CC-C5	30	70	-	100	4	3-1-0
	Each student will opt one course from pool of vocational courses provided by university	CC-M5 (VOC-2)				100	4	
B23-UDM-504	Summer Internship Report	Internship	-	50*	50**	100	4	
<b>Total</b>						<b>500</b>	<b>20</b>	

\*The summer internship report would be evaluated by external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

\*\*Viva-Voce on the summer internship report will be conducted by examiner from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

### **THIRD YEAR: SEMESTER VI**

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits (L-T-P)	
B23-UDM-601	Corporate Finance	CC-A6	30	70	-	100	4	3-1-0
B23-UDM-602	Search Engine Marketing	CC-B6	30	70	-	100	4	3-1-0
B23-UDM-603	Comprehensive Viva-Voce	CC-C6	-	-	100*	100	4	
	Each student will opt one course from pool of minor courses for Semester VI	CC-M6				100	4	
	Each student will opt one course from pool of vocational courses provided by university	CC-M7 (VOC-3)				100	4	
<b>Total</b>						<b>500</b>	<b>20</b>	

### **POOL OF MINOR COURSES FOR SEMESTER VI**

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits (L-T-P)	
B23-UDM-604	Web Analytics	CC-M6	30	70	-	100	4	3-1-0
B23-UDM-605	Income Tax	CC-M6	30	70	-	100	4	3-1-0

\*Comprehensive viva-voce would be conducted by external expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

**Exit option:** Any student who exit after 6 semesters must complete 132 credits and he/she would be awarded with **Bachelor of Business Administration (Digital Marketing)**.



## **Bachelor of Business Administration (Digital Marketing) (Honours)**

### **Fourth Year: Semester VII**

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits (L-T-P)	
B23-UDM-701	Management Process and Organizational Behaviour	CC-H1	30	70	-	100	4	3-1-0
B23-UDM-702	Financial Statements and Analysis	CC-H2	30	70	-	100	4	3-1-0
B23-UDM-703	Statistics for Business Decisions	CC-H3	30	70	-	100	4	3-1-0
	Each student will opt one course from pool of discipline specific elective courses for Semester VII	DSE-H1				100	4	
B23-UDM-706	Seminar	PC-H1	-	-	100*	100	4	4-0-0
B23-UDM-707	Economics for Managerial Decisions	CC-HM1	30	70	-	100	4	3-1-0
<b>Total</b>						<b>600</b>	<b>24</b>	

### **POOL OF DISCIPLINE SPECIFIC ELECTIVE COURSES FOR SEMESTER VII**

Course code	Nomenclature of Discipline Specific Elective Course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits (L-T-P)	
B23-UDM-704	Business Communication for Managers	DSE-H1	30	70	-	100	4	3-1-0
B23-UDM-705	Business Eco-System and Environment	DSE-H1	30	70	-	100	4	3-1-0

\*Seminar would be assessed by a presentation based on relevant topic assigned to the student by the institute/college and evaluation of the same will be done by the a two members committee comprising of an expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra and Head of Department (or his/her nominee) in concerned college/institute.

### **Fourth Year: Semester VIII**

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits (L-T-P)	
B23-UDM-801	Advanced Human Resource Management	CC-H4	30	70	-	100	4	3-1-0
B23-UDM-802	Comprehensive Viva-Voce	CC-H5	-	-	100*	100	4	
B23-UDM-803	Advanced Marketing Management	CC-H6	30	70	-	100	4	3-1-0
	Each student will opt one course from pool of discipline specific elective courses for Semester VIII	DSE-H2					4	
B23-UDM-806	Financial Management	PC-H2	30	70	-	100	4	3-1-0
B23-UDM-807	Optimization Models for Business Decisions	CC-HM2	30	70	-	100	4	3-1-0
<b>Total</b>						<b>600</b>	<b>24</b>	

### **POOL OF DISCIPLINE SPECIFIC ELECTIVE COURSES FOR SEMESTER VIII**

Course code	Nomenclature of Discipline Specific Elective Course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits (L-T-P)	
B23-UDM-804	Research Methods for Business	DSE-H2	30	70	-	100	4	3-1-0
B23-UDM-805	Production and Operations Management	DSE-H2	30	70	-	100	4	3-1-0

\*Comprehensive viva-voce would be conducted by expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

**Note:** Student completing 180 credits would be eligible to obtain **Bachelor of Business Administration (Digital Marketing) (Honours).**

# **Bachelor of Business Administration (Digital Marketing) (Honours with Research)**

## **Fourth Year: Semester VII**

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits (L-T-P)	
B23-UDM-701	Management Process and Organizational Behaviour	CC-H1	30	70	-	100	4	3-1-0
B23-UDM-702	Financial Statements and Analysis	CC-H2	30	70	-	100	4	3-1-0
B23-UDM-703	Statistics for Business Decisions	CC-H3	30	70	-	100	4	3-1-0
	Each student will opt one course from pool of discipline specific elective courses for Semester VII	DSE-H1				100	4	
B23-UDM-706	Seminar	PC-H1	-	-	100*	100	4	4-0-0
B23-UDM-707	Economics for Managerial Decisions	CC-HM1	30	70	-	100	4	3-1-0
<b>Total</b>						<b>600</b>	<b>24</b>	

### **POOL OF DISCIPLINE SPECIFIC ELECTIVE COURSES FOR SEMESTER VII**

Course code	Nomenclature of Discipline Specific Elective Course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits (L-T-P)	
B23-UDM-704	Business Communication for Managers	DSE-H1	30	70	-	100	4	3-1-0
B23-UDM-705	Business Eco-System and Environment	DSE-H1	30	70	-	100	4	3-1-0

\*Seminar would be assessed by a presentation based on relevant topic assigned to the student by the institute/college and evaluation of the same will be done by the a two members committee comprising of an expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra and Head of Department (or his/her nominee) in concerned college/institute.

## Fourth Year: Semester VIII

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical /Viva-Voce Marks	Total Marks	Credits (L-T-P)	
B23-UDM-801	Advanced Human Resource Management	CC-H4	30	70	-	100	4	3-1-0
B23-UDM-802	Comprehensive Viva-Voce	CC-H5	-	-	100*	100	4	
B23-UDM-807	Optimization Models for Business Decisions	CC-HM2	30	70	-	100	4	
B23-UDM-808	Research Project	Project/ Dissertation	0	200**	100***	300	8+4 = 12	
<b>Total</b>						<b>600</b>	<b>24</b>	

\*Comprehensive viva-voce would be conducted by expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

\*\*Project Report will be evaluated by examiner from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

\*\*\*Viva-Voce on Project Report will be conducted by examiner from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra.

**Note:** Students completing 180 credits would be eligible to obtain **Bachelor of Business Administration (Digital Marketing) (Honours with Research).**

<b>Part A – Introduction</b>				
Subject	<b>Business Administration</b>			
Semester	<b>I</b>			
Name of the Course	<b>Financial Accounting</b>			
Course Code	<b>B23-UDM-101</b>			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-A1</b>			
Level of the course (As per Annexure-I)	<b>100-199</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. Understand the accounting equations and the rules of recording accounting transactions.</li> <li>2. Understand the recording of accounting transactions in the books of entry and the preparation of ledger accounts.</li> <li>3. Understand the preparation of trial balance.</li> <li>4. Analyze accounting transactions by preparing final accounts.</li> </ol>			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>			Time: <b>3 Hours</b>	
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
Unit	Topics			Contact Hours
I	Basic Accounting-Nature, scope and objectives of accounting; accounting as information system, users of accounting information. Accounting equation: Accounting concepts and conventions, capital and revenue expenditure; Accounting principles, rules of accounting for recording the transaction for different accounts.			15
II	Journal and Ledger: Double Entry System; Journal and recording of entries in journal; Ledger- Posting from Journal to respective ledger accounts. Preparation of Cash book.			15
III	Trial Balance: Need and objectives; Preparation of Trial Balance; Different types of errors in preparation of trial balance and the rectification of errors. Preparation of Bank Reconciliation statement.			15
IV	Final Accounts: Preparation of Trading Account and Profit and Loss Account; Receipts and payments account, Preparation of Balance sheet for profit and non-profit organizations.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>			End Term Examination: <b>70</b>	
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> <ol style="list-style-type: none"> <li>1. Gupta R. L.; <i>Advanced Accounting</i>; S. Chand &amp; Sons.</li> <li>2. Grewal T. S and M.C. Shukla; <i>Advanced Accounting</i>; S. Chand &amp; Sons.</li> <li>3. Williams, Haka, Bettner &amp; Carcello; <i>Financial and Managerial Accounting</i>; McGraw Hill.</li> </ol>				

<b>Part A – Introduction</b>				
Subject	<b>Business Administration</b>			
Semester	<b>I</b>			
Name of the Course	<b>Principles of Management</b>			
Course Code	<b>B23-UDM-102</b>			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-B1</b>			
Level of the course (As per Annexure-I)	<b>100-199</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. Understand the Nature and Evolution of Management.</li> <li>2. Apply the Managerial skills and roles at workplace.</li> <li>3. Apprehend the functions of Management</li> <li>4. Recognize the latest changes in the field of Management.</li> </ol>			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>		Time: <b>3 Hours</b>		
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
Unit	Topics			Contact Hours
I	Introduction to Management: Concept, Evolution of Management Thought, Functions, Significance, Managerial Roles & Skills; Planning and Decision Making: Concept, Planning Process, Components of Plans.			15
II	Organizing: Concept, Guiding Principles, Types of organizational structure: Line, Functional, Line & Staff relationship, Delegation of Authority: Meaning and elements of Delegation, Centralization Vs Decentralization.			15
III	Staffing – Nature and Meaning, Importance, Steps; Directing: Elements, Principles and Importance.			15
IV	Communication: Meaning, Process, Barriers, Corrective Measures; Communication networks, Controlling: Concept, Importance, Process of controlling, Control Techniques.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>			End Term Examination: <b>70</b>	
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> <ol style="list-style-type: none"> <li>1. Koontz &amp; Weirich. <i>Essentials of Management</i>. Tata McGraw Hill.</li> <li>2. Kaul Vijay Kumar. <i>Business Organization &amp; Management – Text and Cases</i>. Pearson.</li> <li>3. Robbins. <i>Fundamentals of Management: Essentials Concept and Applications</i>. Pearson Education.</li> </ol>				

