T.S.MISRA SCHOOL OF BUSINESS MANAGEMENT

Bachelor of Business Administration (Digital Marketing)

ORDINANCE

BBA(DM) A-2

PREFACE

To ensure a smooth educational experience and uphold academic excellence, the rules and regulations for the "Bachelor of Business Administration (B.B.A.)" course is published under Ordinance No. **BBA(DM) A-2.** These regulations are supplementary to the standards established by the regulatory body as updated periodically.

School of Business Management

Ordinance for Bachelor of Business Administration (BBA-DM)
Duration: (3 & 4 Years)

Bachelor of Business Administration (BBA-DM)

1.1 Program Outcomes:

1. Knowledge and Problem Solving: Understand the management concepts and apply the knowledge to the various managerial problems to identify, formulate and analyze complex problems.

2. Logical thinking: Develop logical thinking and expertise by critically analyzing the facts in decision making with reasoning and analytical skills required to qualify for various competitive exams.

3. Ethics and citizenship: Able to recognize different managerial value systems and ethical principles; and commit to professional ethics, norms, and responsibilities of the management practice; and act with informed awareness to participate in civic life activities.

4. Society, Environment and Sustainability: Enhance ability to elicit views of others and understand the impact of various solutions in the context of societal, cultural economic, health, legal, safety and environment for sustainable development.

5. Communication: Communicate effectively their knowledge of marketing, finance and human resources from basic concepts to specific details presentations through a variety of oral and written means of communications to a diverse group of people using appropriate traditional and emerging presentation tools.

6. Leadership and Team Work: Able to work effectively as a member of team, lead as a team leader by applying managerial concepts.

7. Innovation and Entrepreneurship: Ability to develop entrepreneurial skills with precision, analytical mind, innovative thinking, creative thoughts and systematic approach.

8. Life-long learning: Acquire fundamental knowledge for lifelong learning to work in the dynamic business environment through planning, organizing and coordinating for achieving effective results as a self-directed professional and a leader.

1.2 Programmed Specific Outcomes:

At the end of the course, the student should be able to:

a. To foster conceptual and analytical abilities while gaining experience towards operating within global markets.
b. To cultivate a comprehensive, analytical understanding of the business landscape, and staying aware towards recent advancements.
c. To empower students to grasp the dynamic shifts in the management realm, complexities involved in ever-growing competition, and the influence of technology.
d. Utilize the appropriate approach and analytical skills to deal with issues that arise when one is employed or in any management situations in the organization.

The New Education Policy 2020 focuses on skill development among students to prepare them to develop academic and industry- oriented skills in order to gain knowledge of business practices and be absorbed in the industry. This 3 Year BBA(G) program will provide the students with flexibility to complete the courses at their own pace with the option of multiple entry and exit at various levels from the Academic Year 2024-25. This will remove the rigid boundaries and provide new avenues to choose and learn. This shall aim to provide opportunities to experience the full range of holistic and multidisciplinary education as per the student's preference. The students shall be able to analyze the world marketplace, create an awareness of business issues and management practices.

ORDINANCES

1. SHORT TITLE AND COMMENCEMENT

1.1 The **"Ordinances"** shall mean the Ordinances of T.S. Mishra University, Lucknow, Uttar Pradesh, framed under section 7 of sub section (1) of the Uttar Pradesh Private State Universities Act, 2019.

1.2 They shall come into force with effect from the date of approval of the Executive Council.

1.3 Nothing in these Ordinances shall be deemed to debar the University to amend these Ordinances subsequently.

1.4 Unless provided otherwise, the regulations, orders, memos, codes, procedures, policies, schemes etc., on the subjects covered under these Ordinances, shall cease to operate from the date of enactment of these Ordinances.

1.5 Any abbreviation or shortened form of a word shall represent and mean exactly that word as defined in the Act, the Statutes, these Ordinances, Manuals and such other documents of the University, as may be framed from time to time.

2. DEFINITIONS

2.1 " **ABC"** means Academic Bank of Credit

2.2 **"Act"** means the Uttar Pradesh Private Universities Act, 2019.

2.3 **"Aggrieved Student"** means a student, who has any complaint in the matters relating to or connected with the grievances defined under these Ordinances.

2.4 **"BOS"** means Board of Studies of a Department/ School as prescribed by the Statutes.

2.5 **"Class"** means specific group of students meeting for specific instructional purposes; that may include a lecture, tutorial, practical, studio, workshop session.

2.6 **"Clause"** means duly numbered Clauses of these Ordinances.

2.7 **"Commission"** means the University Grants Commission established under the UGC Act, 1956.

2.8 **"Continuing Student"** means a student who has completed at least one semester prior to the current semester.

2.9 **"Course Detail"** means detailed teaching scheme of a course.

2.10 **"Course"** means a component of a programme. All courses need not carry the same weight. The courses shall define learning objectives and learning outcomes. A course shall be designed to comprise lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study etc. or a combination of some of these.

2.11 **"Credit"** determines the number of hours /periods of instructions required per week. One credit is equivalent to one hour /period of teaching (lecture or tutorial) or two hours/period of practical work/field work per week.

2.12 **"Declared Admission Policy"** means such policy, including the process there under, for admission to a course or program of study as may be offered by the University by publication in the prospectus of the University.

2.13 **"Department"** means the Department of Studies and includes Centre of Studies and Research.

2.14 **"Disciplinary Probation"** refers to the status assigned to a student on committing an act of misconduct, academic or otherwise and once assigned, the student remains on disciplinary probation for the period decided by the Vice Chancellor.

2.15 **"Enrolment Number"** means a unique number allotted as System Id, to a student on his admission in the university. Enrolment number/System Id remains unchanged throughout the duration of student's stay at the university.

2.16 **"ESE"** means End-Semester Examination.

2.17 **"Ex-Student"** means a student who has failed in a course(s) after appearing in final year/semester examinations and who registers fresh to pass the said course(s) on payment of a prescribed fee.

2.18 **"Expulsion"** means permanent removal from the University rolls with prohibition on future enrolment.

2.19 The **"Faculty Board"** of each School of studies shall be constituted per Section 27 of the Statutes.

2.20 **"Fresher"** means a student enrolled on a programme for the first time.

2.21 **"Faculty or School"** means an institute or school established by the University by its Act and

the Statutes.

2.22 **"Government"** means Government of Uttar Pradesh.

2.23 **"He"** includes her and **"His/Him"** includes her.

2.24 **"LTPC"** means hours of Lecture, Tutorial and Practical per week and "C" refers to the total credit of a course.

2.25 **"Matriculation"** means registration of provisionally admitted students by the concerned School/Department.

2.26 **"Mentor"** means a faculty member who acts as counsellor, guide, motivator, and role model to a group of students (mentees), assigned to him. He acts as career guide to his mentees and also advises them course- specific and programme- specific information.

2.27 **"MEME"** means Multiple Entry and Multiple Exit.

2.28 **"MSE"** means Mid-Semester Examination.

2.29 **"NCrF"** National Credit Framework

2.30 **"NEP"** means National Education Policy-2020.

2.31 **"NHEQF"** means National Higher Education Qualification Framework

2.32 **"NSQF"** National Skill Qualification Framework

2.33 **"Practical"**. Includes lab work/ project/ dissertation/fieldwork/ studio/ jury/ moot court/ clinical posting/ survey and similar hands-on activities related to previously learnt principles/ theory in the chosen field of learning under the supervision of an expert or qualified individual.

2.34 **"Pre-requisites"** means conditions that must be met before a student can register for a course.

2.35 **"Programme"** means an educational programme leading to the award of a Degree, diploma or certificate.

2.36 **"Programme Detail"** means the year-wise well-structured teaching scheme of programmes which may include courses from major, minor, multidisciplinary, interdisciplinary, ability enhancement, skill enhancement, value-added, internship/ apprenticeship, capstone, community connect, project/ dissertation/ research-project, etc

2.37 **"Prospectus"** means and includes a publication in the form of a booklet or brochure, whether

in print or otherwise, for providing fair and transparent information to the general public (including to those seeking admission) by the University or any authority or person authorized by it to do so on its behalf.

2.38 **Roll Number"** is the number issued to every student by the Controller of Examinations and shall remain valid for the total duration of the Programme.

2.39 **"Rustication"** from the University means the withdrawal of right to access to the entire premises and facilities of the University campus for a specified period and/ or till the fulfillment of specified conditions.

2.40 **"Student Grievance Redressal Committee"** (SGRC) means committee(s) constituted under this Ordinance at the level of the University, for dealing with grievances of the students.

2.41 **"Semester"** shall consist of 15-18 weeks of academic work equivalent to around 90 teaching days.

2.42 **"Student"** means a person enrolled, or seeking admission to be enrolled, in the University.

2.43 **"Suspension"** from the University means withdrawal of the right to access to all or some of the facilities or premises of the University as an interim measure, pending further investigation.

2.44 **"Syllabi"** means details of the course and includes a description of nature, duration, pedagogy, syllabus, eligibility and related details.

2.45 **"Tutorial"** means courses involving problem-solving and discussions relating to a field or discipline under the guidance of qualified personnel in a field of learning, work/ vocation, or professional practice.

2.46 **"University"** means the T.S. Mishra University, Lucknow, Uttar Pradesh established under the Uttar Pradesh Private Universities Act, 2019; and Definitions specified in the University Act and the Statutes shall apply *ipso facto* unless provided otherwise.

3. ADMISSION AND ENROLMENT OF STUDENTS

3.1 Admission to different programmes of the University shall be based on merit, providing equal opportunity to all without any prejudice towards the gender, religion, caste, creed or nationality of a candidate.

The University may make suitable provisions for reservation for the students belonging

to weaker section(s) of the society and others in accordance with the provisions of the Act of the University and decision of the Executive Council.

3.2 The admission criterion recommended by the Admission Committee and approved by the Academic Council shall be followed for admission in all the Programmes of studies.

Provided that the number of seats in each programme of study, as determined by the Admission Committee and approved by Academic Council may, at the discretion of the Vice Chancellor in his capacity as the Chairman of the Academic Council, be increased by a maximum of 15% of the approved seats for additional intake of students in the said program. This provision, however, shall be subject to the condition that there are no overhead costs of faculty and resources.

In general, the criterion prescribed by the respective Statutory Councils shall be followed in admission to council-based programmes. However, the university may decide to have intake less than that prescribed, provided the same is approved by the Academic Council of the university.

3.3 The University may make provisions for admission through lateral entry in programmes, as may be approved by the relevant competent authority. Admission to various academic programmes may also be facilitated through the Multiple Entry Multiple Exit (MEME) guidelines issued by the UGC, in pursuance of the NEP-2020. The qualification type and credit requirements for entry or exit at various academic levels (Level 5 to Level 10) shall be as per the SOP for operationalization of NCrF at Higher Education Institutions.

3.4 The registration of the provisionally admitted and continuing students shall be done by the School(s) /Department(s) on dates notified in Academic Calendar.

3.5 ENROLMENT

3.5.1 The student shall be given a unique and permanent enrolment number and issued an identity card bearing the enrolment number (i.e. system ID), and the same must be quoted by the student in all communications with the University.

3.5.2 The office of the Registrar and Internal Quality Assurance Cell shall maintain a record of all enrolled students studying in the various Schools/Departments/Centre of the University or carrying on research work in the University.

3.5.3 A student applying for a change of his name in the record of students shall submit his application to the Registrar accompanied by

a. The prescribed fee;

b. An Affidavit relating to his present and proposed name, duly sworn in the presence of a Magistrate by himself;

c. A publication in a newspaper in which the proposed change of name has been advertised. However, the provision relating to publication shall not be applicable in case where a woman student wants change in her name following her marriage in which case marriage certificate indicating the new name shall be valid.

3.6 MIGRATION OF STUDENTS

Inter-university migration of students may be allowed in special circumstances as per the policy notified on the subject. It shall be allowed under special circumstances on the recommendations of the Equivalence Committee, appointed by the Vice- Chancellor under the chairmanship of the Dean of Academic Affairs.

If a student takes a Migration Certificate to join another University, his enrolment to the University shall lapse until he/she may subsequently return with a Migration Certificate from that University, to take admission in another programme of this University. Fresh enrolment in such cases shall be necessary.

3.7 TRANSFER OF PROGRAMME

A first-year student, subject to the availability of seats and fulfilling the minimum qualifications, may be allowed to change his Programme on the recommendation of the Equivalence Committee appointed by the Vice Chancellor under the chairmanship of the Dean of Academic Affairs.

3.8 PROCEDURE OF WITHDRAWAL

The student may withdraw his admission as specified by the University on or before the prescribed date. The University will refund the deposited amount after deducting processing fee in accordance with the guideline's issues by the concerned regulatory authority, from time to time.

4. COURSES OF STUDY

4.1. Programmes of Studies

4.1.1 The University on the recommendations of the Academic Council and with the

approval of the Executive Council, shall offer under-graduate and post-graduate programmes in areas of Management and Commerce.

The University may also run Diploma and Certificate courses of shorter durations.

4.1.2 The University shall also offer doctoral and or post-doctoral programme in chosen areas of a specialization in regard to the degree programmes.

4.1.3 The nomenclature of various degrees shall align with the regulations framed by the regulatory authorities as defined in the Act, or as may be approved by the Executive Council.

4.1.4 The structure and duration of the academic programmes shall be as approved by the Academic Council.

4.1.5 The University shall make provisions in its regulations to enable students to concurrently convert their courses of studies into integrated degree programmes of durations approved by the Academic Council wherever permissible by the statutory regulatory bodies.

4.1.6 NCrF recognizes two types of experiential learning i.e. within academic or vocational programmes and through employment post-completion. Credits are awarded based on the basic principles of NCrF for both scenarios

Recognition of Prior Learning (RPL)

Through NCrF, the NEP-2020 recognizes RPL, allowing students, learners, and the workforce to receive credit for the kowledge and skills they have acquired through formal, non-formal, traditional, or other methods.

Pursuing two degrees

By the UGC guidelines, a student can pursue two full-time academic programmes simultaneously in physical mode/ Online Distance Learning or combination of both, provided that in such cases, class timings for one programme do not overlap with the class timings of the other programme.

4.1.7 The University may also run courses through distance learning, correspondence, and online mode. The guidelines of University Grants Commission, however, are to be complied with.

4.1.8 (a) The administrative structure of a School shall be as approved by the Executive

Council. The Executive Council shall also lay guidelines for the smooth running and effective management of academic programmes, the cooperation and coordination amongst the Schools and the linkages with other academic and research organization(s) as well as the Industry.

(b) All the academic programmes framed by the Board of Studies of a Department and concurred in by the Faculty Board of the School shall be submitted to the Academic Council for approval by the Executive Council.

(c) The Executive Council as and when deemed necessary, may appoint committee(s) for periodic review of a programme, a Department or a School.

4.2 Registration of Students

4.2.1 Academic Registration

(a) The Head of the Department/Dean of the School shall issue the list of courses to be offered during the semester well before the Registration date(s) specified in the Academic Calendar.

(b) Every student shall register himself for the courses that he wishes/opts to pursue in that semester as prescribed.

(c) Programme –coordinators/mentors amongst the faculty members of the Department will provide necessary information on the courses and to advise the students on registration.

4.2.2 Registration for Semesters

(a) Registration for each semester has to be done on date(s) notified in Academic Calendar. It will involve:

(i) Clearance of all dues of the University; however merely depositing of the fee will not amount to academic registration.

(ii) After completing the online process for academic registration on or before the dates specified in the Academic Calendar, it is mandatory for the students to verify and sign in person, the course registration document available with the respective mentors.

(b) A student must ensure that he/she satisfies the pre-requisites, if any, for each course he/she registers for. The sole responsibility for registration rests with

the student.

(c) In case a student is registering for course(s) other than those prescribed in the regular scheme for that semester, the University shall not be responsible for a clash-free scheduling of such course(s). The student himself shall verify the timetable and ensure that the regular course(s) do not clash with other course(s) he/she is choosing.

(d) The student will not be allowed to undergo academic registration if the 'Maximum Duration for Completion of the Degree/Diploma/Certificate' does not permit so.

(e) A student will not get any credit for a course for which he has not registered or has registered without being eligible.

4.2.3 Late Registration

(a) The maximum time permitted for late registration on payment of the prescribed fee shall be one week from the last date of registration as specified in the Academic Calendar.

(b) Late registration may be allowed, beyond the period of one week, by the Vice-Chancellor or his nominee only on valid reasons and on the recommendations of the Mentor/ Head of Department/ Dean of School and Dean of Academic Affairs.

Provided that in exceptional circumstances, on the recommendations of the Dean of a School, the Vice Chancellor may further allow late registration.

(c) Late Registration may be allowed for a student who is on disciplinary probation, only with the approval of the Vice-Chancellor on recommendations as mentioned in 4.2.3

(b). Students registering late may be allowed to compensate for the loss of any component of continuous assessment by the Dean of the School. The student may be allowed to complete the same on a date(s) decided by the Dean of the School.

4.3   Adding and Dropping of Courses

(a) A student on the recommendations of his Mentor, duly endorsed by his Head of the Department and recommended by the Dean to add or drop course(s) as notified in the Academic Calendar with the approval of the Dean of Academic Affairs.

(b) A student who is on disciplinary probation shall be allowed to change the course, only with the approval of the Vice-Chancellor within two weeks.

(c) A student shall be asked to drop a course within two weeks:

(i) if it is found that he /she does not meet the pre-requisites of the course, or

(ii) if there is a clash in the student's timetable preventing him from attending the course, or

(iii) If he/she is found not entitled to register for that course for any other reason(s).

(d) A student shall be allowed to take any course out of his active backlogs if time table permits, within the permissible credit limits.

4.4. Maximum Duration for the Completion of a Degree or Diploma Programme

4.4.1 To pass a course (theory/ major/ minor/ core), it will be necessary to score a minimum of 24 marks (40% of 60) out of a maximum of 60 marks in each subject in the ESE and score a minimum of 40% marks in the aggregate in CA, MSE, and ESE. If a student has backlogs in more than 50% of the courses/papers in two consecutive semesters, he/she shall not be eligible for promotion to the next academic year until the prescribed conditions are met. As per the academic regulations and in accordance with UGC guidelines, a student shall be permitted a maximum of four attempts within two successive semesters to clear the backlog papers. The student shall become eligible for promotion to the next semester or academic year only after clearing the backlogs within the stipulated number of attempts. In the event a student fails to clear the backlog papers within the prescribed four attempts, he/she shall be required to re-register for the concerned course(s) and fulfil all academic requirements afresh, as per the prevailing norms of the University.

4.4.2 The enrolment of the student, who fails to complete the requirements for the award of a degree/diploma in extended duration, shall stand cancelled and no degree/diploma shall be awarded.

4.4.3 Provided that the student may be considered for the award of a certificate diploma or degree, in case he has earned the requisite credits, wherever permissible.

4.4.4 The time taken to improve the grade/CGPA shall be counted in **'Maximum Duration allowed for completion of a Programme'.**

4.5 Duration of the Semester

4.5.1 The date of commencement and conclusion of Odd Semester and Even Semester shall be as notified in the Academic Calendar.

5. MEDIUM OF INSTRUCTION AND EXAMINATIONS

English shall be the medium of instruction and examinations. The University may, however, decide to introduce regional language(s) as a medium of instruction and examination

6. UNIVERSITY FEE

6.1 The fee structure of various programmes shall be concomitant with the objective of providing quality education to the University students.

6.2 The tuition, examination and any other fee chargeable from the students shall be as recommended by the Fee Fixation Committee and approved by the Executive Council keeping given the provisions of Section 29 (c) of the Act. The fee revision shall be duly notified.

The revised fee shall apply to all the students admitted in that Academic year and onwards.

7. AWARD OF FELLOWSHIPS, SCHOLARSHIPS, MEDALS AND PRIZES

7.1 The Fellowships, Scholarships, Medals and Prizes shall be instituted with the approval of the Executive Council.

7.2 The Executive Council may appoint committee(s) to frame guidelines for the award of fellowships, scholarships, medals, and prizes.

7.3 The eligibility criteria, values tenure, methodology, and procedure for the selection of awardees shall be as approved by the Executive Council.

8. EXAMINATIONS AND EVALUATION

8.1 Registration for Examination

(i) No student shall be admitted to any examination of the University, unless he has been duly enrolled/registered as a student for the prescribed number of courses, except in the case of an Ex-Student.

(ii) A student who fails to submit the registration form (every Semester) shall be deemed an unregistered student and shall not be allowed to attend classes and take examinations even if he/she has paid the fees.

For Council-based Programmes

For all Council-based programs, the University shall follow the rules and regulations of the respective Councils for assessment and evaluation.

For Non-Council based Programmes

8.2 Attendance Requirements

8.2.1 Course-Wise Attendance

A student is expected to attend all the classes consisting of lectures, tutorials, labs, and workshop sessions. A student may be debarred from appearing in the ESE of one or more courses for shortage of attendance as enumerated below:

(a) Attendance shall be monitored course-wise.

(b) A student shall be required to have at least 75% attendance in a course to be eligible to appear in MSE as well as in ESE in the said course.

(c) Students will be given a 10% attendance benefit to participate in approved co-curricular and extra-curricular activities if prior approval has been taken from the competent authority.

(d) If a student is eligible for the End-Semester Examination based on attendance in the class, but is not able to take the examination due to any reason, then he/ she can appear in that ESE at the next time. He/she will not need to take classes again and the marks earned by him in the CA and MSE shall be taken into account while determining overall marks in the course.

(e) In extreme cases of hardship on account of hospitalization of self, immobilization for valid reasons, or in case of natural calamity, the Dean of the School may recommend attendance to the extent of 10%, provided the claim is duly supported by requisite documents to the satisfaction of the Dean concerned/ the medical committee constituted by Dean Academic Affairs for which the case is referred to.

In case of hospitalization, complete medical treatment records of the hospital, may be verified by the university.

ii. In case of natural calamity, the official government notification relating to the calamity in the concerned region will suffice.

(f) In case a student has been allowed to change the course or programme during the

current semester, the classes attended in previous course/ programme will also be considered in the calculation of attendance, and the eligibility for appearing in ESE will be determined accordingly.

(g) Irrespective of whether a continuing student has registered late or on time, calculation of attendance shall be based on all the classes held/engaged and not from the date on which the student has registered unless otherwise decided by the committee constituted and headed by the Dean Academic Affairs.

8.3 Debarring from Examination

(i) A student who has less than 75% attendance in any course will not be able to take the End-Semester-Examination (ESE) in that course and such students will be designated as **'debarred'** students in that course.

(ii) 'DEB' grade will be recorded against that course in the transcript of the debarred students.

8.4 Components of Evaluation

Unless provided otherwise in the Course and / or Programme details, the components of Evaluation for each course shall be as under:

Theory Courses:

(a) Continuous Assessment (CA) : 20 marks
(b) Mid-Semester Examination (MSE) : 20 marks
(c) End-Semester Examination (ESE) : 60 marks

To pass a course (theory/ major/ minor/ core), it will be necessary to score a minimum of 24 marks (40% of 60) out of a maximum of 60 marks in the ESE and score a minimum of 40% marks in the aggregate in CA, MSE, and ESE.

To pass each course (theory and practical) of co-curricular/ minor research courses, it will be necessary to score a minimum of 24 marks out of a maximum of 60 marks (40% of 60) in ESE and score a minimum of 40 marks in the aggregate in CA, MSE, and ESE.

Laboratory/ Practical Courses:

(a) Continuous Assessment (CA): 40 marks

(i) Practical Records File
(ii) Performance in the conduct of workshops/ results reported during the semester
(iii)Viva-Voce throughout the semester

(b) End-Semester Examination (ESE): 60 marks

To pass in practical courses, it will be necessary to score a minimum of 24 marks out of a maximum 60 marks (40% of 60) in ESE and score minimum of 40 marks in the aggregate in CA,

MSE, and ESE.

For practical examinations, external examiners will be appointed by the Dean of Academic Affairs on the recommendation of the HOD/ School Dean.

8.5   Conduct of Examinations

The End-Semester examinations shall be conducted by the Controller of Examination of the University on the date(s) notified in Academic Calendar

8.6   Use of Unfair Means

An Examination Manual shall provide for what constitutes use of unfair means and penalties there off.

8.7   System of Grading

Unless otherwise prescribed by the statutory regulatory authority of a Programme, the University shall use a ten-point broad-band grading system. Each Programme shall have prescribed number of credits assigned to it, depending upon the academic load of the course determined by the weekly contact hours. The credits assigned shall be provided in course details.

(i) The credits assigned to a course reflect its weightage in the determination of the Grade point. The courses that have not been assigned any credit shall be treated as non-credit courses.

8.7.1   Award of Grades

Based on the marks obtained in the courses studied by a student, a letter grade as given in the table below shall be awarded to each course using an absolute grading system.