Part A – Introduction				
Subject	Business Administration			
Semester	I			
Name of the Course	Business Organisation			
Course Code	B23-UDM-103			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-C1			
Level of the course (As per Annexure-I)	100-199			
Pre-requisite for the course (if any)	None			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. Understand the basic concepts in commerce, trade and industry.</li> <li>2. Understand modern business practices, forms, procedures and functioning of various business organizations.</li> <li>3. Understand the recent trends and practices in business world.</li> <li>4. Understand the Government support and Community efforts.</li> </ol>			
Credits	Theory	Tutorial	Practical	Total
	3	1	0	4
Contact Hours/Week	3	1	0	4
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	Time: <b>3 Hours</b>			
Part B- Contents of the Course				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
Unit	Topics			Contact Hours
I	Business Organisation: Meaning and nature, Objectives; Evolution; Forms/Types of Business Organisations; Partnership: Characteristics, Registration, Partnership Deed, Rights, Duties and Liabilities, Dissolution of Partnership.			15
II	Joint Stock Company-Concept, Characteristics, Types; Formation of Company; Multinational Companies; Conceptual Framework of Corporate Governance; One person Company.			15
III	Co-operative and State Ownership: Forms/Types; Non- Profit Organizations; Trade Associations; Emergence of Indian MNCs & transnational corporations-Recent trends business world. Globalization & challenges for Indian Business in new millennium.			15
IV	Setting up a New Enterprise Decisions in setting up an Enterprise – opportunity and idea generation, Role of creativity and innovation, Feasibility study and Business Plan, Business size and location decisions, various factors to be considered for starting a new unit, Relevant Government Policies - SEZ (Special Economic Zone) policy etc.			15
Suggested Evaluation Methods				
<b>Internal Assessment:</b> > <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>			End Term Examination: <b>70</b>	
Part C-Learning Resources				
<b>Recommended Books/e-resources/LMS:</b> <ol style="list-style-type: none"> <li>1. C.R. Basu: <i>Business Organization and Management</i>; McGraw Hill.</li> <li>2. P.C. Tulsian &amp; Vishal Pandey: <i>Business Organization and Management</i>; Pearson.</li> <li>3. C. B. Gupta: <i>Industrial Organization and Management</i>; Sultan Chand &amp; Sons.</li> </ol>				

<b>Part A – Introduction</b>				
Subject	<b>Business Administration</b>			
Semester	<b>I</b>			
Name of the Course	<b>Business Mathematics-I</b>			
Course Code	<b>B23-UDM-104</b>			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-M1</b>			
Level of the course (As per Annexure-I)	<b>100-199</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Understand set theory, logical statements and truth table. 2. Learn the concept and applications of permutations and combinations. 3. Understand the concepts related to functions, limit and continuity. 4. Understand the matrix algebra and its application to business problems.			
Credits	Theory	Tutorial	Practical	Total
	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>
Contact Hours/Week	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>
Max. Marks: <b>50</b> Internal Assessment Marks: <b>15</b> End Term Exam Marks: <b>35</b>	Time: <b>3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 1.75 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 7 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
Unit	Topics			Contact Hours
I	Set Theory: Representation of sets, equivalent sets, power set, complement of a set. Venn Diagrams: Union and Intersection of sets, De-Morgan's laws.			8
II	Quadratic Equations with real roots: Relations between roots and coefficient of the quadratic equations, Methods of solving a quadratic equation.			8
III	Binomial Theorem (positive index). Functions, Limits and Continuity.			7
IV	Matrix System: Matrices, Basic operations on matrices (Addition, Multiplication, Transpose), Determinant of a square matrix, Inverse of a square matrix, Cramer's rule.			7
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> > <b>Theory</b> ● Class Participation: 4 ● Seminar/presentation/assignment/quiz/class test etc.: 4 ● Mid-Term Exam: 7			End Term Examination: <b>35</b>	
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> 1. Dr. Sancheti & Kapoor: <i>Business Mathematics and Statistics</i> ; Sultan Chand. 2. R.S. Bhardwaj: <i>Mathematics for Economics &amp; Business</i> ; Excel Books, India. 3. M. Raghavachari: <i>Mathematics for Management: An Introduction</i> ; Tata McGraw Hills. 4. Eugene Don, Joel Lerner: <i>Schaum's Outline of Basic Business Mathematics (Schaum's Outlines)</i> ; McGraw-Hill Education.				



Part A – Introduction				
Subject	Business Administration			
Semester	II			
Name of the Course	Business Statistics			
Course Code	B23-UDM-201			
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	CC-A2			
Level of the course (As per Annexure-I)	100-199			
Pre-requisite for the course (if any)	None			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. Understand the meaning of the statistics and data in everyday.</li> <li>2. Understand distinctive features and characteristics of data.</li> <li>3. Analyses the departure from statistical normality of data for better business decision making.</li> <li>4. Understand the significance of sampling in the statistical data collection and applications in business decision making.</li> </ol>			
Credits	Theory	Tutorial	Practical	Total
	3	1	0	4
Contact Hours/Week	3	1	0	4
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70	Time: 3 Hours			
Part B- Contents of the Course				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
Unit	Topics			Contact Hours
I	Business Statistics: Introduction, Scope, Functions, Importance, Limitations; Distrust of Statistics; Collection of Primary and Secondary data; Types of Statistical Methods; Data Analysis and Interpretation; Graph: Characteristics, Types, Merits and Demerits.			15
II	Measures of Central Tendency: Meaning, Types; Arithmetic Mean; Geometric Mean; Harmonic Mean; Quadratic Mean; Moving Average; Progressive Average; Relation between Mean, Median and mode.			15
III	Measures of Dispersion and Skewness: Absolute and Relative measures of Dispersion range, Quartile deviation, Mean and Standard Deviation; Difference between Skewness and Dispersion, Empirical relation among various measures of Dispersion, Moments and Kurtosis.			15
IV	Sampling: Introduction, Census versus Sample, Errors in Sampling, Types of sampling, Judging reliability of sample; Index numbers: Introduction, Types of Index Numbers, Methods of constructing Index numbers, uses of Index numbers; Time Series analysis: Components and Seasonality analysis.			15
Suggested Evaluation Methods				
<b>Internal Assessment:</b> > <b>Theory</b> ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15			End Term Examination: 70	
Part C-Learning Resources				
<b>Recommended Books/e-resources/LMS:</b> i. J. K. Sharma. Fundamentals Business Statistics. Pearson Publication ii. Levine & Rubin. Statistics for Management. Pearson Publication.				

<b>Part A – Introduction</b>				
Subject	<b>Business Administration</b>			
Semester	<b>II</b>			
Name of the Course	<b>Managerial Economics</b>			
Course Code	<b>B23-UDM-202</b>			
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-B2</b>			
Level of the course (As per Annexure-I)	<b>100-199</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. Understand the nature and scope of managerial economics.</li> <li>2. Understand theory of demand, law of demand and cardinal utility analysis.</li> <li>3. Understand theory of production, costs, and revenue function.</li> <li>4. Understand theory of firm and market organization.</li> </ol>			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	<b>Time: 3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
Unit	Topics			Contact Hours
I	Managerial Economics: Meaning, Nature and Scope. Objectives of the firm, Equilibrium, Utility, Opportunity cost, Marginal and Incremental Principles.			15
II	Theory of Demand: Nature of demand for a product, individual demand, market demand, determinants of demand, Law of demand, Elasticity of demand and its determinants; Theory of Consumer Behavior: Cardinal utility analysis, Indifference curve analysis, applications of Indifference curves.			15
III	Theory of Production and Costs: The concept of Production function, production with one and two variable inputs, theory of Cost in short run and long run, Revenue function.			15
IV	Theory of firm and market organization: Pricing under Perfect Competition, Pricing under Monopoly, Price Discrimination, Pricing under Monopolistic Competition, Selling cost, Pricing under Oligopoly.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> > <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>			<b>End Term Examination: 70</b>	
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> 1. Koutsoyiannis, A.: <i>Modern Microeconomics</i> ; Palgrave Macmillan. 2. Varshney, R. L. and Maheshwari, K. L.: <i>Managerial Economics</i> ; Sultan Chand & Sons. 3. Mote, V., Paul, S., and Gupta, G.: <i>Managerial Economics</i> ; McGraw Hill Education.				

Part A – Introduction				
Subject	Business Administration			
Semester	II			
Name of the Course	Organisational Behaviour			
Course Code	B23-UDM-203			
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	CC-C2			
Level of the course (As per Annexure-I)	100-199			
Pre-requisite for the course (if any)	None			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Understand the Nature, Evolution of Organisational Behaviour. 2. Understand the process of group formation and role of Groups at workplace. 3. Discover and Understand the concept of Motivation and Leadership theories 4. Comprehend the latest changes happening in the field of Organisational Behaviour.			
Credits	Theory	Tutorial	Practical	Total
	3	1	0	4
Contact Hours/Week	3	1	0	4
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70	Time: 3 Hours			
Part B- Contents of the Course				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
Unit	Topics			Contact Hours
I	Organizational Behaviour: Definition, Fundamental concepts of OB, Historical Background.			15
II	Motivation: Definition, Importance, Motives, Characteristics, Content Theories of Motivation Morale - Definition and relationship with productivity - Morale Indicators.			15
III	Theories of Leadership -Trait Theory, Behavioural theories, Contingency Theories, Transactional Theories and Transformational Leadership Theory.			15
IV	Group Dynamics and Team building: Concept of Group & Team. Theories of Group Formation – Types of Groups. Importance of Team building at workplace.			15
Suggested Evaluation Methods				
<b>Internal Assessment:</b> > <b>Theory</b> ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15			End Term Examination: 70	
Part C-Learning Resources				
<b>Recommended Books/e-resources/LMS:</b> 1. Robbins, S. P. and Sanghi. <i>Organizational Behaviour</i> . Pearson Education. 2. Robbins, S. P. and Judge T. A. Vohra; <i>Organisational Behaviour</i> . Pearson Education.				