Award of Grades based on absolute Grading System		
Lower range of Marks	Upper Range of Marks	Grade
> 90	≤ 100	O
> 80	≤ 90	A$^+$
> 70	≤ 80	A
> 60	≤ 70	B$^+$
> 50	≤ 60	B
> 40	≤ 50	C
Less than 40		F
	Absent in ESE	Ab
	Shortage of Attendance	DEB

For all practical purposes, 'Ab' and 'DEB' grades shall be treated as 'F' grades. The following letter grades shall be used to assess a student's performance:

Grades and Grade Points		
Letter Grades	**Description**	**Grade Points**
O	Outstanding	10
A+	Excellent	9
A	Very Good	8
B$^+$	Good	7
B	Above Average	6
C	Pass (Average)	5
F	Fail	0
Ab	Absent	0
DEB	Debarred	0

The following grades shall be used for non-credit courses:

Grades and Grade Points		
Letter Grades	**Description**	**Grade Points**
Q	Qualified	**0**
NQ	Not Qualified	**0**

For the computation of grade points, the University will follow absolute grading system

8.7.2 General guidelines for the award of grades

(i) Evaluation of different components of a course outlined in the course plan shall be done in marks.

(ii) The marks obtained in various components shall be added to get total marks secured on a 100-point scale for theory and laboratory courses.

(i) The End-Semester Examinations' question paper shall cover all the sections of the syllabus.

(ii) The grades shall be notified with the approval of Vice-Chancellor on the recommendations of the Examination Committee.

The Examination Committee shall consist of:
(i) Dean Academic Affairs -   Chairman

(ii) Dean of the School –   Member

8.7.3 Semester Grade Point Average (SGPA)

The Semester Grade Point Average is a weighted average of the grade points earned by a student in all the courses credited and describes his academic performance in a semester. If the grade point associated with the letter grades awarded to a student say, $g_1, g_2, g_3, \ldots$ and the corresponding weightage is (credits) say, $w_1, w_2, w_3, \ldots$ the SGPA is given by:

$$SGPA = \frac{w1g1 + w2g2 + w3g3 + \ldots}{w1 + w2 + w3 + \ldots}$$

Thus, for j^{th} semester

$$SGPA(Sj) = \frac{\sum(Ci \times Gi)}{\sum Ci}$$

Here,

Ci = number of credits of the ith course in j^{th} semester

Gi = grade point scored by the student in the ith course in j^{th} semester.

8.7.4 Cumulative Grade Point Average (CGPA)

The Cumulative Grade Point Average indicates the overall academic performance of a student in all the courses registered up to and including the latest completed semester. It is computed in the same manner as SGPA, considering all the courses (say, n), and is given by:

$$CGPA = \frac{\sum_{i=1}^{n} w_i g_i}{\sum_{i=1}^{n} w_i}$$

$$CGPA = \frac{\sum(Cj \times Sj)}{\sum Cj}$$

Note:

Here,

Sj = SGPA of the jth semester

Cj = total number of credits in the jth semester

(i)   A student shall be required to complete successfully all the courses of the curriculum prescribed for the Programme and attain a minimum level of academic performance, by way of obtaining a minimum CGPA of 4.5 in UG Programmes and 5.0 for PG Programmes, until otherwise decided by the Academic Council.

(ii)   A student shall normally have to clear his backlogs in the sequence in which he has obtained lower grades in the preceding semesters.

(iii) A copy of the grade card is issued to each student at the end of a Semester. A duplicate copy, if required, can be obtained on payment of the prescribed fee.

(iv)   If a student fails at the end of a semester to achieve minimum required SGPA, he shall be placed on ACADEMIC PROBATION during the ensuing semester immediately. He/She may either repeat the course(s) in which he has obtained 'P' or 'F' grade or opt for a new alternate course of the same category/ discipline/ subject as and when offered, in order to complete the credit requirements.

8.7.5   Conversion factor for converting CGPA into marks equivalent

If a conversion from CGPA to marks is required, the following formula shall be used to calculate the same:

The equivalent percentage of Marks = CGPA X 10.

8.8   Minimum CGPA Requirement for award of Degree/Diploma/Certificate

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8.8.1   Certificate Programme

Criterion as decided by the University from time to time shall be applicable.

8.8.2   Diploma Programme

Criterion as decided by the University from time to time shall be applicable

8.8.3   Under-Graduate and Post-Graduate Programme

Unless approved otherwise, the minimum CGPA requirement for the award of a degree in an undergraduate program shall be 4.5 and 5.0 in a Post-graduate program subject to getting a minimum of **'P'** or a higher grade in each of the courses offered.

8.9   RESULT

(i) The results for each semester shall be declared on the date(s) notified in Academic Calendar.

(ii) The mathematical principle of rounding off shall be followed to round off the grade points up to two decimal places.

(iii) The result of a student may be withheld if he has not paid the university dues, or a case of misconduct or use of unfair means is pending against him; or for any other reason, as may be decided by the university.

8.10   TRANSPARENCY GUIDELINES

(i) All marks obtained in assignments/ practical, presentations or a report shall be made available to the students within areas on able time after evaluation.

(ii) A student shall be allowed to see his Mid Semester/Mid Term Examination answer books. Error of evaluation, if any will be reported to the HOD. Any change in the marks will be made with due approval of the Dean. The change of marks shall be reported to the Controller of Examinations for updating the result accordingly

(iii) A student shall be allowed to see all the answer books of the End Semester/End Term examination at one time and at a location, notified by the concerned School. No second opportunity shall be provided for the purpose. However, a student may seek:

    (a) Scrutiny of the answer book where under only calculation part will be checked i.e. question have been marked/have remained unmarked/or totaling mistakes have occurred which can be corrected.

    (b) Re-evaluation of specific questions by making a written request on the following grounds.

        (i) The question was left un evaluated.

        (ii) A correct answer has been awarded a zero or less marks.

No other request for re-evaluation shall be entertained. The result shall be conveyed to the student.

(iv) A student not satisfied with the result of re-evaluation, may request for challenged evaluation on deposit of the specified fee. If marks in re-evaluation are increased increase by 5 percent of the maximum marks or more, the revision of the marks shall be made, and money refunded. There shall be no increase in marks if the change in re-evaluation is less than 5 percent of the maximum marks and the fee deposited will be forfeited. If marks in re-evaluation decrease by more than 5 percent, the lesser marks shall be awarded.

(v) The re-evaluation shall be done either by a teacher from the Faculty of the particular School, where the student is enrolled**. However,** the examiner appointed for re- evaluation should be other than the one who has evaluated the answer book **earlier/** or by any external expert appointed by the Dean Academics. In both the cases the re- evaluator should be one step senior, such that if Assistant Professor has evaluated, the answer book, re-**evaluator** should be an Associate Professor and likewise.

8.11 ACADEMIC PROGRESSION

(i) A student will always be promoted from the current Odd semester to the next even semester, irrespective of the result of the current Odd semester.

(ii) Promotion from the current Even semester to next Odd semester i.e. from current year to the next year shall be subjected to the following conditions:

(a) A student shall have a CGPA of at least 4.00 out of 10.00 in the first year of study to be eligible to register for courses offered in the third semester (second year). A student shall maintain a CGPA of at least 4.50 out of 10.00 at the end of second and subsequent years for academic progression, during UG Program and a CGPA of at least
5.00 out of 10.00 at the end of completion of the PG degree program.

(b) If a student does not meet the academic progression criteria as stated above **in** (ii (a)), then he/ she must repeat the year of study in which he/she has failed to maintain the required CGPA to continue in the program. Repeating the year, the student will have to pay the full fee.

(c). Students shall be given the option to carry the **credit(s)** of passed course(s) while repeating the year.

8.12 GRADE IMPROVEMENT

Students who secure a Cumulative Grade Point Average (CGPA) of less than 6.5 after completing the prerequisite credits for the award of a degree and wish to improve their CGPA may be permitted to do so under the following conditions:

(a) Application Process:

(i) The student must submit a written application to the Dean of Academics, seeking permission through the Dean of the School or Head of the Department from where they have graduated, to register for CGPA improvement within one month from the date of the declaration of their exam result.

(ii) The student should not have obtained (i) a leaving certificate from the university, and (ii) a degree from the university.

(iii) No student will be admitted once the course registration process for the improvement examination concludes.

(b) Course Registration:

(i) A student may register for a maximum of five courses in which they have secured grades B, C, or P.

(ii) If a student wishes to register for more than five courses, they must obtain special permission from the Vice-Chancellor on medical or other emergencies. The Vice- Chancellor may form a committee to decide eligibility if required.

(iii) A student can choose a maximum of three theory courses from a particular semester in which they have secured grades B, C, or P. The student must register for these courses in the semester in which they are offered.

(iv) No request for **change/revision/alteration of** Mid-Semester Examination (MSE) or Continuous Assessment (CA) marks will be entertained.

(c) Surrender of Original Grade Cards:

(i) At the time of registration, the student must surrender all original grade cards received from the university.

(ii) The maximum grade awarded in courses taken for improvement will be an 'A'.

(iii) Grade improvement is only allowed in theory courses and not in courses like minor projects, major projects, seminars, laboratory courses, term papers, etc.

(d) Affidavit Requirement:

(i) The student must provide an affidavit on Rs. 100 judicial stamp paper stating that they will not use the surrendered grade cards until they receive the official results of the courses taken

for grade improvement.

(ii) No changes will be allowed after the registration of courses for grade improvement.

(e) Fee Payment:

(i) The student must pay the requisite fee as prescribed by the University for Grade Improvement.

(f) Examination Conditions:

(i) The student must pass all registered courses **in one go/attempt** for grade improvement and is not entitled to appear in the summer term or re-examine in such cases.

(ii) Only one attempt per academic year is allowed for a student wishing to improve their grades.

(iii) If the student fails to secure higher grades, the original result (grades) before registering for improvement will stand.

(g) Issuance of Grade Cards:

(i) A student who improves their CGPA will be issued fresh grade cards by the university.

(ii) These grade cards will clearly indicate "grade improvement" against the courses for which the student reappeared.

(iii) The date on the new grade card will be the same as that issued for other students appearing in those courses.

(h) Exclusion from Merit and Medals:

(i) Students who appear for grade improvement will not be considered for any merit position or medal.

(I) Grade improvement for MEME students:

(i) There shall be no grade improvement applicable to the students for mid-semester/mid-term and CA.

(j) The students, who have opted for Multiple Entry/ Multiple Exit may be permitted for grade improvement, provided the maximum duration of the program permits them.

8.13   BACK LOG PAPER OR IMPROVEMENT EXAMINATION

(i) The facility of back paper (in F and NQ graded courses) or improvement (in C and P graded courses) will be available to the student for the courses of Even (Odd) semesters only in the Even (Odd) semesters.

(ii) There shall be no back paper or improvement examination in the Continuous Assessment (CA) and Mid-Semester Examination (MSE). A student can improve in Continuous Assessment (CA) and Mid-Semester Examination (MSE) in a course only if he/ she repeats the course.

(iii) The syllabus of the course for the student shall be the same as that of the current semester in which he/ she is appearing for the back paper or improvement examination.

8.14   MAKE-UP EXAMINATION

(i) If necessary, the University may carry out a makeup examination on the recommendation of a committee constituted by the Vice-Chancellor.

(ii) If necessary, the committee may examine cases of students who are not promoted to the next year after the End-Semester-Examinations of the even semester on a case- by-case basis. The committee will send its recommendation to the Vice-Chancellor for consideration and approval.

(iii) The Vice-Chancellor may ask the Controller of Examination to conduct a Make-up Examination, if necessary.

(iv) A student who has attendance above 50% but less than 75% in a theory course will be eligible for the Make-up Examination, if taken, in that theory course, on the recommendation of a committee constituted to evaluate the eligibility of the candidate **By the Dean Academics**.

(v) A student who has less than 50% attendance will not be eligible for Make-up Examination and F grade will be recorded against the course. Such students have to repeat the course in which their attendance is less than 50%. The facility to repeat the course shall be available to the students for the courses of Even (Odd) semesters only in the Even (Odd) semesters.

(vi) If a student is in his odd /even of any semester and repeats an odd/even of previous

semester (previous year) course, he must attend the regular classes with the first semester (first year) students. The department/ school concerned must plan the time- table in such a way that the student can attend the classes of the repeat course. Student will be treated as regular student only if his / her enrollment no. is carried forward.

(vii) **If the option (v) above is not available**, the department / school concerned must assign the student a course mentor for the course in which the student wishes to repeat the course. It is the student's responsibility to meet with the mentor at least three times a week. The mentor will guide the student and ask the student to submit assignments timely. The mentor assesses students throughout the semester through assignments, unit tests, quizzes, presentations, etc., and awards marks for Continuous Assessment (CA) at the end of the semester. The mentor/ programme coordinator / HOD / Dean must also take care of MSE dates and conduct MSE on the dates mentioned in the Academic Calendar.

(viii) It shall be the responsibility of the mentor to monitor the progress of these students from time to time and to guide the student accordingly.

(ix) If a student is repeating a course, their most recent marks in CA, MSE, and ESE will be considered for the computation of grade in that course. The prior marks of CA and MSE, if any, will not be taken into account.

(x) There will be no Make-up Examination for practical/ laboratory courses. The facility to pass a practical/laboratory course will be available to the student for the courses of Even (Odd) semesters only in the Even (Odd) semesters.

(xi) The Make-up Examination may be held once per academic-year after one month from the date of declaration of the result of the even semester.

(xii) A student who secures **'F'** or **'NQ' or 'DEB'** grade in a theory course shall be eligible for Make-up Examination.

(xiii) A student may apply for any course in which he / she has obtained **'F'** or **'NQ'** grade **subject to maximum of five courses at any time.** The fee for such an Examination shall be as specified by the University, from time to time for each course.

(xiv) A student wishing to appear for a Make-up Examination in a course must fill up a form and submit the same along with the examination fee to the Examination

Department of the concerned School within 7 days of notification, if the University decides to conduct

a Make-up Examination. The Controller of Examinations shall schedule the Make-up Examination by taking University's convenience into account.

(xv) The grade earned through the Make-up Examination shall be capped at 'A' grade.

(xvi) If a student who secures '**NQ**' or **'F'** grade in a theory course and misses the Make- up Examination, he/ she has the opportunity to pass/improve the grades of Even (Odd) semesters only in the Even (Odd) semesters. The University will not carry out any further examination for this purpose.

8.15   Deficient Student

(i)   A deficient student is one who has either not registered himself for one or more courses or has registered but not completed successfully one or more courses of the previous semester(s) *or* has a Cumulative Grade Point Average (CGPA) below the minimum CGPA required for the award of a Certificate, Degree or a Diploma.

(ii)   The course planning of such deficient student shall be framed by the Mentor concerned /Programme Coordinator, duly endorsed by the HOD, recommended by the concerned Dean and with the approval of the Dean Academic Affairs in such manner as may be permissible for the backlog(s). Further, backlog courses may be registered for, as far as practicable, in the sequence of their accumulation.

(iii)   The facility of repeating or improvement of grade in a course(s) shall be within the maximum duration of the Programme.

(iv)   If a student fails in a programme elective or open elective course he may opt to re- register for the same course or may opt for other prescribed course of same credit provided the maximum duration for the completion of Degree/ Diploma/ Certificate permits so.

(v)   Student (s) unable to secure minimum CGPA for promotion from one Academic year to another will have to repeat the whole year in which he /she has not been able to secure the required CGPA. While repeating the whole year, the student shall complete all the requirements together with other students admitted in the Programme in that Academic year, while the System Id/ enrolment number allotted at the time of registration shall be retained, his old marks will be replaced by the marks obtained in Continuous Assessment (CA), MSE and ESE examination held in current Academic year.

(vi) An ex-student who has **FR (Failed & Repeat)** in one/or few courses after appearing in final year/ semester examinations may register afresh to pass the said course(s)as **FI (Failed & Improved)** on payment of prescribed fee.

8.16 EX- STUDENTSHIP

(i) A student can opt for Ex-studentship provided he/ she has obtained minimum 50% marks in the internal assessments (CA+MSE) in theory/ practical courses. An ex- student only has to appear in End-Semester Examinations (ESE).

(ii) A student opting for 'Ex-studentship' must apply to the concerned School 15 days before the start of new academic session and have to pay only the prescribed examination related fee as decided by the University.

8.17 MULTIPLE ENTRY AND MULTIPLE EXIT

(Applicable to all except Council-based Programmes)

(i). In pursuance of provisions made in NEP-2020, students are given the option of multiple entries and multiple exits. If a student wants to leave the Programme after the end of a particular academic year (even after the first year), then he/ she must:

(a) Achieve a minimum CGPA equal to or greater than 4.5 for UG and 5.0 for PG.

(b) Accumulate the minimum prescribed credits for the award of the respective certificate/ diploma/ degree. 26

(c) The University shall follow the guidelines issued by the Uttar Pradesh State Council of Higher Education/ University Grants Commission (UGC).

(ii). For all council-based programs, the University shall follow the rules and regulations of their respective Councils.

8.18 DIVISION CLASSIFICATION

The following two divisions, as defined below, shall be awarded to the students:

Division	Classification
First Division	CGPA ≥ 6.50 and ≤ 10.00
Second Division	CGPA ≥ 5.00 and < 6.5

8.19   Format for MSE & ESE

(Sample of MSE)

School of Business Management

Mid Semester Examination

MM: 20   **Time: 1.00 hrs.**

Mode: Regular   **Paper Code:**

Subject: **Branch/ Stream:**

Course/ Sem:

Note: Attempt all questions

(Section -A)

(Very Short Answer Type Questions)

Q.1-   (Attempt all part of the following)   **(Marks- 6 x 1 = 6)**

   a)   .

   b)   .

   c)   .

   d)   .

   e)   .

   f)   .

(Section -B)

(Short Answer Type Questions)

Q.2-   (Attempt any two of the following)   **(Marks- 2x 3= 6)**

   a)   .

   b)   .

   c)   .

(Section -C)

(Long Answer Type Questions)

Q.3-   (Attempt any two of the following)   **(Marks- 2x 4 = 8)**

   a)   .

   b)   .

   c)   .

(Sample of ESE)

School of Business Management

End Semester (Odd Semester) Examination 2024-25

Max. Marks : 60   **Time : 3 hrs**

Course / Sem :

Subject Name :

Paper Code :   **Mode : Regular**

Note : Attempt all questions

(Section -A)

Very Short Answer Type Questions

Q.1- (Attempt all part of the following)   **(Marks- 10 x 1 = 10)**

  a) .

  b) .

  c) .

  d) .

  e) .

  f) .

  g) .

  h) .

  i) .

  j) .

(Section -B)

(Short Answer Type Questions)

Q.2- (Attempt <u>any four</u> of the following)   **(Marks- 4x 5= 20)**

a)   .

b)   .

c)   .

d)   .

e)   .

(Section -C)

(Long Answer Type Questions)

Q.3- (Attempt <u>any three</u> of the following)   **(Marks- 3x 10 = 30)**

a)   .

b)   .

c)   .

d)   .

Promotional Rules:

1. A student shall be declared pass in a semester when he/she is pass in all the theory and practical subjects.

2. A student failing to satisfy the passing standards of one or more subjects in the semester shall be permitted to pursue course of the next semester and clear the back paper in the subsequent odd/even semester examination.

3. Students shall be allowed to keep term for Semester III if she/he passes each of Semester I and Semester II or fails in not more than 50% subjects of Semester I and Semester II taken together.

4. Students shall be allowed to keep term for Semester IV irrespective of grades obtained in each course of Semester III.

Grace Mark: A student can be awarded 'Grace Marks' not exceeding a maximum of 5 marks either in theory or practical, in not more than two subjects. The grace marks shall not be added to the aggregate marks. No grace marks in subsidiary subjects.

9. REMUNERATION FOR EXAMINATIONS

The Vice Chancellor may from time to time decide the remuneration for the external paper setters, moderators, examiners, evaluators, invigilators, tabulators and other staff members engaged in examination work. The duties shall, however, be mandatory for the University faculty and staff members and no remuneration shall be paid to them under ordinary circumstances.

10. AWARD OF CERTIFICATES, DEGREES AND OTHER DISTINCTIONS

a. A student shall be deemed to have completed the requirements of a Programme and declared eligible for the award of Certificates or Diplomas or Degrees, only if he has completed all the requirements specified in the University Ordinances, Examination Manual and/ or the Programme and Curriculum details.

b. The certificates, diplomas, and degrees shall be awarded to successful students based on their performance evaluated through examinations and/ or any other method of testing prescribed by the Academic Council. However, the degrees shall be awarded by the University in terms of Section 51(2) of the U.P. Private Universities Act, 2019.

c. The degrees shall be awarded in Convocation or a function specially organized for the purpose.

d. The text and the format of the degrees and citations shall be approved by the Academic Council.

10.1 Duplicate Degree

A duplicate degree shall be issued to a student who has lost his degree, after the completion of the following steps:

(a) The student shall file an F.I.R. at the local police station and shall publish it in the national newspaper also.

(b) The student shall submit an affidavit on stamp paper of Rupees 10/-that he/she has lost the degree.

(c) The student shall submit a written request together with a payment of the prescribed fee to the office of the Dean of the School concerned.

(d) The Dean's Office will forward the application with all documents to the Office of Controller of Examination for verification and printing of the degree.

(e) Once the degree has been printed and received, a **"DUPLICATE"** stamp shall be affixed in the Controller of Examination office for issuance.

11. Curriculum Outline:

SEMESTER 1

Theory/ Practical	Course Code	Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	TOTAL	
Theory	BBADM-1101	DSC I	FINANCIAL ACCOUNTING	3	1	0	40	60	100	4
Theory	BBADM-1102	DSC II	MARKETING FOR DIGITAL ECONOMY	3	1	0	40	60	100	4
Theory	BBADM-1103	DSC III	PRINCIPLES OF MANAGEMENT & ORGANIZATIONAL BEHAVIOUR	3	1	0	40	60	100	4
Theory		*CC I	CO-CURRICULAR COURSE	3	0	0	40	60	100	3
Theory		**IKS I	INDIAN KNOWLEDGE SYSTEM	2	0	0	40	60	100	2
Theory		***VAC I	VALUE-ADDED COURSE	2	0	0	40	60	100	2
Theory		****GE I	ANY ONE	3	1	0	40	60	100	4
Theory			General Proficiency	0	0	0	100	0	100	1
			TOTAL	19	4	0	380	420	800	24

*University offers one course for the first semester either **Communicative English** or **Environmental Studies** under the category of CC-1

One Generic Elective (GE-1)

**IKS I	Course Code	Theory	Course Title
	BDMIKS-1101	Theory	Human Values And Professional Ethics

***VAC I	Course Code	Theory	Course Title
	BDMVAC-1101	Theory	Introduction to media & computer application

****GE-I	Course Code	Theory	Course Title
	BDMGE-1101	Theory	Foundation And Applications Of Artificial Intelligence
			Management Information System

**List of VC Courses offered by other schools will be provided centrally.

Theory/ Practical	Course Code	Category	COURSE TITLE	CONTACT HOURS			EVALUATION SCHEME			CREDITS
				L	T	P	CIA	ESE	TOTAL	
Theory	BBADM-1201	DSC IV	MANAGERIAL ECONOMICS	3	1	0	40	60	100	4
Theory	BBADM-1202	DSC V	INTRODUCTION TO WEBSITE AND DESIGN ESSENTIALS	3	1	0	40	60	100	4
Theory	BBADM-1203	DSC VI	COST AND MANAGEMENT ACCOUNTING	3	1	0	40	60	100	4
Theory		*IKS II	INDIAN KNOWLEDGE SYSTEM	2	0	0	40	60	100	2
Theory		**CC II	CO-CURRICULAR COURSE	3	0	0	40	60	100	3
Theory		***VAC II	VALUE-ADDED COURSE	2	0	0	40	60	100	2
Theory		****GE II	ANY ONE	3	1	0	40	60	100	4
Theory			General Proficiency	0	0	0	100	0	100	1
			TOTAL	19	4	0	380	420	800	24

University offers one course for the second semester either **Communicative English or **Environmental Studies** under the category of CC-2 (Other than the course taught in semester one).

*IKS II	Course Code	Theory	Course Title
	BDMIKS-1201	Theory	Indian Health, Wellness and Psychology (Including Ayurveda)

***VAC II	Course Code	Theory	Course Title
	BDMVAC-1201	Theory	Writing for Media
			Principles of Logistics Management

**List of VC Courses offered by other schools will be provided centrally.

One Generic Elective (GE-1) can be opted from

****GE-II	Course Code	Theory	Course Title
	BDMGE-1201	Theory	Introduction to R Programming
			Advertising and Personal Selling
			Fundamentals of Hotel Management

Note: Students who wish to exit after securing 48 credits in the first two semesters will have to undergo an additional 4-credit work-based internship during the summer term in order to get a UG Certificate.