Subject	<b>Business Administration</b>			
Semester	<b>II</b>			
Name of the Course	<b>Business Mathematics-II</b>			
Course Code	<b>B23-UDM-204</b>			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-M2</b>			
Level of the course (As per Annexure-I)	<b>100-199</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Understand the application of Average, Ratio and Proportion, Percentage, Profit and Loss, Commission, Discount, Broke in business organisation. 2. Understand simple interest and compound interest and annuities. 3. Understand indices & logarithms. 4. Understand applications of linear programming in solving business problems.			
Credits	Theory	Tutorial	Practical	Total
	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>
Contact Hours/Week	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>
Max. Marks: <b>50</b> Internal Assessment Marks: <b>15</b> End Term Exam Marks: <b>35</b>	Time: <b>3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 1.75 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 7 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
<b>Unit</b>	<b>Topics</b>			<b>Contact Hours</b>
I	Average, Ratio and Proportion, Percentage, Profit and Loss, Commission, Discount, Broke.			8
II	Simple interest and compound interest. Annuities: Types of annuities, Present value and amount of an annuity (including the case of continuous compounding), Valuation of simple loans and debentures, Problems related to sinking funds.			8
III	Indices & logarithms, arithmetic and geometric progressions and their business applications; sum of first n natural numbers, sum of squares and cubes of first n natural numbers.			7
IV	Linear Programming: Formulation of linear programming problems (LPP) and their solution by graphical and simplex methods. Applications of linear programming in solving business problems.			7
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> > <b>Theory</b> ● Class Participation: 4 ● Seminar/presentation/assignment/quiz/class test etc.: 4 ● Mid-Term Exam: 7				End Term Examination: <b>35</b>
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> 1. E. Don and J. Lerner (2009). Schaum's outline of Basic Business Mathematics (2nd Edition). McGraw Hill. 2. L.N.Paul (2002). Linear Programming: an introductory analysis. Tata Mcgraw Hill. New.				
<b>Part A – Introduction</b>				
Subject	<b>Business Administration</b>			

Semester	<b>III</b>			
Name of the Course	<b>Internet of Things and Google Ads</b>			
Course Code	<b>B23-UDM-301</b>			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-A3</b>			
Level of the course (As per Annexure-I)	<b>200-299</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Understand the various concepts, terminologies and architecture of IoT systems. 2. Use sensors and actuators for design of IoT. 3. Understand the concepts of Google Ad Words. 4. Learn about the strategies of Google Ad Words.			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	Time: <b>3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set nine questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise four short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise eight questions (two questions from each unit) carrying 14 marks each and the student will be required to attempt four questions selecting one question from each unit.				
<b>Unit</b>	<b>Topics</b>			<b>Contact Hours</b>
I	Fundamentals of IoT: Introduction, Definitions & Characteristics of IoT, IoT Architectures, Physical & Logical Design of IoT, Enabling Technologies in IoT, History of IoT, About Things in IoT, The Identifiers in IoT, About the Internet in IoT, IoT frameworks, IoT and M2M.			15
II	Sensors Networks : Definition, Types of Sensors, Types of Actuators, Examples and Working, IoT Development Boards: Arduino IDE and Board Types, Raspberri Pi Development Kit, RFID Principles and components, Wireless Sensor Networks: History and Context, The node, Connecting nodes, Networking Nodes, WSN and IoT.			15
III	Overview of Google Ad Words, Scope, Objectives, Applications, Framework for Google Ads such as BFAb			15
IV	Content Strategies: Understand different structures and ad types. Master optimization basics, and explore platform reports. Search Advertising, keyword bidding, ad extensions, and various targeting methods.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> > <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>				End Term Examination: <b>70</b>
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> 1. Internet of Things (IoT): Architecture and Design Principles by by Raj Kamal. (2020). McGraw Hill Publications. 2. Google Ad Words for Beginners by Corey Rabazinski 3. Ad words for Digital Marketing Ninjas by Mr. Saurabh Choudhary 4. Ultimate Google Ad Words Mastery for Beginners by Kerry Vinter 5. Ad words Campaign, How to run an Ad words Campaign in a safe way: How to set up Google Ads Checklist by Mervin Pafel				

<b>Part A – Introduction</b>				
Subject	<b>Business Administration</b>			
Semester	<b>III</b>			
Name of the Course	<b>Marketing Management</b>			
Course Code	<b>B23-UDM-302</b>			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-B3</b>			
Level of the course (As per Annexure-I)	<b>200-299</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Discuss the fundamental concept of marketing. 2. To understand the role of marketing information system and consumer behaviour in marketing decision. 3. Demonstrate an understanding of the 4P's used by marketers. 4. To learn about the new frontiers in the marketing- service marketing.			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	<b>Time: 3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b><u>Instructions for Paper- Setter</u></b>				
The Paper-Setter shall set nine questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise four short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise eight questions (two questions from each unit) carrying 14 marks each and the student will be required to attempt four questions selecting one question from each unit.				
Unit	Topics			Contact Hours
I	Marketing Management- Meaning, Nature and Scope. Concepts of Marketing, Marketing Environment, Marketing Mix, STP (segmenting, targeting and positioning) approach to marketing.			15
II	Marketing Information System- Meaning and Components. Marketing Research. Consumer Behaviour-Meaning and Importance of study for Marketers.			15
III	Product —Meaning, levels and product Mix. New Product development, Product Life Cycle, Branding and Packaging decision, Pricing-Meaning, procedure for setting a price, Pricing Strategy. Promotion- promotion Mix- A study of advertising, sales promotion, personal selling, direct marketing and public relations.			15
IV	Marketing organization and control, Marketing of Services: An introduction to services, Role of Service Sector in the economy, 7P's of Service Marketing. Distribution Channels- Levels and Roles. Management of Physical Distribution.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> > <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>			<b>End Term Examination: 70</b>	
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> 1. Kotler, P. & Keller, K.: Marketing Management, 1VI ed.; Pearson Publisher, New Delhi. 2. Ramaswamy, V.S. and Namakumari, S.: Marketing Management: Planning, Control; MacMillan Press, New Delhi. 3. Saxena, R.: Marketing Management, VI ed.; Tata Mc. Graw Hill, New Delhi.				

<b>Part A – Introduction</b>				
Subject	<b>Business Administration</b>			
Semester	<b>III</b>			
Name of the Course	<b>Human Resource Management</b>			
Course Code	<b>B23-UDM-303</b>			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-C3</b>			
Level of the course (As per Annexure-I)	<b>200-299</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. To familiarize students with the concept of Human resource management.</li> <li>2. To understand the role and competencies required for Human resource Managers in an organization.</li> <li>3. To help students understand the various aspects of employee life cycle within an organization.</li> <li>4. To significantly improve the understanding of students about global HR Practices.</li> </ol>			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>			<b>Time: 3 Hours</b>	
<b>Part B- Contents of the Course</b>				
<b><u>Instructions for Paper- Setter</u></b>				
The Paper-Setter shall set nine questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise four short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise eight questions (two questions from each unit) carrying 14 marks each and the student will be required to attempt four questions selecting one question from each unit.				
Unit	Topics			Contact Hours
I	Human Resource Management-An Introduction; Human Resource Planning; Recruitment and Selection			15
II	Training and Development: Methods of Training; Job Analysis; Job Evaluation; Career Planning			15
III	Performance Management; Payroll and Compensation Management; Employee Retention; Employee Health and Safety; Mental Health and Wellbeing			15
IV	Recent trends in Human resource Management; Impact of technology on HRM; International HRM practices			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> > <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>			<b>End Term Examination: 70</b>	
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> <ol style="list-style-type: none"> <li>1. K. Aswathapa: Human Resource Management: Text and Cases; Tata McGraw Hill, New Delhi.</li> <li>2. P. Jyothi: Human Resource Management; Oxford University Press.</li> <li>3. V.S.P. Rao: Human Resource Management; Himalaya Publication House.</li> <li>4. Seema Sanghi: Human Resource Management; Macmillan India Publication.</li> </ol>				

<b>Part A – Introduction</b>				
Subject	<b>Business Administration</b>			
Semester	<b>III</b>			
Name of the Course	<b>Managerial Accounting</b>			
Course Code	<b>B23-UDM-304</b>			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-M3</b>			
Level of the course (As per Annexure-I)	<b>200-299</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Understand the management accounting concepts and its application for decision making. 2. Have an analytical understanding of cost accounting and various cost accounting 3. Apply the budgetary control in different business scenarios. 4. Understand the practical application of management control techniques.			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	<b>Time: 3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set nine questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise four short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise eight questions (two questions from each unit) carrying 14 marks each and the student will be required to attempt four questions selecting one question from each unit.				
Unit	Topics			Contact Hours
I	Management Accounting : meaning, nature, usefulness, functions, scope, conventions, techniques and limitations. Management Accounting Vs. Financial Accounting, Ratio Analysis; meaning, types, nature and limitations.			15
II	Cost Accounting: meaning, uses of cost accounting; various cost concepts; organization of cost accounting department; Classification of Cost, Cost-Sheet and Costing methods			15
III	Budgets and Budgetary Control : meaning, nature, kinds, preparation of various types of budgets, advantages and limitations of budgetary control. Marginal Costing: Break- even -analysis and Decision Involving alternate choices.			15
IV	Standard Costing : Types of variances and their implementation. Management Accounting and Control Techniques : Activity based costing, Uniform Costing, Target Costing, Balanced Score Card.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>			<b>End Term Examination: 70</b>	
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> 1. SN Maheswari, Management Accounting - Sultan Chand & Sons. 2. Jhamb, Fundamentals of Management Accounting – An eBooks India - New Delhi. 3. Horngren Sunderu Stratton, Introduction to Management Accounting - Pearson Education. 4. T. S. Reddy and Hari Prasad Reddy-Management Accounting, Maegham Publication. 5. Dr. S.N. Maheswari : Management Accounting, Vikas Publishing				



<b>Part A – Introduction</b>				
Subject	<b>Business Administration</b>			
Semester	<b>III</b>			
Name of the Course	<b>Production Management</b>			
Course Code	<b>B23-UDM-305</b>			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-M3</b>			
Level of the course (As per Annexure-I)	<b>200-299</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. Understand ever growing importance of production and operations management in uncertain business environment.</li> <li>2. Learn about the significance of factory location and its various determinants.</li> <li>3. Explore the various techniques of inventory control.</li> <li>4. Familiarize with the concept of six sigma and virtual factory.</li> </ol>			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	<b>Time: 3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set nine questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise four short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise eight questions (two questions from each unit) carrying 14 marks each and the student will be required to attempt four questions selecting one question from each unit.				
Unit	Topics			Contact Hours
I	Production Management – Introduction, functions, Significance, Production system, Responsibilities of Production Manager. Production Planning & Control (PPC) –Concepts, Objectives, Functions, factors determining.			15
II	Facility Location – importance, Factors in Location Analysis: Location Analysis Techniques. Facility Layout – Objectives: Advantages: Basic types of layouts. Capacity Planning – Concepts: Factors Affecting Capacity Planning.			15
III	Inventory Management – Concepts, Classification: Objectives: Factors Affecting Inventory Control Policy: Inventory costs: Basic EOQ Model: Re-order Level: ABC Analysis. Quality Management - Quality Concepts, Difference between Inspections, Quality Control, Quality Assurances, Total Quality Management: Control Charts: acceptance sampling.			15
IV	Introduction to modern productivity techniques – just in time, Kanban system. Total Quality Management & six sigma. Functions of Purchasing Management – Objectives, Functions: Methods: Procedure. Value analysis – Concepts. Virtual factory concept.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> > <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>			<b>End Term Examination: 70</b>	
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> <ol style="list-style-type: none"> <li>1. K. Aswathappa and K. Shridhara Bhat, Production and operations management, Himalaya publishing House.</li> <li>2. S. N. Chary, Production and operations management, Tata McGraw Hill companies.</li> <li>3. Chunawalla, Production and Operation Management, Himalaya Publishing House.</li> </ol>				

<b>Part A – Introduction</b>				
Subject	<b>Business Administration</b>			
Semester	<b>IV</b>			
Name of the Course	<b>Understanding Digital Marketing</b>			
Course Code	<b>B23-UDM-401</b>			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-A4</b>			
Level of the course (As per Annexure-I)	<b>200-299</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Understand the fundamentals of digital marketing and the consumer journey. 2. Develop and implement effective digital marketing campaigns. 3. Master content marketing strategies for different stages of the marketing funnel. 4. Evaluate and utilize key digital marketing channels and skills.			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>			<b>Time: 3 Hours</b>	
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
Unit	Topics			Contact Hours
I	<b>Introduction to Digital Marketing:</b> Concept, Importance of Digital Marketing, Examples of Successful Digital Marketing Campaigns. <b>Understanding the Consumer Journey:</b> Creating a Customer Avatar, Knowing the Stages of Customer Journey, Preparing your Customer Journey Roadmap.			15
II	<b>Choosing the Right Marketing Campaign:</b> Defining a Digital Marketing Campaign, Types of Campaign - Campaigns to Generate New Leads and Customers, Campaigns that Monetize Existing Leads and Customers, Campaigns that Build Engagement.			15
III	<b>Pursuing Content Marketing:</b> Understanding the Marketing Funnel, Types of Content Marketing -Top of the Funnel Content Marketing, Middle of the Funnel Content Marketing, Bottom of the Funnel Content Marketing, Distributing Content to Attract an Audience.			15
IV	<b>Introduction to the Concepts and Importance of the following in Digital Marketing:</b> Email Marketing, Social Media Marketing, Influencer Marketing, Mobile Marketing. Digital Marketing Skills Important for your Resume.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>			<b>End Term Examination: 70</b>	
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> 1. Mankad, J. & Dishek, J., (2019). Understanding digital marketing strategies for online success, BPB Publications (August 26, 2019). 2. Deiss, R., & Henneberry, R. (2020). Digital marketing for dummies. John Wiley & Sons.				

**Part A – Introduction**

Subject	<b>Business Administration</b>			
Semester	<b>IV</b>			
Name of the Course	<b>Digital Marketing Tools</b>			
Course Code	<b>B23-UDM-402</b>			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-B4</b>			
Level of the course (As per Annexure-I)	<b>200-299</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After studying this subject, students will be able to 1. Understand the fundamentals of digital marketing. 2. Understand the characteristics of tools used for websites and landing pages. 3. Understand the characteristics of tools used for email marketing and payment solutions. 4. Understand the characteristics of tools used for content and Social Media Marketing.			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	<b>Time: 3 Hours</b>			

**Part B- Contents of the Course**

**Instructions for Paper- Setter**

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part 'A'** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part 'B'** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Introduction to Digital Marketing: Concept, Importance of Digital Marketing, Traditional Marketing Vs. Digital Marketing, Digital Marketing Landscape, The Digital users in India, Digital marketing Plan.	15
II	Building a Website, Content Management Systems (CMS), characteristics of good CMS, Hosting a website, characteristics of Good Web Hosts, Customer Relationship Management Software (CRMs), Characteristics of Good CRM, Using Landing Page, Characteristics of Good Landing Page.	15
III	Choosing Email Marketing Software, Characteristics of Good Email Application, Adding a Payment Solution, Characteristics of Good Payment Processors.	15
IV	Sourcing and Editing Images, Characteristics of Good Image Creation Application, Managing Social Media, Characteristics of Good Social Media Application. SEO techniques.	15

**Suggested Evaluation Methods**

<b>Internal Assessment:</b> > <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>	<b>End Term Examination: 70</b>
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**Part C-Learning Resources**

**Recommended Books/e-resources/LMS:**

- Mankad, J. & Dishek, J., (2019), Understanding digital marketing strategies for online Success, BPB Publications (August 26, 2019).
- Michael J. Thibault (2023). The Influencer Blueprint: A Step-by-Step Guide to Harnessing The Power of Influencer Marketing for Business Success.
- Linda Coles; Marketing with Social Media; Pearson Publication
- McStay, A. (2017). Digital advertising. Bloomsbury Publishing.
- Kundu, S. (2021). Digital Marketing Trends and Prospects: Develop an effective Digital Marketing strategy with SEO, SEM, PPC, Digital Display Ads & Email Marketing techniques. (English Edition). BPB Publications.

<b>Part A – Introduction</b>				
Subject	<b>Business Administration</b>			
Semester	<b>IV</b>			
Name of the Course	<b>Mobile and Email Marketing</b>			
Course Code	<b>B23-UDM-403</b>			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-C4</b>			
Level of the course (As per Annexure-I)	<b>200-299</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. To know about various types of mobile marketing products and tools.</li> <li>2. To make use of mobile devices to promote products and services.</li> <li>3. To learn about the Concept of Email marketing.</li> <li>4. Implementation of Email marketing strategy taking into consideration the current scenario.</li> </ol>			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>			<b>Time: 3 Hours</b>	
<b>Part B- Contents of the Course</b>				
<b><u>Instructions for Paper- Setter</u></b>				
The Paper-Setter shall set nine questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise four short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise eight questions (two questions from each unit) carrying 14 marks each and the student will be required to attempt four questions selecting one question from each unit.				
Unit	Topics			Contact Hours
I	Introduction to Mobile Marketing- Selection of right mobile device. Core Product and Service Offerings. Campaign Delivery Options - SMS & MMS Messaging and Mobile Application Campaign. Websites App Marketing.			15
II	Supplemental Mobile Products and Service Options: QR Codes Campaign Delivery Options: Augmented Reality Campaign Delivery Options: Interactive Voice Response (IVR) Mobile. Mobile Advertising and Search Mobile Advertising Mobile Marketing and Search Programmatic Ad Buying-Incentives and Loyalty Program Mobile Incentive Opportunities Mobile Loyalty Programs- Mobile Marketing Rules and Regulations.			15
III	Introduction to Email Marketing –Meaning, scope and significance. -Popular Email Marketing Tools, Advantages and Dis Advantages of Email Marketing. Best Email Marketing Alternatives: Introduction: MailerLite-SendInBlueActive Campaign-HubSpot etc.			15
IV	Introduction to Mail-Chimp- Mail-Chimp Structure -Account Setup and Settings- Email Marketing Strategy -Creating a Subscriber List -Integration of Forms in Site- Import Subscribers in a List.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>			<b>End Term Examination: 70</b>	
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> <ol style="list-style-type: none"> <li>1. Tom Corson –Knowless ,Email Marketing Mastery.TCK Publishing</li> <li>2. Susan Gunelius,Publisher:Entrepreneur Press,31 May 2018,</li> <li>3. Social Media &amp; Mobile Marketing: Includes Online Worksheets by Puneet Singh Bhatia. 2019. Wiley Publications.</li> </ol>				

<b>Part A – Introduction</b>				
Subject	<b>Business Administration</b>			
Semester	<b>V</b>			
Name of the Course	<b>AI in Digital Marketing</b>			
Course Code	<b>B23-UDM-501</b>			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-A5</b>			
Level of the course (As per Annexure-I)	<b>300-399</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. Understand the concept of AI and its significance.</li> <li>2. To understand the role of AI in STP process.</li> <li>3. To understand the role and use of AI in Marketing Mix.</li> <li>4. To understand the role of AI in distribution channel management.</li> </ol>			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	<b>Time: 3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set nine questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise four short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise eight questions (two questions from each unit) carrying 14 marks each and the student will be required to attempt four questions selecting one question from each unit.				
Unit	Topics			Contact Hours
I	Introduction of AI in Marketing, Significance, Designs of AI, Consumer Buying Decision Process, Understanding Customer Journey, Transition process and AI matrix. Customer value and Role of AI in Value Delivery Process, Transforming Marketing Strategy using AI.			15
II	Using AI for STP, Application of AI in Marketing Mix, Marketing Information Systems and its Components. Understanding the Use of AI for Addressing Competition, Introduction to AI and Brand Management.			15
III	AI for Value Creation and Product Development, Personalization and hyper-personalization Using AI. Implementation of AI by Product Managers, AI in Service, Pricing Strategies Using AI. Role of AI in Advertising.			15
IV	AI in Sales promotion and Direct Marketing, AI in PR and Publicity and Social Media Marketing, Personal Selling is using AI, Sales management using AI. AI and Marketing Channel Management, Changing face of Retailing in the age of AI, AI in Logistics Management.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>			<b>End Term Examination: 70</b>	
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> <ol style="list-style-type: none"> <li>1. Sterne J., “Artificial intelligence for marketing: practical applications”, John Wiley &amp; Sons.</li> <li>2. Gentsch, Peter. AI in marketing, sales and service: How marketers without a data science degree can use AI, big data and bots, Springer.</li> <li>3. King K. Using Artificial Intelligence in Marketing: How to harness AI and maintain the competitive edge”, Kogan Page publishers</li> <li>4. Hosnagar, K, “A human’s guide to machine intelligence”, New York: Viking.</li> <li>5. Venkatesan, R., and Lecinski J, “The AI Marketing Canvas: A Five-stage Road Map to Implementing Artificial Intelligence in Marketing”, Stanford University Press</li> </ol>				