SEMESTER 3

Theory/ Practical	Course Code	Category	COURSE TITLE	CONTACT HOURS			EVALUATION SCHEME			CREDITS
				L	T	P	CIA	ESE	TOTAL	
Theory	BBADM-1301	DSC VII	INTEGRATED MARKETING COMMUNICATION	3	1	0	40	60	100	4
Theory	BBADM-1302	DSC VIII	PRODUCT DESIGN AND DEVELOPMENT	3	1	0	40	60	100	4
Theory	BBADM-1303	DSC IX	SEARCH ENGINE OPTIMIZATION	3	1	0	40	60	100	4
Theory		*MDC I	MULTI DISCIPLINARY COURSE	3	0	0	40	60	100	3
Theory		**VAC III	VALUE-ADDED COURSE	2	0	0	40	60	100	2
Theory		***GE III	ANY ONE	3	1	0	40	60	100	4
Theory		****SEC I	PERSONAL FINANCE AND PLANNING	2	0	0	40	60	100	2
Theory			General Proficiency/Seminar	0	0	0	100	0	100	1
			TOTAL	19	4	0	380	420	800	24

*MDC I	Course Code	Theory	Course Title
	BDMMDC-1301	Theory	Media Literacy and Critical Thinking

**VAC III	Course Code	Theory	Course Title
	BDMVAC-1301	Theory	Introduction to Programming with Python

***GE-III	Course Code	Theory	Course Title
	BDMGE-1301	Theory	E-Commerce
			Fundamentals of Business Analytics

****SEC I	Course Code	Theory	Course Title
	BDMSEC-1301	Theory	Personal Finance and Planning

Theory/ Practical	Course Code	Category	COURSE TITLE	CONTACT HOURS			EVALUATION SCHEME			CREDITS
				L	T	P	CIA	ESE	TOTAL	
Theory	BBADM-1401	DSC X	INTRODUCTION TO HRM	3	1	0	40	60	100	4
Theory	BBADM -1402	DSC XI	INTERNET OF THINGS	3	1	0	40	60	100	4
Theory	BBADM-1403	DSC XII	DIGITAL CONSUMER BEHAVIOUR	3	1	0	40	60	100	4
Theory		*MDC II	MULTI DISCIPLINARY COURSE	3	0	0	40	60	100	3
Theory		**VAC IV	VALUE ADDED COURSE	2	0	0	40	60	100	2
Theory		***GE IV	ANY ONE	3	1	0	40	60	100	4
Theory		****SEC II	CORPORATE TAX PLANNING	2	0	0	40	60	100	2
Theory	GP1401		General Proficiency(French Language)	0	0	0	100	0	100	1
			TOTAL	19	4	0	380	420	800	24

*MDC II	Course Code	Theory	Course Title
	BDMMDC-1401	Theory	Leadership & Personality Development

**VAC IV	Course Code	Theory	Course Title
	BDMVAC-1401	Theory	Creativity and Innovative Thinking

*List of VAC Courses offered by other schools will be provided centrally.

***GE-IV	Course Code	Theory	Course Title
	BDMGE-1401	Theory	Cyber Security
			New Venture Planning and Development

One Generic Elective (GE-1) can be opted from

****SEC II	Course Code	Theory	Course Title
	BDMSEC-1401	Theory	Corporate Tax Planning

**At the end of the Fourth Semester every student shall undergo Summer Training / Internship / Capstone for Two Weeks in the industry/Research or Academic Institute. This component will be evaluated during the fifth semester.

Note: Students who wish to exit after securing 92 credits in the first four semesters will have to undergo an additional 4-credit work-based internship during the summer term in order to get a UG Diploma.

Theory/ Practical	Course Code	Category	COURSE TITLE	CONTACT HOURS			EVALUATION SCHEME			CREDITS
				L	T	P	CIA	ESE	TOTAL	
Theory	BBADM-1501	DSC XIII	ENTREPRENEURIAL MARKETING AND OPPORTUNITIES	3	1	0	40	60	100	4
Theory	BBADM-1502	DSC XIV	CONTENT MARKETING AND AFFILIATE MARKETING	3	1	0	40	60	100	4
Theory		*DSE I	ANY ONE	3	1	0	40	60	100	4
Theory		*AEC I	ANY ONE	2	0	0	40	60	100	2
Theory		**SEC III	INTERNSHIP/CAPSTONE PROJECT & VIVA	2	0	0	0	100	100	2
Theory		***GE V	ANY ONE	3	1	0	40	60	100	4
			TOTAL	16	4		200	400	600	20

One Discipline Specific Elective (DSE-1) can be opted from

	Course Code	Theory/Practical	Course Title
*DSE-I	BDMDSE-1501	Theory	Human Resource Audit
			Supply Chain Management
			Marketing Analytics
			Training & Development
			EXIM Policy and Documentation

	Course Code	Theory	Course Title
**SEC III	BDMSEC-1501	Theory/Practical	Internship/Capstone Project & Viva

	Course Code	Theory	Course Title
***AEC I	BDMAEC-1501	Theory/Practical	Campus to Corporate

	Course Code	Theory/Practical	Course Title
****GE V	BDMGE-1501	Theory	Data Base Management System
			Essentials of IT

SEMESTER 6

Theory/ Practical	Course Code	Category	COURSE TITLE	CONTACT HOURS			EVALUATION SCHEME			CREDITS
				L	T	P	CIA	ESE	TOTAL	
Theory	BBADM-1601	DSC XV	CUSTOMER ANALYTICS	3	1	0	40	60	100	4
Theory	BBADM-1603	DSC XVI	DIGITAL BUSINESS MANAGEMENT	3	1	0	40	60	100	4
Theory		* DSE II	ANY ONE	3	1	0	40	60	100	4
Theory		**SEC IV	RESEARCH PROJECT REPORT AND VIVA-VOCE	2	0	0	40	60	100	2
Theory		***AEC II	INTRODUCTION TO MICROSOFT OFFICE SUITE	2	0	0	40	60	100	2
Theory		****GE VI	ANY ONE	3	1	0	40	60	100	4
			TOTAL	16	4	0	240	360	600	20

One Discipline Specific Elective (DSE-2) can be opted from

	Course Code	Theory/Practical	Course Title
*DSE-II	BDMDSE-1601	Theory	Digital Media Law
			Research Methodology

	Course Code	Theory	Course Title
**SEC IV	BDMSEC-1601	Theory/Practical	Research Project Report And Viva-Voce

	Course Code	Theory	Course Title
***AEC II	BDMAEC-1601	Theory/Practical	Introduction to Microsoft Office Suite

One Generic Elective (GE-6) can be opted from

	Course Code	Theory/Practical	Course Title
****GE VI	BDMGE-1601	Theory	Event Management
			E-marketing

Note: Students who wish to exit after securing 132 credits in the first six semesters will be awarded a UG Degree in BBA DM.

SEMESTER 7

Theory/ Practical	Course Code	Category	COURSE TITLE	CONTACT HOURS			EVALUATION SCHEME			CREDITS
				L	T	P	CIA	ESE	TOTAL	
Theory	BBADM - 1701	DSC XVII	STATISTICS & COMPUTATIONAL DATA ANALYSIS	3	1	0	40	60	100	4
Theory		DSE III	ANY ONE	3	1	0	40	60	100	4
Theory		DSE IV	ANY ONE	3	1	0	40	60	100	4
Theory		GE VII	ANY ONE	3	1	0	40	60	100	4
Practical		NBBA5702	DISSERTATION/ INTERNSHIP	-	-	-	80	120	200	6
			TOTAL						600	22

One Discipline Specific Elective (DSE-3) can be opted from

	Course Code	Theory/Practical	Course Title
DSE-III	BDMDSE-1701	Theory	Green Management
			Exim Policy & Procedures

One Discipline Specific Elective (DSE-4) can be opted from

	Course Code	Theory/Practical	Course Title
DSE-IV	BDMDSE-1703	Theory	Computerized Accounting
			Financial Literacy using Digital Platforms

One Generic Elective (GE-7) can be opted from

	Course Code	Theory/Practical	Course Title
GE VII	BDMGE-1701	Theory	System Analysis and Design
			Photography and Video Editing

SEMESTER 8

Theory/ Practical	Course Code	Category	COURSE TITLE	CONTACT HOURS			EVALUATION SCHEME			CREDITS
				L	T	P	CIA	ESE	TOTAL	
Theory	BBADM - 1801	DSC XVIII	BUSINESS INTELLIGENCE AND APPLICATIONS	3	1	0	40	60	100	4
Theory		DSE V	ANY ONE	3	1	0	40	60	100	4
Theory		DSE VI	ANY ONE	3	1	0	40	60	100	4
Theory		GE VIII	ANY ONE	4	0	0	40	60	100	4
Practical		NBDM58 02	DISSERTATION/ INTERNSHIP	-	-	-	80	120	200	6
			TOTAL						600	22

One Discipline Specific Elective (DSE-5) can be opted from

	Course Code	Theory/Practical	Course Title
DSE-V	BDMDSE-1801	Theory	Security Analysis and Portfolio Management
			Auditing

One Discipline Specific Elective (DSE-6) can be opted from

	Course Code	Theory/Practical	Course Title
DSE-VI	BDMDSE-1802	Theory	Industrial Relations and Labour Laws
			Corporate Writing

One Generic Elective (GE-8) can be opted from

	Course Code	Theory/Practical	Course Title
GE VIII	BDMGE-1801	Theory	Data Communication & Networks
			People Management

*List of CC Courses offered by other schools will be provided centrally.

Note: Students who exit after securing 176 credits in the overall program will be awarded a UG Degree of BBA with Honours in Research/ Internship.

SEMESTER 1

Theory/ Practical	Course Code	Category	Course Title	Contact Hours			Evaluation Scheme			Credits
				L	T	P	CIA	ESE	TOTAL	
Theory	BBADM-1101	DSC I	FINANCIAL ACCOUNTING	3	1	0	40	60	100	4
Theory	BBADM-1102	DSC II	MARKETING FOR DIGITAL ECONOMY	3	1	0	40	60	100	4
Theory	BABDM-1103	DSC III	PRINCIPLES OF MANAGEMENT & ORGANIZATIONAL BEHAVIOUR	3	1	0	40	60	100	4
Theory		*CC I	CO-CURRICULAR COURSE	3	0	0	40	60	100	3
Theory		**IKS I	INDIAN KNOWLEDGE SYSTEM	2	0	0	40	60	100	2
Theory		***VAC I	VALUE-ADDED COURSE	2	0	0	40	60	100	2
Theory		****GE I	ANY ONE	3	1	0	40	60	100	4
Theory			General Proficiency				100		100	1
			TOTAL						800	24

*University offers one course for the first semester either **Communicative English** or **Environmental Studies** under the category of CC-1

One Generic Elective (GE-1)

**IKS I	Course Code	Theory	Course Title
	BDMIKS-1101	Theory	Human Values and Professional Ethics

***VAC I	Course Code	Theory	Course Title
	BDMVAC-1101	Theory	Introduction to Media & Computer Application

****GE-I	Course Code	Theory	Course Title
	BDMGE-1101	Theory	Foundation and Applications of Artificial Intelligence
	BDMGE-1102	Theory	Management Information System

**List of VC Courses offered by other schools will be provided centrally.

Course Title: **Financial Accounting**

Course Code: **BBADM-1101**   **Course Credit**: **4**

COURSE OBJECTIVE:	To familiarize students with: ❖ Basic concepts and standards underlyingfinancial accounting systems. ❖ Construction of the basic financial accountingstatements as well as their interpretation. ❖ Measurement and reporting of corporateperformance.
LEARNING OUTCOMES:	The students should be able to: CO1: Understand and perceive the development ofaccounting and purpose of maintaining records. CO2: Prepare financial statements of sole proprietor and explain the meaning of certain key terms. CO3: Compute depreciation according to different methods of providing depreciation. CO4: Explain the meaning and objective of preparing a Bank Reconciliation Statement. CO5: Make appropriate accounting entries under Hirepurchase and Installment payment system. CO6: Understand and make appropriate accountingentries regarding issue, forfeiture, redemptionof shares and debentures.

Unit I:

Nature and function of financial Reporting, Accounting and accounting system, Information perception of different uses, Measures of return, Ethical issues in accounting, Basic Accounting concepts and conventions, GAAP.

Unit II:

Source Documents, classification of accounts , Recording, posting of transactions , Preparation of trial balance for service and merchandise business, adjustment of accounts, closing of accounts, completing the accounting cycle measuring business income, Financial statements of manufacturing businesses.

Unit III:

Meaning and reporting of assets / liabilities, Internal control systems for cash , bank reconciliation, accounting for receivables and inventories , capital and revenue expenditure, Depreciation accounting, Accounting for liabilities, Accounting for Share capital, preference share and buy back of shares.

Unit IV:

Analysis of Accounting Information: Financial statement analysis and application, Statement of cash flow, preparation and interpretation.

Text Book:

1. Jain & Naranag, "Advanced Accounts", Jain Book Agency, 18th Edition, Reprint (2014)

2. Jaisawal, K.S., Financial Accounting, (Both in Hindi & English Version),Vaibhav Laxmi Prakashan. (2010)

Other Suggested Readings:

1.   Grewal, T.S. - Double Entry Book-keeping

2.   Agarwal, B.B. - Higher Accountancy

3.   Shukla, M.C. - Advanced Accountany
4.   Maheshwari, S.N. - Introductions to Advanced Accountancy

Note: 50% of the questions asked will be theoretical.