<b>Part A – Introduction</b>				
Subject	<b>Business Administration</b>			
Semester	<b>V</b>			
Name of the Course	<b>Content Marketing</b>			
Course Code	<b>B23-UDM-502</b>			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-B5</b>			
Level of the course (As per Annexure-I)	<b>300-399</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. Understanding the concept of Content Marketing.</li> <li>2. To determine the goals of content marketing.</li> <li>3. Learn the management of the content Marketing</li> <li>4. Apply the concept of Content marketing for enhancing business decision making.</li> </ol>			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	<b>Time: 3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b><u>Instructions for Paper- Setter</u></b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
Unit	Topics			Contact Hours
I	Introduction to Content Marketing and Management: Why and how content is important to business – use of content marketing, Content strategy and planning, Forming mission statement and its importance, selection of Niche Markets.			15
II	Business goals and planning for websites -Naming primary and lower level goals-CMS overview and concepts, Introduction to Word Press - Word Press design, navigation and site structure.			15
III	Adding and managing content - Adding and managing functionality on the site. Writing for the Web-Refining content – design, brand guidelines - Tools for developing visual content -HTML and CSS, overview for CMS			15
IV	Competitive analysis -Collecting content ideas, Tools and resources for creating and managing content -Social media channels – community and communication, distributing content.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> > <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>				<b>End Term Examination: 70</b>
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> 1. Building a Story Brand: Clarify Your Message So Customers Will Listen Paperback – 28February 2018-Donald Miller 2. Practical Content Strategy & Marketing: The Content Strategy & Marketing Course Guidebook Kindle Edition-Julia McCoy				

<b>Part A – Introduction</b>				
Subject	<b>Business Administration</b>			
Semester	<b>V</b>			
Name of the Course	<b>Affiliate Marketing</b>			
Course Code	<b>B23-UDM-503</b>			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-C5</b>			
Level of the course (As per Annexure-I)	<b>300-399</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. To understand the concept of affiliate marketing.</li> <li>2. To familiarize with the different platforms of affiliate marketing.</li> <li>3. Learn the various audience engagement strategies.</li> <li>4. Understand the implementation of affiliate marketing program.</li> </ol>			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	<b>Time: 3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set nine questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise four short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise eight questions (two questions from each unit) carrying 14 marks each and the student will be required to attempt four questions selecting one question from each unit.				
Unit	Topics			Contact Hours
I	Introduction to Affiliate Marketing- History of Affiliate Marketing, Frequently asked questions about Affiliate Marketing, The basis of Affiliate Marketing, How affiliate Marketing works, Affiliate Program payment methods, Cookies and Affiliates, Tiered Affiliate Marketing, Cross selling and up selling, Multi tier marketing and commissions, List of affiliate marketing software.			15
II	Types of Affiliate Marketing- Search affiliates, Price comparison service website, Loyalty websites, Cause related and coupon websites, Content and niche market website, Personal weblogs and website syndicates, Email marketing and shopping directories, Registration or co-registration affiliates, File sharing affiliates			15
III	Tips and tricks to improve affiliate Marketing - Affiliate Links and how to deal with them, Promoting your affiliate program, Overcoming the challenges of affiliate marketing, Performing market analysis and market research, Market strategies Establishment, Affiliate Marketing and organic Search Optimization			15
IV	Setting Up affiliate Marketing Program - How to attract affiliates, Hosting and implementing an affiliate program, Growing your Affiliate Numbers, Setting up an affiliate program, Affiliate network service agreement, Data feeds and customer returns, Merchants/publisher management, Setting up an Affiliate Marketing software, Affiliate program promotion and content pages, Screen affiliates, Combating affiliate fraud			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>			<b>End Term Examination: 70</b>	
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> <ol style="list-style-type: none"> <li>1. Bruce C. Brown: The Complete Guide to Affiliate Marketing on the Web: How to Use and Profit from Affiliate Marketing Programs.</li> <li>2. Evgenii Prussakov: Affiliate Program Management: An Hour a Day.</li> <li>3. Affiliate Marketing: Proven Step By Step Guide To Make Passive Income With Affiliate Marketing by Mark Smith. 2019. Guy Saloniki Publishers.</li> <li>4. Affiliate Marketing For Beginners by Mark Glazer. 2022.</li> </ol>				

Subject	<b>Business Administration</b>			
Semester	<b>VI</b>			
Name of the Course	<b>Corporate Finance</b>			
Course Code	<b>B23-UDM-601</b>			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-A6</b>			
Level of the course (As per Annexure-I)	<b>300-399</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Understand scope and objectives of financial management. 2. Gain insight about investment decision criteria. 3. Understand financing decision and capital structure. 4. Understand dividend models and working capital management.			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	<b>Time: 3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
<b>Unit</b>	<b>Topics</b>			<b>Contact Hours</b>
I	Financial Management: Meaning, nature, scope, functions and objectives financial management. Sources of long-term and short-term finance.			15
II	Cost of Capital: Concept, computation of different types of cost of capital. Investment decision: Discounted and non-discounted methods of capital budgeting.			15
III	Financing decision: operational and financial leverage; Capital structure theories: NI, NOI, traditional approach and MM approach; EPS-EBIT.			15
IV	Dividend decision: Dividend policy and dividend models. Working Capital Management: Nature, significance and methods applied in cash management, inventory management and receivables management.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>				End Term Examination: <b>70</b>
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b>				
1. Pandey, I. M. : Financial Management , Vikas Publication,2003. 2. Khan, M. Y. : Financial Management, Tata Mc Graw Hill, 2003. 3. Chandra Prasanna : Financial Management, Vikas Publication , 2003 4. James C.Van Horne: Financial Management and Policy, Prentice Hall of India, New Delhi. 5. John Hampton: Financial Decision-Making, Englewood Cliffs, New Jersey, Prentice Hall Inc.				

**Part A – Introduction**



Subject	<b>Business Administration</b>			
Semester	<b>VI</b>			
Name of the Course	<b>Search Engine Marketing</b>			
Course Code	<b>B23-UDM-602</b>			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-B6</b>			
Level of the course (As per Annexure-I)	<b>300-399</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Discuss the concepts of search engine marketing 2. Create effective landing pages by understanding web users' behaviour. 3. Develop inbound links from other web sites. 4. Understand Search Engine Management.			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	Time: <b>3 Hours</b>			

**Part B- Contents of the Course**

**Instructions for Paper- Setter**

The Paper-Setter shall set nine questions in all and the question paper shall be divided into two parts. **Part 'A'** shall comprise four short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part 'B'** shall comprise eight questions (two questions from each unit) carrying 14 marks each and the student will be required to attempt four questions selecting one question from each unit.

Unit	Topics	Contact Hours
I	Search Engine Marketing: concept, significance. Concept of Google search, Rule based personalization of marketing at internet scale, Overview of Google Ads, Bing Ads, landing pages, elements, and optimization.	15
II	PPC Campaigns PPC definition & it's functioning, PPC Terminology - Quality Score, Conversion Rate etc., Quality Score Overview, Setting objectives, goals & expectations, Actionable metrics for performance measurements, Formulating account structure, Effective segmentation of keywords, Usage of multiple match types and Non-overlapping Ad Groups	15
III	Bid Management Plan Understand bidding strategy, Manual vs. Automated bid management, Different bid management features like CPA bidding, position preference etc. Google Ads bidding strategies. Top PPC bid management tips for maximizing returns	15
IV	SEM management (other techniques) re-marketing, mobile advertising, display & video formats, optimize the display network campaigns and track & measure views through conversions.	15

**Suggested Evaluation Methods**

**Internal Assessment:**

➤ **Theory**

- Class Participation: **5**
- Seminar/presentation/assignment/quiz/class test etc.: **10**
- Mid-Term Exam: **15**

End Term Examination: **70**

**Part C: Learning Resources**

**Recommended Books/e-resources/LMS:**

1. Introduction to Search Engine Marketing and AdWords: A Guide for Absolute Beginners by Todd Kelsey & Brandon Lyon. 2017. A Press Publishers
2. Pay-Per-Click Search Engine Marketing: An Hour A Day by David Szetela & Joseph Kerschbaum. 2010. Wiley India Pvt. Ltd.

**Part A – Introduction**

Subject	<b>Business Administration</b>
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Semester	VI			
Name of the Course	Web Analytics			
Course Code	B23-UDM-604			
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-M6			
Level of the course (As per Annexure-I)	300-399			
Pre-requisite for the course (if any)	None			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Understand the concept of web analytics. 2. Learn about the data collection and measurement. 3. Develop analytical skills for effective decision alternatives in web analytics. 4. Acquaint with better understanding of web analytics tools.			
Credits	Theory	Tutorial	Practical	Total
	3	1	0	4
Contact Hours/Week	3	1	0	4
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70	Time: 3 Hours			
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set nine questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise four short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise eight questions (two questions from each unit) carrying 14 marks each and the student will be required to attempt four questions selecting one question from each unit.				
<b>Unit</b>	<b>Topics</b>			<b>Contact Hours</b>
I	Introduction to Web Analytics: Definition, Process, Key terms: Site references, Keywords and Key phrases; building block terms: Visit characterization terms, Content characterization terms, Conversion metrics; Categories: Offsite web, on site web; Web analytics platform, Web analytics evolution, Need of web analytics, Advantages & Limitations.			15
II	Data Collection and Web Analytics Fundamentals: Capturing Data: Web logs, web Beacons, java script tags, packet sniffing; Outcome data: E-commerce, Lead generation, Brand/ Advocacy and support; Competitive Data: Panel Based measurement, ISP based measurement, Search Engine Data; Organizational Structure. Type and size of data, identifying unique page definition, cookies, Link Coding Issues.			15
III	Web Metrics & Analytics: Common metrics: Hits, Page views, visits, unique page views, Bounce, Bounce rate & its improvement, Average time on site, Real time report, traffic source report, custom campaigns, content report, Google analytics; Key Performance Indicator: Need, characteristics, perspective and uses. Graphs and Matrices- Basic measures for individuals and networks. Random graphs & network evolution, Social Context: Affiliation & Identity.			15
IV	Web analytics tools: A/B testing, online surveys, Web crawling and Indexing. Natural Language Processing Techniques for Micro-text Analysis Web analytics 2.0: Web analytics 1.0 & its limitations, Introduction to WA 2.0, competitive intelligence analysis and data sources; website traffic analysis: traffic trends, site overlap and opportunities.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15			End Term Examination: 70	
<b>Part C: Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b>				
1. Rob Stokes, (2014), e marketing: The Essential Guide to Digital Marketing, Quirk Education. 2. Tuten & Bikramjit Rishi, Social Media Marketing, 3rd Ed. 2020, SAGE Publishing India 3. Dave Chaffey, Fiona Ellis-Chadwick, Richard Mayer, Kevin Johnston, (2012), Internet Marketing: Strategy, Implementation and Practice, Prentice Hall. 4. Vandana Ahuja, Digital Marketing. 1 <sup>st</sup> edition, Oxford University Press. 6. Kaushik A., Web Analytics 2.0, The Art of Online Accountability and Science of Customer Centricity, Wiley Publishing, Inc. 1st ed.				

<b>Part A – Introduction</b>	
Subject	<b>Business Administration</b>

Semester	<b>VI</b>			
Name of the Course	<b>Income Tax</b>			
Course Code	<b>B23-UDM-605</b>			
Course Type: (CC/MCC/MDC/CC-M/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-M6</b>			
Level of the course (As per Annexure-I)	<b>300-399</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	<b>After completing this course, the learner will be able to:</b> 1. Understand basic concepts of income tax. 2. Compute income from different heads. 3. Gain insight about computation total income and new tax regime. 4. Understand modes of tax payments.			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	Time: <b>3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
<b>Unit</b>	<b>Topics</b>			<b>Contact Hours</b>
I	Basic concepts of income tax, residential status ad tax incidence; non-taxable income; Overview of taxable Income under different heads of Income. Taxable Income under head of salary.			15
II	Taxable income under head of income from house property, profits and gains of business and profession; income from capital gains and income from other sources.			15
III	Set off and carry forward of losses, Deductions from gross total income. Computation of Total Income: Gross Total Income, Deductions under Chapter VIA, Tax slabs for Individuals, New tax regime effective from Assessment Year 2021-22, Choice of assessee to switch over to new regime, Numerical sums on total computation under old and new tax regime.			15
IV	Modes of Tax payment: Advance Tax, Tax Deducted at Source, Self-Assessment Tax, Tax on Regular Assessment, Viewing Form 26AS on income tax website. Income Tax Returns: Various Income Tax Return Forms and their applicability, Due dates for filing Income Tax Returns, E-filing of Income Tax Returns, E-assessment of Income Tax Returns, Faceless assessment.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>			End Term Examination: <b>70</b>	
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> 1. Ahuja, Girish & Gupta, Ravi. Practical Approach to Income Tax. Commercial Law Publishers 2. Malhotra H.C., Income Law and Practice, Sahitya Bhawan Publication 3. Singhanian V.K, Student Guide to Income Tax, Taxmann's Publication 4. Lal B.B., Income Tax Law and Practice				

<b>Part A – Introduction</b>	
Subject	<b>Business Administration</b>

Semester	<b>VII</b>			
Name of the Course	<b>Management Process and Organizational Behaviour</b>			
Course Code	<b>B23-UDM-701</b>			
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-H1</b>			
Level of the course (As per Annexure-I)	<b>400-499</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Understand evolution and basic concepts of management. 2. Understand the behavioral dynamics in an organizational setting. 3. Understand individual behaviour like personality, emotions, perception and learning and apply this knowledge in people management at workplace. 4. Apply the understanding of group dynamics and its importance in organisational development.			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	Time: <b>3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
<b>Unit</b>	<b>Topics</b>			<b>Contact Hours</b>
I	Management: Meaning, Nature, Significance; Evolution of Management Thought; Managerial Processes, Principles, Functions, Roles of Manager; Contemporary Management Issues and Challenges. Guidelines for Managerial Excellence in Contemporary business environment.			15
II	Planning (Strategies, Decision Making and MBO), Organizing (Organizational Design and Structure), Staffing (HR Functions), Directing (Leadership, Motivation and Communication) and Controlling (Control Measures).			15
III	Organisational Behaviour: Concept, nature, conceptual foundations, History of Organisational Behaviour, disciplines that contribute to the field of OB, Contemporary challenges & opportunities for OB.			15
IV	Understanding and Managing Group Processes- Interpersonal and Group Dynamics; Power & Politics at work, Organizational Culture; Learning Organizations and Organizational Learning.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> > <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>				End Term Examination: <b>70</b>
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> 1. Robbins, S.P. Management Concepts, Pearson Education India, New Delhi. 2. Koontz, Weilrich, Management: A Global and Entrepreneurial Perspective, McGraw Hill. 3. Jones and George, Contemporary Mangement , McGraw Hill.				

**Part A – Introduction**

Subject	<b>Business Administration</b>			
Semester	<b>VII</b>			
Name of the Course	<b>Financial Statements and Analysis</b>			
Course Code	<b>B23-UDM-702</b>			
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-H2</b>			
Level of the course (As per Annexure-I)	<b>400-499</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Understand principles and techniques of accounting. 2. Understand the steps involved in preparation and analysis of financial statements. 3. Understand the concept of marginal costing budgets. 4. Know the responsibility accounting and HR accounting.			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	<b>Time: 3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
<b>Unit</b>	<b>Topics</b>			<b>Contact Hours</b>
I	Accounting: meaning, branches, principles, concepts and conventions, accounting process; Accounting for Decision Making- A Managerial Perspective, Financial Accounting and Management Accounting, Accounting as an information system, Indian Accounting Standards.			15
II	Financial statements: elements, preparation of financial statements; Financial Reporting: reporting practices, IFRS; Financial statement analysis: meaning, significance, and the analytical tools: Ratio analysis, Du Pont analysis, Cash flow analysis.			15
III	Marginal costing: Cost Volume Profit and Break-even analysis, contribution margin, profit volume graph; Budgeting: conceptual framework, types of budget: Master budget, fixed and flexible budgets, Zero-base budgeting, and Performance budgeting.			15
IV	Responsibility accounting and segmental analysis: meaning, types; Transfer pricing: objectives, transfer pricing methods; Contemporary issues in accounting: HR accounting and the Life Cycle Costing.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>				<b>End Term Examination: 70</b>
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> 1. Anthony, R. N., Hawkins, D.F., & Merchant, K. A. (2006). Accounting: Text and Cases. McGraw Hill. 2. Albrecht, W.S., Stice, J.D., Stice, E.K., & Swain, M.R. (2010). Accounting: Concepts and applications. Cengage Learning. 3. Needles, B.E., & Powers, M. (2010). Principles of Financial Accounting. South Western Publication. 4. Garrison, R.H., & Noreen, E.W. (2007). Managerial accounting. McGraw Hill.				

**Part A – Introduction**

Subject	<b>Business Administration</b>			
Semester	<b>VII</b>			
Name of the Course	<b>Statistics for Business Decisions</b>			
Course Code	<b>B23-UDM-703</b>			
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-H3</b>			
Level of the course (As per Annexure-I)	<b>400-499</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. Understand the measures of central tendency and dispersion.</li> <li>2. Understand the significance of sampling in the statistical data collection and applications in business decision-making.</li> <li>3. Understand the application of correlation and regression analysis in business decision-making.</li> <li>4. Understand the application of statistical tests for decision-making.</li> </ol>			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	<b>Time: 3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
<b>Unit</b>	<b>Topics</b>			<b>Contact Hours</b>
I	Statistics-Meaning, reasons for learning statistics, types of statistical methods; Sources of data - Primary data sources and secondary data sources; Classification, Tabulation and Presentation of Data. Measures of Central Tendency: Arithmetic Mean, Geometric Mean, Harmonic Mean, Median, Mode, Quartiles and Percentiles; Measures of Dispersion: Range, Mean Deviation, Standard Deviation and Variation.			15
II	Fundamentals of Probability: Definition, concepts, rules, probability tree diagram and Bayes' Theorem. Sampling: Reasons of sample survey, population parameters and sample statistics and sampling methods.			15
III	Correlation Analysis: Concepts, Scatter Diagram, Coefficient of Correlation -Karl Pearson's and Spearman's Rank Correlation; Regression Analysis - Assumptions for regression models, regression lines and regression coefficient; Business Forecasting: Methods of Forecasting, Time Series Analysis, and Components of Time Series.			15
IV	Statistical Inference: Hypothesis testing using parametric and non-parametric tests, analysis of variance and chi-square test. Data analysis using the Microsoft Excel and the SPSS.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>				<b>End Term Examination: 70</b>
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> <ol style="list-style-type: none"> <li>1. D. N Elhance, Veena Elhance &amp; BM Aggarwal. Fundamentals of Statistics. Kitab Mahal.</li> <li>2. T.N Srivastava and Shailaja Rego. Statistics for Management. McGraw Hill.</li> <li>3. J. K. Sharma. Fundamentals Business Statistics. Pearson Publication</li> </ol>				

Part A – Introduction				
Subject	Business Administration			
Semester	VII			
Name of the Course	Business Communication for Managers			
Course Code	B23-UDM-704			
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	DSE-H1			
Level of the course (As per Annexure-I)	400-499			
Pre-requisite for the course (if any)	None			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. Enhance their communication and presentation skills.</li> <li>2. Get insights into body language and mannerisms</li> <li>3. Improve their writing skills and Write effective professional documents</li> <li>4. Present and share your ideas with confidence in a professional setting.</li> </ol>			
Credits	Theory	Tutorial	Practical	Total
	3	1	0	4
Contact Hours/Week	3	1	0	4
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70	Time: 3 Hours			
Part B- Contents of the Course				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part ‘A’</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part ‘B’</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
Unit	Topics			Contact Hours
I	Business Communication: Understanding communication process, communication channels, communication barriers, The importance of effective communication at workplaces, and communication networks in organizations.			15
II	Non-Verbal Communication - Personal Appearance, Gestures, Postures, Facial Expression Eye Contacts ,Tips for Improving Non-Verbal Communication			15
III	Written Business Communication: Writing Reports, Proposals, Emails, press notes, Summaries, Presentation feedback, and Writing Resumes. Writing job application letters,			15
IV	Presentation skills, Difference between Group Discussion, Panel Discussion, and Debate, Group Discussion, Interview Skills,			15
Suggested Evaluation Methods				
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15				End Term Examination: 70
Part C-Learning Resources				
<b>Recommended Books/e-resources/LMS:</b> 1. G.S. Chauhan, & Sharma, S. (2015). Soft Skills: An Integrated Approach to Maximize Personality. Wiley India. 2. Mitra, B.K. (2023). Personality Development and Soft Skills. Oxford Press. 3. Kalia, S., & Agrawal, S. (2015). Business Communication. Wiley India. 4. Rao, M.S. (2013). Soft Skills- Enhancing Employability. I. K. International.				