Course Articulation Matrix

POsCOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	2	2	1	2	2	1	1	1	3
CO2	3	3	2	2	2	1	3	2	2	2	3
CO3	2	3	3	1	2	1	3	3	2	2	2
CO4	2	2	3	1	2	1	3	2	2	2	2
CO5	2	3	2	1	2	2	3	2	2	2	2
CO6	2	3	3	2	2	2	3	3	3	2	2
Average	2.33	2.83	2.5	1.5	1.83	1.5	2.83	2.17	2.0	1.83	2.33

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Marketing for Digital Economy

Course Code: BBADM-1102   **Course Credit: 4**

Course Objective:	❖ This course provides the fundamentals of digital marketing. This involves marketing of products or services using digital technologies. The course helps the learner understand the differentiation of promotion of products or brands via one or more forms of electronic media from traditional marketing. Digital Marketing uses multiple channels and techniques on digital platforms that enable an organization to analyze marketing campaigns in a real time manner.
Learning Outcomes:	After completing this course, students will be able to: CO1: understand the applications of principles of Digital Marketing Fundamentals. CO2: Define various platforms used in Digital marketing CO3: Develop compelling content digital media and its advanced strategies

UNIT I - Introduction to Digital Marketing Fundamentals

Introduction to the digital marketing terminology. Exposure to entire ecosystem which includes multiple digital platforms ranging from websites, to digital market places. The tools and techniques of influencing the potential customers in Digital manner are also explained.

UNIT II - Digital Marketing Assets

To rationalize the use of different assets this can be useful for a Digital Marketing Application. Learn about different assets like website, Branded assets (logos, icons, acronyms), Video content (video ads, product demos), Images (info-graphics, product shots, company photos), Written content (blog posts, eBooks, product descriptions, testimonials) and Social media pages.

UNIT III . Digital Marketing Strategies

Understand multiple strategies such as Paid Search Advertising, Search Engine Optimization (SEO), Social Media Marketing, Content Marketing, Native Advertising, Email Marketing and Affiliate Marketing.

UNIT IV Digital Promotions

Affiliate marketing, Display Advertising, Email Marketing

Search Engine Marketing (SEM): 41 SEM activities performed on search engines, Paid search ads, Paid search advertising, PPC (pay-per-click) or PPC (pay-per-call) – some ads are introduced in this section. Social Media Marketing (SMM) SMM uses many platforms like Facebook, Twitter, Pinterest, Instagram, Google+, etc. The usage of various platforms is explained. Video Advertising The concepts of Video Advertising using a video channel like YouTube or Vimeo are explained for purpose of expansion of brand value.

Text books:
    1.   Dishek J. Mankad, BPB Publication (2019)

Other suggested readings:
    1.   Understanding digital marketing strategies for online success, BPB Publications (August 26, 2019.

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	0	1	2	2	1	1	1
CO2	3	3	1	1	2	2	2	2	2	2
CO3	2	2	3	2	3	1	3	2	2	1
CO4	3	3	2	1	3	2	3	3	2	2
CO5	2	2	3	3	3	2	3	3	2	3
CO6	2	2	3	2	3	2	3	3	2	3
Average	2.5	2.3	2.2	1.5	2.5	1.8	2.5	2.3	1.8	2.0

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Principles of Management & Organizational Behavior

Course Code: BBADM-1103   **Course Credit**: 4

Course Objective:	To familiarize students with:
	❖ The objective of this course is to acquaint the student with the fundamentals of management concepts and its application in organizations.
	❖ This course enables learners to understand the intricacies of group and individual behaviour and help students to apply the concept of team building, leadership, managerial effectiveness and conflict resolutions in business organisations.
	❖ Understand the organizational system, including organizational structures, human resources, and change.
Learning Outcomes:	The students should be able to:
	CO1: The student will be able to describe the key terminology, concepts and principles related to management.
	CO2: Explain the various theories and principles related to management.
	CO3: Apply the elements of organizing and directing in taking managerial decisions.
	CO4: Define basic organizational behaviour principles, and describe how these influence behaviour in the workplace.
	CO5: Examine the role of individual personality and perception toward employee success in organizations.
	CO6: Analyse the impact of motivation, group dynamics and leadership behaviour on employee success and working.

Module I: Introduction

Concept and Nature of Management, Development of Management Thoughts, Management Functions and Skills, Emerging Horizons of Management, Functions of Management – Administration and Management – Management Science or Art – Functional Areas of Management – Evolution of Management Thought - Contributions of F.W Taylor, Henri Fayol and Elton Mayo.

Module II: Functions of Management

Planning, Forecasting and Decision Making, Organizing, Staffing, Directing, Controlling, Delegation of Authority & Responsibility: features of Authority – Distinction between Power and Authority – sources of Authority - Limits of Authority - Responsibility: Features of Responsibility – Accountability - Principles of Delegation – steps involved in Delegation process – Advantages and obstacles of Delegation, Centralisation and Decentralisation: Importance – Advantages & Disadvantages – factors determining the degree of Decentralisation – Delegation and Decentralisation – Centralisation Vs. Decentralisation.

Module III: Introduction to OB

Organizational Behaviour, Attitudes, Personality, Perception, Learning, Motivation-Concept & Theories, Leadership, Power and Political Behaviour, Stress, Group Dynamics, —Features of Group—Types of Group Behaviour—Formal and Informal Group Behaviour—Group Norms—Group Cohesiveness. Teamwork- Types of Teams-Team Building-Team Roles- Team Norms- Team Cohesiveness.

Module IV: Organizational Behaviour

Organizational Climate and Culture, Organizational Conflict, Organizational Change, Organizational Development, —Meaning, Types of Stress— Causes of Stress Consequences of Work Stress- Conflict, Types of Conflicts—Levels of Conflict, Conflict Resolution-Organisational Development—Meaning, Need, Benefits and Limitations -Steps in OD - Organizational Changes.

Text Book:
1. Stoner, Freeman and Gilbert Jr., Management, Prentice Hall of India, New Delhi, 2003.
2. Gupta, C.B., Management Concepts and Practices, Sultan Chand and Sons, NewDelhi,2003.

Other Suggested Readings:
1. Koontz O'Donnel – Principles of Management, Management by VSP Rao, Excel Publications
2. Robbins & Coulter – Management, Prentice Hall of India, 9th edition
3. Aswathappa K. - Organizational Behavior, Himalaya Publishing House
Kavita Singh, "Organization Behavior", Pearson ed. 2010

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	-	-	1	3	-	-	-
CO2	3	2	2	1	-	-	3	1	-	-
CO3	2	3	3	2	2	1	3	2	1	-
CO4	2	3	2	2	-	2	2	3	1	-
CO5	1	2	2	3	-	3	2	3	2	1
CO6	2	3	3	2	2	3	2	3	2	2
Average	2.2	2.5	2.2	1.7	0.7	1.7	2.5	2.0	1.0	0.5

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: **Communicative English**

Course Code: **BDMCC-1101**   **Course Credit**: **3**

Course Objective:	To familiarize students with: ❖ To familiarize students with the basics of communication and its diverse types and levels. ❖ To cultivate proficiency in both oral and written communication, encompassing a range of styles and structures. ❖ To impart an understanding of the significance of nonverbal communication, particularly kinesics. ❖ To augment their abilities in comprehension, creative thinking, and critical analysis. ❖ To instruct them in techniques and strategies for enhancing vocabulary and crafting compelling paragraphs to enhance the effectiveness and impact of communication.
Learning Outcomes:	The students should be able to: CO1: Grasp the significance of communication and its diverse applications. CO2: Ensure consistency between verbal and nonverbal expressions in communication. CO3: Comprehend and elucidate the complexities inherent in the art of communication. CO4: Construct and utilize appropriate vocabulary, phrases, and sentences to effectively communicate across various scenarios. CO5: Employ a diverse range of forms, formats, and techniques essential for different communication levels.

Module I: Introduction

1. Listening and Speaking a. Listening and responding to complaints (formal situation) b. Listening to problems and offering solutions (informal).
2. Reading and writing a. Reading aloud (brief motivational anecdotes) b. Writing a paragraph on a proverbial expression/motivational idea.
3. Word Power/Vocabulary a. Synonyms & Antonyms.
4. Grammar in Context-Adverbs, Prepositions.

Module II: Creativities in Communication

1. Listening and Speaking a. Listening to famous speeches and poems b. Making short speeches- Formal: welcome speech and vote of thanks. Informal occasions- Farewell party, graduation speech.
2. Reading and Writing a. Writing opinion pieces (could be on travel, food, film / book reviews or on any contemporary topic) b. Reading poetry- Reading aloud: (Intonation and Voice Modulation) b.ii. Identifying and using figures of speech - simile, metaphor, personification etc.
3. Word Power a. Idioms & Phrases
4. Grammar in Context Conjunctions and Interjections.

Module III: Presentation Strategies

1. Listening and Speaking a. Listening to Ted talks b. Making short presentations – Formal presentation with PPT, analytical presentation of graphs and reports of multiple kinds c. Interactions during and after the presentations
2. Reading and writing a. Writing emails of complaint b. Reading aloud famous speeches
3. Word Power a. One Word Substitution
4. Grammar in Context: Sentence Patterns

Module IV: Business Communication

Principles, 7 C's of technical Communication; Formats of Business Letters; Types of Letter: Sales & Credit Letters, Inquiry, Quotation & Reply Letters, Letters for Placing & Fulfilling Orders, Complaint, Claim & Adjustment Letters; Email Job Letters: Cover letters, Resume writing, Reports: Definition, Significance, Features & Purpose, Types: Formal , Informal, Periodic, Informational, Analytical; Formats & Structures of Reports: Letter Format, Memo Format, Printed Format, Manuscript Format; Writing of a Report Structure of Manuscript Format;-Proposals: Definition, Significance, Features & Purpose; Types & Structures: Solicited & Unsolicited, Business, Research, Technical; Structure of Technical.

Text Book:

1. Balasubramaniam, T., A: A Textbook of English Phoinetics for Indian Students: Macmillan India, New Delhi

Other Suggested Readings:
1. Minakshi Raman et al. Technical Communication, New Delhi: Oxford University Press, 2014.
2. Ashraf Rizvi, Effective Technical Communication, Chennai: Tata McGraw Hill, 2018.
3. Singh, R.P. Functional Skills in Language & Literature, New Delhi: Rupa, 2007.
4. Sharma, Sangeeta et al. Communication Skills for Engineers and Scientists, New Delhi: PHI, New Delhi, 2009

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	2	1	2	3	2	1	2
CO2	3	2	1	2	1	2	3	1	2	3
CO3	3	3	2	2	1	3	3	2	2	2
CO4	3	2	1	1	1	2	3	3	3	2
CO5	3	3	2	3	2	3	3	3	2	3
CO6	3	2	2	2	3	2	2	3	1	2
Average	3.0	2.3	1.5	2.0	1.5	2.3	2.8	2.3	1.8	2.3

1-Slight (Low)   2-Moderate (Medium)   3-Substantial (High)

Course Title: Human Values and Professional Ethics
Course Code: BDMIKS-1101   **Course Credit: 2**

COURSE OBJECTIVE:	To familiarize students with: ❖ Understand the meaning, need, and approach of value education. ❖ Develop awareness of harmony within self, family, society, and nature. ❖ Inculcate ethical and professional behavior through right understanding.
LEARNING OUTCOMES:	The students should be able to: CO1: Understand the meaning, need, and importance of value education. CO2: Analyze the harmony within the individual and with the family, society, and nature. CO3: Develop ethical reasoning and appreciate the relevance of universal human values. CO4: Demonstrate awareness of professional ethics and the challenges in contemporary work life. CO5: Apply the principles of self-exploration and ethical living to enhance personal and social well-being. CO6: Evaluate the relevance of value-based living in building a humane and sustainable society.

Unit I: Introduction to Value Education

Value Education – Definition, Concept, and Need. The Content and Process of Value Education. Basic Guidelines for Value Education. Self-exploration as a tool for Self-understanding. Concept of Happiness and Prosperity as integral parts of Value Education.

Unit II: Harmony in the Human Being, Family & Society and Harmony in Nature

Understanding that Human Being is more than just the Body. Harmony between Self ('I') and the Body. Realizing the Co-existence of the Self and the Body. Role of Family as a basic unit of Human Interaction. Values in Relationships. Comprehensive Human Goal: Five Dimensions of Human Endeavour. Harmony in Nature – Understanding the Four Orders of Nature.

Unit III: Social Ethics

Understanding the Foundation of Ethical Human Conduct. Concept of Universal Human Order. Relationship between Ethical Conduct and Social Harmony. Real-world challenges – Human Rights Violations and Social Disparities.