**Part A – Introduction**

Subject	<b>Business Administration</b>			
Semester	<b>VII</b>			
Name of the Course	<b>Business Eco-System and Environment</b>			
Course Code	<b>B23-UDM-705</b>			
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	<b>DSE-H1</b>			
Level of the course (As per Annexure-I)	<b>400-499</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>To understand various environmental factors influencing business.</li> <li>Understand comprehend business ecosystem.</li> <li>To understand current dynamics and future outlook of Indian business environment.</li> <li>To understand how domestic and global policies are shaping up environment for business.</li> </ol>			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	<b>Time: 3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b><u>Instructions for Paper- Setter</u></b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
<b>Unit</b>	<b>Topics</b>			<b>Contact Hours</b>
I	Business environment- Nature, Scope and Components. Global and Indian macro environmental forces influencing Indian business environment at this juncture. Entrepreneurship and start-up drive in India-Issues and challenges. Creation of Innovation culture for businesses in India. A brief overview of business regulations and facilitation in India.			15
II	Current business fundamentals in India. Indian GDP- constituents and its growth rate at various stages with special emphasis on recent trends. Indian trade-direction and balance of trade since independence with special emphasis on recent trends. FDI inflows in India - prominent sectors and recent trends. Inflation- trends and impact on Indian business in recent times.			15
III	Indian policy framework and Indian businesses. Recent initiatives in industrialization like Make in India and Atamanirbhar Bharat. Policy framework for PSUs and SSIs in India. Fiscal and monetary policies.			15
IV	Global scenario and Indian business. Impact of recent global happenings such as wars, global economic scenario etc. on Indian business. Impact of other international organizations like WTO, IMF, IFC, UNIDO and World Bank on Indian businesses. Regional economic groupings like BRICS, SAARC, EU and their influence on Indian business.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> > <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>				<b>End Term Examination: 70</b>
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> 1. Datt, G. & Nag, B. (2024). Datt & Sundharam's Indian Economy. S.Chand. 2. Puri, V.K., Misra, S.K., & Garg, B. (2023). Indian Economy. Himalaya Publication. 3. Economic Survey, The Government of India Publication.				



<b>Part A – Introduction</b>				
Subject	<b>Business Administration</b>			
Semester	<b>VII</b>			
Name of the Course	<b>Seminar</b>			
Course Code	<b>B23-UDM-706</b>			
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	<b>PC-H1</b>			
Level of the course (As per Annexure-I)	<b>400-499</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. Understand the functioning of a particular industry, business etc.</li> <li>2. Understand recent trends of a particular industry etc.</li> <li>3. Understand relationship between government policies, economic growth etc.</li> <li>4. Understand how can present a project, assignment etc. impressively to its clients, customer, policy makers etc.</li> </ol>			
Credits	Theory	Tutorial	Practical	Total
	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Practical/Viva-Voce Marks/: <b>100</b> End Term Exam Marks: <b>0</b>			<b>Time: 3 Hours</b>	
<b>Part B- Contents of the Course</b>				
<b><u>Evaluation of Seminar</u></b>				
Seminar would be assessed by a presentation based on relevant topic assigned to the student by the institute/college and evaluation of the same will be done by the a two members committee comprising of an expert from panel approved by UGBOS of University School of Management, Kurukshetra University, Kurukshetra and Head of Department (or his/her nominee) in concerned college/institute.				
Unit	Topics			Contact Hours
I	The concerned college/institute/department will assign a relevant topic related to a company/industry/business organization/firm/banks/credit rating agency/NBFC/financial etc. to every student. The concerned college/institute/department will allot a teacher to a group of minimum of twenty students, who will supervise the student to prepare the presentation on assigned topic.			15
II				15
III				15
IV				15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> > <b>Theory</b> ● Class Participation: <b>0</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>0</b> ● Mid-Term Exam: <b>0</b>			End Term Examination: <b>0</b>	
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b>				

Part A – Introduction				
Subject	Business Administration			
Semester	VII			
Name of the Course	Economics for Managerial Decisions			
Course Code	B23-UDM-707			
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	CC-HM1			
Level of the course (As per Annexure-I)	400-499			
Pre-requisite for the course (if any)	None			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 5. Understand the nature of managerial decision making and objectives of a firm. 6. Consumer Equilibrium. 7. Understand the theory of production. 8. Understand market structures.			
Credits	Theory	Tutorial	Practical	Total
	3	1	0	4
Contact Hours/Week	3	1	0	4
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70	Time: 3 Hours			
Part B- Contents of the Course				
Instructions for Paper- Setter				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
Unit	Topics			Contact Hours
I	Nature and Scope of Managerial Economics. Marginal and Incremental analysis. Understanding demand and demand function: Law of demand, Elasticity of demand and its significance in Managerial decision-making.			15
II	Consumer Equilibrium- Cardinal utility analysis; Law of diminishing marginal utility and equi-marginal utility. Indifference curve approach; Price, income and substitution effects; Essentials of demand estimation and forecasting.			15
III	Theory of Production: Production function, Law of diminishing returns, increasing returns, variable proportions and their applicability. Cost Analysis: Types of cost, short run and long run cost curves, economics and diseconomies of scale.			15
IV	Market structures: Types of market structures and their features, Price and output determination under perfect competition, monopoly, monopolistic competition, and oligopoly. Pricing strategies and tactics. Inflation— types, measurement and control.			15
Suggested Evaluation Methods				
<b>Internal Assessment:</b> > <b>Theory</b> ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15				End Term Examination: 70
Part C-Learning Resources				
<b>Recommended Books/e-resources/LMS:</b> 1. Peterson, Lewis, Managerial Economics, Prentice Hall of India, N. Delhi. 2. Salvatore, Managerial Economics in Global Economy; Thomson learning; Bombay. 3. EF. Brigham And J.L. Pappas, Managerial Economics, Dryden Press, Illinois. 4. Dwivedi, D.N. Managerial Economics, Vikas Publishing House, New Delhi.				

Subject	<b>Business Administration</b>			
Semester	<b>VIII</b>			
Name of the Course	<b>Advanced Human Resource Management</b>			
Course Code	<b>B23-UDM-801</b>			
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-H4</b>			
Level of the course (As per Annexure-I)	<b>400-499</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. Understand the evolution, fundamental concepts and functions of HRM</li> <li>2. Understand the interlinkages among the pivotal functions concerning procurement of human resources.</li> <li>3. Get the knowledge of different aspects concerning work motivation, training and development, performance management and compensation management in an organization.</li> <li>4. Gain knowledge of emerging HR issues concerning employee engagement, unions and their role in management of industrial relations and grievance management.</li> </ol>			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	<b>Time: 3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b><u>Instructions for Paper- Setter</u></b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
<b>Unit</b>	<b>Topics</b>			<b>Contact Hours</b>
I	Human Resource Management- Concept, Scope and Functions of HRM; Evolution of HRM, HR Philosophy, HR Models HR Policies; HR Challenges in a changing business environment , HRIS.			15
II	Job Design & Job Analysis; Recruitment, Selection and Retention of human resources; Placement, Induction and Socialization; Learning, Training and Development.			15
III	Appraising and Managing Performance, Potential Appraisal; Career Planning and Development; Succession Planning; Job Evaluation; Compensation Management, Rewards and Recognition Programs; Employee Separations Practices.			15
IV	Industrial Relations and Trade Unions; Industrial Dispute & Its Settlement, Grievance Management; Occupational Safety and Health and HR Ethics. Recent Trends in HRM: Employee Engagement; Social Media & HR; HR Analytics; Talent Management; Digital Transformations in HR; Artificial Intelligence & Machine Learning in HR.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>				<b>End Term Examination: 70</b>
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> <ol style="list-style-type: none"> <li>1. Dessler, G., &amp; Varakkey, B. (2023). Human Resource Management. Pearson Education.</li> <li>2. Aswathapa, K., &amp; Dash, S. (2023). Human Resource Management: Text and Cases. McGraw Hill.</li> <li>3. Sanghi, S. (2017). Human Resource Management. Vikas Publishing House.</li> </ol>				

**Part A – Introduction**

Subject	<b>Business Administration</b>			
Semester	<b>VIII</b>			
Name of the Course	<b>Advanced Marketing Management</b>			
Course Code	<b>B23-UDM-803</b>			
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-H6</b>			
Level of the course (As per Annexure-I)	<b>400-499</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: <ol style="list-style-type: none"> <li>1. Understand the dynamics of a prominent functional area of marketing management.</li> <li>2. Understand the significance of market research, insight of consumer behavior.</li> <li>3. Understand how the companies get an edge over their competitors through its marketing practices.</li> <li>4. Get insights on promotion, distribution and the emerging trends.</li> </ol>			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	<b>Time: 3 Hours</b>			

#### Part B- Contents of the Course

##### Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part 'A'** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part 'B'** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Marketing: Evolution and Importance. Modern concept of marketing. Holistic Marketing, Ethics in marketing. Role of Information Technology in marketing, Marketing Environment.	15
II	Marketing Mix and STP (Segmentation, Targeting and Positioning), Marketing Research: meaning, scope and techniques. Consumer Behaviour: meaning and importance, buying motives, buying process, factors influencing consumer behaviour.	15
III	Product and Brand decisions: concept, classification, product-line decisions, new product development process, product life cycle, brand names, packaging and labelling. Pricing Concepts: objectives, policies and procedures, factors affecting pricing, pricing strategy and product life cycle, price changes and organizational strategies, product line pricing	15
IV	Integrated Marketing Communication: Promotion-Mix; Advertising, sales promotion, public relations, personal selling and direct marketing. Channels of distributions: Concept, types and factors affecting channel selection. Recent developments in marketing.	15

#### Suggested Evaluation Methods

##### Internal Assessment:

##### ➤ Theory

- Class Participation: **5**
- Seminar/presentation/assignment/quiz/class test etc.: **10**
- Mid-Term Exam: **15**

End Term Examination: **70**

#### Part C-Learning Resources

##### Recommended Books/e-resources/LMS:

1. Kotler, P., & Keller, K. L. (2016). Marketing management. Pearson Education.
2. Ramaswamy, V. S., & Namakumari, S. (2018). Marketing management. Sage Publications.
3. Walker, B. J., Etzel, M. J., & Stanton, W. J. (2004). Marketing: Concepts and cases, Tata McGraw-Hill Education.