Unit IV: Professional Ethics

Living a Value-Based Life through Professional Responsibility. Concept of Professional Ethics and Right Understanding. Key Issues in Professional Ethics – Current Scenarios and Dilemmas. Role of Ethics in Building Professional Excellence and Societal Trust.

Text Books:

 1. A.N Tripathy, New Age International Publishers, 2003.
 2. Bajpai. B. L, New Royal Book Co, Lucknow, Reprinted, 2004
 3. Bertrand Russell Human Society in Ethics & Politics.

Other Suggested Readings:

 1. Corliss Lamont, Philosophy of Humanism
 2. Gaur. R.R., Sangal. R, Bagaria. G.P, A Foundation Course in Value Education,Excel Books, 2009.
 3. Gaur. R.R., Sangal. R, Bagaria. G.P, Teachers Manual Excel Books, 2009.
 4. I.C. Sharma. Ethical Philosophy of India Nagin & co Julundhar

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	-	-	2	2	1	1	-
CO2	2	3	2	-	3	2	2	1	1
CO3	2	2	3	-	3	2	2	2	1
CO4	1	2	2	3	2	3	2	2	-
CO5	2	2	2	1	3	2	2	2	1
CO6	3	2	3	2	3	3	2	2	2
Average	2.16	2.16	2	1	2.66	2.33	1.83	2	0.83

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Introduction to Media & Computer Application

Course Code: BDMVAC-1101 **Course Credit**: 2

Course Objective:	❖ Develop an understanding of how computer system works; the components of computer systems and how they interrelate, including software, data, hardware, communications and users.
	❖ Analyze a computing problem and to apply principles of computing to identify solutions.
	❖ Use of efficient data storing and retrieval technique along with basic programming skill.
	❖ Gather the fundamental knowledge on computer networks and web page designing.
	❖ Gain proficiency in data management, visualization, analysis, and presentation using a widely-used open source spreadsheet software application such as Open Office, Libre Office, or Google Spreadsheets.
Learning Outcomes:	After completing this course, students will be able to: CO1: Ability to familiarize with basics of computers. CO2: Ability to navigate the file system. CO3: Ability to create and edit documents, spread sheets, and presentations. CO4: Ability to perform basic data manipulation using spread sheets and use Indian languages in documents. CO5: Ability to send and receive emails, follow email etiquettes, and communicate over the internet. CO6: Ability to create and upload videos.

UNIT -1

Basic Computer Organization - CPU, Primary Memory (RAM, ROM, Cache), Secondary storage device, I/O devices, units of memory (bit, byte, KB, MB, GB, TB, PB). Classification of Computers - Super, Mainframe, Mini, PC. Concepts of Software - Definition of software, types of software – System Software, Operating System: Definition and functions, types of OS- Single use, Multiuse, Multiprogramming, Multiprocessing.

UNIT -II

Input-Output: Non-formatted and Formatted Input and Output Functions, Escape Sequences, Control Statements: Selection Statements – if, if-else, nested if, nested if-else, comma operator, conditional operator.

UNIT -III

Media And Data Streams: Properties of multimedia systems, Data streams characteristics: Digital representation of audio, numeric instruments digital interface Bark concepts, Devices, Messages, Timing Standards Speech generation, analysis and transmission.

UNIT –IV

Data Compression Standards: JPEG, H-261, MPEG DVI Optical storage devices and Standards: WORHS, CDDA, CDROM, CDWO, CDMO. Real Time Multimedia, Multimedia file System.

Text Book:
1. Pradip Dey, Manas Ghosh, Computer Fundamentals and Programming in C (2e)
2. Ralf Steninmetz, Klara Hahrstedt, Multimedia: Computing, Communication and Applications, PHI PTR Innovative Technology Series.

Other Suggested Readings:
1. John F.KoegelBufford, Multimedia System, Addison Wesley, 1994.
2. Mark Elsom – Cook, Principles of Interactive Multimedia, Tata Mc-Graw Hill, 2001.
3. Judith Jefcoate, Multimedia in Practice: Technology and Application , PHI 1998.

Note: 50% of the questions asked will be theoretical.

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	0	1	0	3	2	0	0

CO2	3	3	2	1	1	0	3	2	1	0
CO3	2	2	3	1	2	0	2	3	2	0
CO4	2	2	3	1	3	0	2	3	2	1
CO5	2	1	2	2	3	2	1	2	3	1
CO6	2	1	1	2	3	2	1	2	3	2
Average	2.33	1.83	2.00	1.17	2.17	0.67	2.00	2.33	1.83	0.67

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Foundation and Applications of Artificial Intelligence
Course Code: BDMGE-1101   **Course Credit: 4**

Course Objective:	❖ Understand the fundamentals of Artificial Intelligence, including its definition, evolution, and intelligent agent concepts. ❖ Explore problem-solving strategies using both informed and uninformed search techniques, including constraint satisfaction and optimization. ❖ Apply logic-based techniques for knowledge representation and reasoning using First Order Predicate Logic and Prolog. ❖ Investigate the architecture of intelligent agents, including communication, negotiation, and decision-making mechanisms. ❖ Examine real-world applications of AI in areas such as natural language processing, robotics, speech recognition, and machine translation.
Learning Outcomes:	After completing this course, students will be able to: CO1: Define Artificial Intelligence and explain the characteristics and types of intelligent agents. CO2: Implement problem-solving algorithms, including heuristic and local search strategies, and analyse their performance. CO3: Solve constraint satisfaction problems using techniques like backtracking and constraint propagation. CO4: Develop knowledge-based systems using First Order Logic, Prolog programming, and inference mechanisms like forward and backward chaining. CO5: Design intelligent agents capable of communication, negotiation, and strategic decision-making using game theory principles. CO6: Critically analyse the strengths and limitations of various AI models and algorithms.

UNIT I:

Introduction–Definition – Future of Artificial Intelligence – Characteristics of Intelligent Agents–Typical Intelligent Agents – Problem Solving Approach to Typical AI problems.

UNIT II:

Problem solving Methods – Search Strategies- Uninformed – Informed – Heuristics – Local Search Algorithms and Optimization Problems -Searching with Partial Observations – Constraint Satisfaction Problems – Constraint Propagation – Backtracking Search – Game Playing – Optimal Decisions in Games – Alpha – Beta Pruning – Stochastic Games.

UNIT III:

Knowledge Representation First Order Predicate Logic – Prolog Programming – Unification – Forward Chaining-Backward Chaining – Resolution – Knowledge Representation – Ontological Engineering-Categories and Objects – Events – Mental Events and Mental Objects – Reasoning Systems for Categories - Reasoning with Default Information.

UNIT IV:

Software Agents Architecture for Intelligent Agents – Agent communication – Negotiation and Bargaining. AI applications – Language Models – Information Retrieval- Information Extraction – Natural Language Processing – Machine Translation – Speech Recognition – Robot – Hardware –Perception – Planning – Moving.

Text Books:

1. S. Russell and P. Norvig, "Artificial Intelligence: A Modern Approach, Prentice Hall, Third Edition, 2009.
2. Artificial Intelligence: A Modern Approach, 4th Edition, Stuart Russell, peter Norvig University of California at Berkeley, Pearson education, 2020.
3. Bratko I., ―Prolog: Programming for Artificial Intelligence, Fourth Edition, Addison-Wesley Educational Publishers Inc., 2011.

Other Suggested Readings:

1. M. Tim Jones, ―Artificial Intelligence: A Systems Approach (Computer Science),
2. Jones and Bartlett Publishers, Inc.; First Edition, 2008
3. Nils J. Nilsson, ―The Quest for Artificial Intelligence, Cambridge University Press, 2009.

4. William F. Clocksin and Christopher S. Mellish, Programming in Prolog: Using the ISO Standard,
5. Fifth Edition, Springer, 2003.
6. Gerhard Weiss, ─Multi Agent Systems, Second Edition, MIT Press, 2013.
7. David L. Poole and Alan K. Mackworth, ─ Artificial Intelligence: Foundations of Computational
Agents, Cambridge University Press, 2010.

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	1	1	1	3	2	1	1
CO2	3	3	2	3	3	1	3	3	3	2
CO3	3	3	2	3	3	1	3	3	3	2
CO4	3	2	2	3	2	2	3	3	2	3
CO5	2	2	3	2	2	2	2	3	3	3
CO6	3	3	2	3	2	2	3	3	3	3
Average	2.83	2.5	2.0	2.5	2.17	1.5	2.83	2.83	2.5	2.33

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: **Management Information Systems**

Course Code: **BDMGE-1101**   **Course Credit**: **4**

COURSE OBJECTIVE:	To familiarize students with: ❖ Fundamentals of computer hardware andsoftware. ❖ Advanced concepts such as security,networking, and operating system.
LEARNING OUTCOMES:	The students should be able to: CO1: Understand and Relate the basic concepts and technologies used in the field of management information systems CO2: Compare the processes of developing and implementing information systems. CO3: Outline the role of the ethical, social, and security issues of information systems. CO4: Translate the role of information systems in organizations, the strategic management processes, with the implications for the management. CO5: Outline the role of the ethical, social, and security issues of information systems. CO6: Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.

Module I: Management information system in a digital firm

MIS concept - Definition –Role of the MIS - Impact of the MIS-MIS and the user - Management as a control system - MIS a support to management - Development process of the MIS, System analysis and design: System - Need for system analysis - System analysis of the existing system - System analysis of a new requirements - System Development Model - Structured System Analysis and Design - Object Oriented Analysis.

Module II: Information system applications

MIS applications, DSS – GDSS - DSS applications in E enterprise - Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E- Commerce, E-communication, Business Process Reengineering.

Module III: Technology of information system

Data process- Transaction and application process, Information system process; Unified communication and network; Security challenges in E-enterprises; Security threats and vulnerability-Controlling security threat and vulnerability.

Module IV: Data base management system

Objectives of data base approach- Characters of database Management systems- Data processing system- Components of DBMS packages - Data base administration- Data models - Data warehouse.

Text Books:
1.Jawadekar, W.S., "Management Information Systems", Tata McGraw Hill Private Limited, New Delhi.
2. Kenneth C. Laudon and Jane P. Laudon: "Management Information Systems" 9/e, Pearson Education, New Delhi.

Other Suggested Readings:
1. Alex Leon and Mathew Leon: "Data Base Management Systems", Vikas Publishing House, New Delhi.
2. Goyal, D.P.: "Management Information System", MACMILLAN India Limited, New Delhi, 2008.
3. Mahadeo Jaiswal, Monika Mital: "Management Information System", Oxford University Press, New Delhi, 2008.
4. Murthy C.S.V.: "Management Information System", Himalaya Publications, New Delhi, 2008.

Course Articulation Matrix

CO/PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	1	2	1	3	2	1	1
CO2	3	3	3	2	2	1	3	3	2	1
CO3	2	1	2	2	3	3	2	2	1	1

CO/PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO4	2	2	2	3	3	2	2	3	2	2
CO5	2	1	2	2	3	3	2	2	1	1
CO6	3	3	3	2	2	1	3	3	2	2
Average	2.5	2.0	2.3	2.0	2.5	1.8	2.5	2.5	1.5	1.3

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

SEMESTER -WISE SUBJECT LIST

SEMESTER 2

Theory/ Practical	Course Code	Category	COURSE TITLE	CONTACT HOURS			EVALUATION SCHEME			CREDITS
				L	T	P	CIA	ESE	TOTAL	
Theory	BBADM-1201	DSC IV	MANAGERIAL ECONOMICS	3	1	0	40	60	100	4
Theory	BBADM-1202	DSC V	INTRODUCTION TO WEBSITE AND DESIGN ESSENTIALS	3	1	0	40	60	100	4
Theory	BBADM-1203	DSC VI	COST AND MANAGEMENT ACCOUNTING	3	1	0	40	60	100	4
Theory		*IKS II	INDIAN KNOWLEDGE SYSTEM	2	0	0	40	60	100	2
Theory		**CC II	CO-CURRICULAR COURSE	3	0	0	40	60	100	3
Theory		***VAC II	VALUE-ADDED COURSE	2	0	0	40	60	100	2
Theory		****GE II	ANY ONE	3	1	0	40	60	100	4
Theory			General Proficiency				100		100	1
			TOTAL						800	24

University offers one course for the second semester either **Communicative English or **Environmental Studies** under the category of CC-2 (Other than the course taught in semester one).

*IKS II	Course Code	Theory	Course Title
	BDMIKS-1201	Theory	Indian Health, Wellness and Psychology (Including Ayurveda)

***VAC II	Course Code	Theory	Course Title
	BDMVAC-1201	Theory	Writing for Media
			Principles of Logistics Management

One Generic Elective (GE-1) can be opted from

****GE-II	Course Code	Theory	Course Title
	BDMGE-1201	Theory	Introduction to R Programming
			Advertising and Personal Selling
			Fundamentals of Hotel Management

Note: Students who wish to exit after securing 48 credits in the first two semesters will have to undergo an additional 4-credit work-based internship during the summer term in order to get a UG Certificate.