#### Part A – Introduction

Subject	<b>Business Administration</b>
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Semester	<b>VIII</b>			
Name of the Course	<b>Research Methods for Business</b>			
Course Code	<b>B23-UDM-804</b>			
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	<b>DSE-H2</b>			
Level of the course (As per Annexure-I)	<b>400-499</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Appreciate the value of research as an empowering tool for business decision-making. 2. Develop an understanding of various major research designs. 3. Design data collection tools. 4. Enable familiarity with advanced analysis techniques with practical application in software like SPSS.			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	<b>Time: 3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
<b>Unit</b>	<b>Topics</b>			<b>Contact Hours</b>
I	Introduction to Research Methodology: Research- Meaning, Nature, and Types of research: Research Process. Research Applications in Business Decision, Formulation of the Research Problem and Development of the Research Hypothesis, Hypothesis testing Procedure.			15
II	Research Design- Meaning and Process of formulating a Research Design. Types of Research Design- Exploratory, Descriptive, Experimental, Diagnostic and Correlational research. Applications of these Research Design in business. Specifying data and Acquisition Methods. Data types and data sources- Primary and Secondary data and their types. Comparison between various data. Actualization Method.			15
III	Measurement and Scaling Fundamentals and types. Commonly used scales in business research. Reliability and validity of scales. Questionnaire designing using scaling. Sampling Design- Sampling techniques, Sample Size determinations, Sampling Errors and Control.			15
IV	Data Editing, Coding and Tabulation; SPSS: Meaning, Frequency Distribution and Cross-Tabulation using SPSS, Advance Techniques of Data Analysis through SPSS: Factor analysis, Cluster Analysis, Conjoint Analysis; Report Writing and Presentation of Results.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>				<b>End Term Examination: 70</b>
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> 1. Malhotra, N. K., & Dash, S. (2019). Marketing research: An applied orientation. Pearson. 2. Chawla, D., & Sondhi, N. (2015). Research methodology: Concepts and cases. Vikas Publishing House. 3. Cooper, D., & Schindler, P. (2010). Business research methods. McGraw Hill Education.				
<b>Part A – Introduction</b>				
Subject	<b>Business Administration</b>			

Semester	<b>VIII</b>			
Name of the Course	<b>Production and Operations Management</b>			
Course Code	<b>B23-UDM-805</b>			
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	<b>DSE-H2</b>			
Level of the course (As per Annexure-I)	<b>400-499</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Understand the production systems, facility location and facility location. 2. Understand capacity planning, product planning and process planning etc. 3. Understand the maintenance management and work study. 4. Understand the inventory control techniques.			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	Time: <b>3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
<b>Unit</b>	<b>Topics</b>			<b>Contact Hours</b>
I	Nature and Scope of Production and Operations Management; Types of production systems: Product, Job, Batch & Mass production systems; Facility Location- Importance, Factors in Location Analysis, Location Analysis Techniques. Facility Layout - Objectives, Advantages, Basic Types of Layouts.			15
II	Material Handling: Principles and Equipments; Line Balancing; Production Planning & Control (PPC) - Concepts, Objectives, Functions; Capacity Planning. Product Planning and Selection; Process Planning; Aggregate Planning and Master Production Scheduling.			15
III	Maintenance Management; Work Study: Method Study and Work Measurement. Material Management: An Overview of Material Management.			15
IV	Inventory Management - objectives, factors, process and inventory control techniques. Just-in Time (JIT); Purchase Management; Stores Management; Quality Assurance: Acceptance Sampling, Statistical Quality Control, Total Quality Management; ISO-9000.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> > <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>				End Term Examination: <b>70</b>
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> 1. Chary, S.N: Production and Operations Management, New Delhi, Tata McGraw Hill, 2nd Edition. 2. Ashwathapa: Production and Operations Management, Himalaya Publishing House. 3. R. Panneerselvam: Production and Operations Management, 3rd Edition, PHI				

<b>Part A – Introduction</b>	
Subject	<b>Business Administration</b>

Semester	<b>VIII</b>			
Name of the Course	<b>Financial Management</b>			
Course Code	<b>B23-UDM-806</b>			
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	<b>PC-H2</b>			
Level of the course (As per Annexure-I)	<b>400-499</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: 1. Familiarize with the principles and techniques of corporate finance. 2. Develop and sharpen analytical abilities for financial decision making using cost of capital and capital structure concepts. 3. Extrapolate how companies make financial decisions by applying financial modelling techniques. 4. Understand management of working capital and estimate the same for an organization.			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>	Time: <b>3 Hours</b>			
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
<b>Unit</b>	<b>Topics</b>			<b>Contact Hours</b>
I	Nature, Scope and objectives of Corporate Finance, Time value of money, Investment decisions: Importance, Difficulties in determining cash flows, Methods of capital budgeting and Risk analysis.			15
II	Cost of capital; Concept and importance, Computations of cost of various sources of finance; Weighted Average Cost of Capital. Capital Structure decisions; Theories of capital structure, Factors determining capital structure.			15
III	Internal Financing and Dividend Policy, Sources of Finance: Short term and Long term. Financial Modelling: Essentials and financial modelling framework.			15
IV	Management of working capital – Cash management, models of cash management, Receivables Management and Inventory Management. Financing of working capital.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> > <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>				End Term Examination: <b>70</b>
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> 1. Pandey, IM. : Financial Management, Vikas Publication House, 2000. 2. Khan, M.Y. and Jam, P.K.: Financial Management, McGraw Hill, 2001. 3. Chandra, Financial Management 9th edn. McGraw Hill Education. 4. Hamton, John; Financial Decision-Making, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1997.				

**Part A – Introduction**

Subject	<b>Business Administration</b>			
Semester	<b>VIII</b>			
Name of the Course	<b>Optimization Models for Business Decisions</b>			
Course Code	<b>B23-UDM-807</b>			
Course Type: (CC/MCC/MDC/CCM/DSEC/VOC/DSE/PC/AEC/VAC)	<b>CC-HM2</b>			
Level of the course (As per Annexure-I)	<b>400-499</b>			
Pre-requisite for the course (if any)	<b>None</b>			
Course Learning Outcomes (CLO):	After completing this course, the learner will be able to: i. Understand linear programming problems and its solutions. ii. Understand the application of transportation, assignment and queuing models in business world. iii. Understand the techniques of Project Management. iv. Understand decision making under certainty, uncertainty and risk.			
Credits	Theory	Tutorial	Practical	Total
	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Contact Hours/Week	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
Max. Marks: <b>100</b> Internal Assessment Marks: <b>30</b> End Term Exam Marks: <b>70</b>				<b>Time: 3 Hours</b>
<b>Part B- Contents of the Course</b>				
<b>Instructions for Paper- Setter</b>				
The Paper-Setter shall set <i>nine</i> questions in all and the question paper shall be divided into two parts. <b>Part 'A'</b> shall comprise <i>four</i> short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. <b>Part 'B'</b> shall comprise <i>eight</i> questions ( <i>two</i> questions from each unit) carrying 14 marks each and the student will be required to attempt <i>four</i> questions selecting <i>one</i> question from each unit.				
<b>Unit</b>	<b>Topics</b>			<b>Contact Hours</b>
I	Operations Research: History, meaning, features, models, scope and applications in business organisations. Linear programming: Meaning, structure, scope and application areas. Linear programming: Formulation of industrial and business problem as linear programming problems and solution by graphical and simplex methods. Duality and sensitivity analysis in linear programming problems.			15
II	Transportation problem: Initial feasible solution by North-West Corner, Least Cost Method and Vogel's Approximation Method, and test for optimality by Modified-Distribution Method and Stepping-Stone Method. Solution of assignment problems by Hungarian method. Waiting line models: Introduction to theory of queues, standard terminologies, pure birth-and-death model, M/M/1 and M/M/c models.			15
III	Project Management: Using a network to visually display a project, scheduling a project with PERT/CPM and considering time-cost trade-offs. Deterministic and probabilistic inventory control models. Markov processes: Introduction to stochastic process, terminologies, Markov process, transition probabilities.			15
IV	Decision theory: Decision making under uncertainty and risk, posterior probabilities and Bayesian analysis, and decision trees. Theory of games: Games with pure strategies and mixed strategies. Rule of dominance and solution of games without saddle point. Simulation: Meaning, process, types, advantages, limitations and applications.			15
<b>Suggested Evaluation Methods</b>				
<b>Internal Assessment:</b> ➤ <b>Theory</b> ● Class Participation: <b>5</b> ● Seminar/presentation/assignment/quiz/class test etc.: <b>10</b> ● Mid-Term Exam: <b>15</b>				<b>End Term Examination: 70</b>
<b>Part C-Learning Resources</b>				
<b>Recommended Books/e-resources/LMS:</b> 1. Powell, S. G., & Baker, K. R. (2017). Business analytics: The art of modeling with spreadsheets. Wiley. 2. Sharma, J. K. (2009). Operations research: Theory and applications. Macmillan Publishers India Ltd. 3. Vohra, N. D. (2017). Quantitative techniques in management. Tata McGraw-Hill Education.				