Course Title: **Managerial Economics**

| **Course Code**: **BBADM-1201** | **Course Credit**: **4** |

COURSE OBJECTIVE:	To familiarize students with: ❖ Initial introduction to the topic of economicsand business economics. ❖ Demand analysis, its elasticity andforecasting. ❖ Market structure and types of competition init. ❖ Planning and policies of profit.
LEARNING OUTCOMES:	The students should be able to: CO1: Conceptualize the scope of economics and business economics and become familiar with objectives of firm. CO2: Analyze market demand and the factors governing it. CO3: Identify various methods of demand analysis and demand forecasting. CO4: Analyze cost and its concepts and their classification on different basis. CO5: Decide about different market structures andthe pricing decisions according to them. CO6: Conceptualize profit maximization andpolicies made and planning done to achieve the goal of profit maximization with customer satisfaction.

UNIT I: Introduction

Meaning, nature and scope of Managerial Economics, Significance in decision making. Fundamental principles, Demand Analysis- Introduction to Law of demand, types of demand, individual and market demand, curves & schedule, Demand determinants, Importance in decision making. Demand Forecasting - meaning and methods. Elasticity of Demand - Meaning, types, measurement and significance.

UNIT II: Production Function

Meaning, Law of variable Proportions, Returns to scale. Iso-Product Curves- meaning and features, Cost Concepts - Meaning and types of Costs, Cost – output relationship in short and long run. Break Even Point-Meaning, features and significance.

UNIT III: Market Structure and Pricing Theory

Pricing under different market conditions - perfect competition, imperfect competition and monopoly. Price discrimination under monopoly and necessary condition and degrees of price discrimination.

UNIT IV: National Income

Meaning, concepts, various methods of measurement, Difficulties in measuring National Income, Trade Cycle-Introduction, various phases of trade cycle, Hicks Theory of trade cycle, Keynes Theory of Trade cycle.

Text Books:
1. Microeconomics: Theory and Applications Dominick Salvatore
2. Harris Neil, Business Economics – Theory and Application, 2001, Butterworth-Heinemann
3. D. Salvatore: Schaum's Outline: Principles of Economics: TMH, (latest edition)

Other Suggested Readings:

1. Ahuja, H. L., Business Economics, S. Chand Limited.
2. Stonier & Hague -Test Book of Economics
3. Sundaram & Vaish - Principles of Economics
4. K.K. Dewett - Principles of Economics

Varshney & Maheshwari, Managerial Economics (Sultan Chand & Sons: New Delhi)

Course Articulation Matrix

CO/PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	1	1	1	3	2	1	1
CO2	3	3	2	2	2	1	3	3	2	1
CO3	3	3	3	2	2	1	3	3	2	2
CO4	3	3	3	2	2	1	3	3	2	2
CO5	3	3	3	3	3	2	3	3	3	2
CO6	3	2	3	3	3	3	3	3	3	3
Average	3.0	2.67	2.67	2.17	2.17	1.5	3.0	2.83	2.17	1.83

1-Slight (Low)   2-Moderate (Medium)   3-Substantial (High)

Course Title: Introduction to Website and Design Essentials

Course Code: BBADM-1202	Course Credit:4

Course Objective:	❖ The objective of this course is to make student competent in planning a website and and to incorporate social media aspects, web–design principles like text, and navigation etc,. for launching a website.
Learning Outcomes:	After completing this course, students will be able to: CO1: Understand how does web works really, what makes web sites work. CO2: Display an understanding of simple and impressive design techniques, from basics till advanced to focus on goal oriented and user centric designs. CO3: Apply the knowledge in designing of website. CO4: Implement page layout, color schemes, contract, typography in the designs. CO5: Evaluate website usability and accessibility based on industry standards and best practices (e.g., W3C, WCAG). CO6: Develop simple, functional, and aesthetically pleasing web pages that reflect user-centered design principles

UNIT 1 An Introduction to Website Design
Concept of web development, planning your website strategy, Design to sell, Online value Proposition, Writing an excellent copy, Dynamic design and personalization.
Getting Started in Web Design: Understanding site goals, Gathering business requirements, Developing an RFP, Building a project plan, Creating a sitemap, Developing wireframes, User testing, Putting together a content plan, Content development, Media development, Developing the backend, Quality assurance and maintenance, essentials for making the design more user friendly.

UNIT 2 Organizing and Navigating Web Content
Building an outline for web site, Balancing business requirement with user needs, mapping out content zones, wireframing, working with content management system, annotating your wireframes, interaction design, developing testable prototypes, conducting the test, Crafting the visual interface.

UNIT 3 Platform Selection, Content Management
Introduction to HTML, DHTML, JavaScript, jQuery, and Ajax, Working with CSS, Introduction to Content management system, connecting a website to a CMS, Optimising your website, extending website functionality, fundamentals e-commerce websites.

UNIT 4 Web Analytics
Getting started with web analytics and handling web data, selecting the right web analytics tools, Reviewing Site Referrers, Getting to Know Your Visitors, Identifying Your Most Important Pages, Key Performance Indicators, Increasing Web Site Visibility, Web Analytics Best Practices.

Text Books:
  1. LaGrone, B. (2016). Web Design Blueprints. Packt Publishing Ltd.

Other Suggested Readings:
  1. Davis, G.B., & Olson, M.H. (2016). Management Information System. Tata McGraw-Hill.

Course Articulation Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	1	3	2	3	2	1	1
CO2	2	2	3	2	3	2	3	3	2	2
CO3	2	3	3	2	3	2	3	3	2	2
CO4	1	2	3	2	3	2	3	3	2	2
CO5	2	2	2	2	2	2	3	2	3	2
CO6	2	2	3	2	3	3	3	3	3	3
Average	**2.0**	**2.2**	**2.7**	**1.8**	**2.8**	**2.2**	**3.0**	**2.7**	**2.2**	**2.0**

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: **Cost and Management Accounting**

| **Course Code**: **BBADM-1203** | **Course Credit**: **4** |

COURSE OBJECTIVE:	To familiarize students with: ❖ Cost and management accounting is the internal mechanism of reporting within the modern business. ❖ This module enables to understand the basic concepts and processes used to determine product costs. ❖ Budgeting, Cost Control, Variance and its analysis are the other major aspects of this course. ❖ It also helps to analyze and evaluate information for cost ascertainment, planning, control and decision making.
LEARNING OUTCOMES:	The students should be able to: CO1: Describe the key terms and concepts of Cost Accounting and Management Accounting. CO2: Understand the cost sheet, various concepts of costing and overheads. CO3: Apply the methods to evaluate the relation among Cost, Volume and Profits of a business. CO4: Analyze the performance of business in terms of cost and management of various budgets. CO5: Interpret the relevance of variance analysis and its application. CO6: Develop cost sheet, budgets and variance analysis reports.

Module I: Introduction

Meaning, objectives and advantages of cost accounting, Cost Accounting V/s Financial accounting, Meaning and objectives of management accounting, Cost Accounting V/s Management accounting, Different elements of costs, Cost Classification And Cost sheet- Introduction to various types of overheads, classification of cost, Various concepts of costing, Preparation of cost sheet.

Module II: Marginal Costing
Marginal costing meaning and advantage, assumption of marginal costing, Cost volume Profit (CVP) analysis, Techniques of CVP analysis-contribution, Profit volume ratio analysis and implications, Breakeven point and its analysis, margin of safety.

Module III: Budgeting
Concept of Budget, Budgeting and Budgetary Control, Advantages and Limitations of Budgetary Control, Different types of Budget, Preparation of Cash Budget.

Module IV: Standard Costing & Variance Analysis

Standard Costing- Concept, Meaning, Objective and difference between standard costing & budgetary control, Variance Analysis- Material Variances- Meaning, typesmaterial cost variance, material price variance, material usage variance & its application, Labour Variances- Meaning, types – labour cost variance, labour rate variance & its application.

Text Books:
1. M. N. Arora – 'Cost and Management Accounting', Vikas Publication
Other Suggested Readings:
1. S.N.Maheshwari- 'Cost and Management Accounting'- Sultan Chand & Sons
2. Debarshi Bhattacharyya-'Management Accounting'- Pearson Publications
3. Khan and Jain – 'Management Accounting'- Tata McGraw Hill
4. Pandey I.M –'Management Accounting'- Vikas Publishing House
5. R.S. Singhal – 'Management Accounting' –Anand Publishing House

Note: 50% of the questions asked will be theoretical.

Course Articulation Matrix

CO/PO-PSO	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	1	2	1	3	2	1	1
CO2	3	2	2	1	2	1	3	3	2	1
CO3	3	3	3	2	2	2	3	3	3	2
CO4	2	3	3	3	2	2	3	3	3	3
CO5	2	3	3	2	2	2	2	3	3	3
CO6	2	3	3	3	2	2	3	3	3	3
Average	2.5	2.7	2.5	2.0	2.0	1.8	2.8	2.8	2.5	2.2

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Indian Health, Wellness and Psychology (including Ayurveda)
Course Code: BDMIKS-1201   **Course Credit**: 2

Course Objective:	To familiarize students with: ❖ Creating the awareness about the health practices, yoga and ayurveda for a healthy life among the students. ❖ Imparting the knowledge about the significance of environment air, water and sunlight. ❖ Developing the attitude and awareness about the body, mind, soul and its dynamics in one's life.
Learning Outcomes:	The students should be able to: CO1: Understanding the fundamental principles of Indian health systems such as Ayurveda and yoga which are useful in maintaining the health of a healthy person CO2: Practical implementation of health principles to correct the intake of our food, air, water and sunlight to achieve perfect health. CO3: Understanding traditional way of cleansing the body regularly, strengthening body with Yogic exercises, maintaining the internal balance to prevent diseases. CO4: Understanding our unique Mind Body Constitution and choosing the right lifestyle suitable to maintain the internal balance. CO5: Understanding the influence of external environment on internal health and ways to synchronise our body and mind with nature to ensure smooth functioning of all organ systems of our body. CO6: Understanding mind and its dynamics through knowledge of Ayurveda and Yoga and using the knowledge to maintain harmony between body and mind to achieve perfect mental health.

Module I: Understanding human body

Introduction to Ayurveda, the Knowledge of Life, Health and treatment aspects in Ayurveda, Influence of Pancha maha bhuta on Internal environment of Human being, Understanding composition of Human body through the concept of Dosha Dhatu Mala, Understanding Prakruthi , the Mind – Body Constitution.

Module II: Understanding the communication between body & Mind

Establishing communication between body and mind by understanding the language of body. Understanding the concept of Agni, Koshta, Sara and Ojas and their relevance in enhancing our immunity to protect from various infections. Looking at the world through the lenses of Dravya, Guna and Karma, Applying the principle of Samanya and Visesha in every aspect of life to achieve perfect health.

Module III: Introduction to Health Regimen
Understanding Swastha vritta, the healthy regimen to maintain state of wellbeing Dinacharya, the Daily regimen including Daily detoxification, exercise, Intake of Food, Water, Air and Sunlight, work and ergonomics, Rest and sleep hygiene. Ritu charya, the seasonal regimen, Sadvritta and the concept of social wellbeing, understanding trividha upastambhas, three pillars to health, Concept of Shadrasa in choosing appropriate nourishment to the body and mind.

Module IV: Introduction to Yoga & Indian Psychology

Definition, Meaning and objectives of Yoga, Relevance of yoga in modern age. Brief Introduction of Hatha yoga, Raja yoga, Karma yoga, Gyana Yoga, Bhakti yoga Understanding eight steps of Ashtanga yoga, Understanding Shatkriyas, the six cleansing procedures of Yoga, Concept of Manas in Ayurveda and understanding Mind Body harmony, Triguna based Psychology in Ayurveda and Yoga, Influence of Tri dosha on Mind, Mind body intellect and consciousness complex, Understanding, Consciousness and solution to issues within Human Mind.

Text Books:
1. The Charaka Samhita
2. The Susruta Samhita
3. Teh Ashtanga Hridaya
4. Dr Deepak Chopra, Perfect Health--Revised and Updated: The Complete Mind Body Guide, Harmony publication, 200

Other Suggested Readings:
1. Vasant lad, Ayurveda, the Science of Self-healing: A Practical Guide: Science of Self- healing, lotus press, 984
2. The Hatha yoga pradipika
3. The Patanjali yoga sutras
4. The Gheranda Samhita
5. BKS Iyengar, Light on Yoga: The Classic Guide to Yoga by the World's Foremost Authority, thronson publication, 2006
6. Swamy Satyananda Saraswati, Asana, Pranayama, Mudra and Bandha, Bihar School of Yoga, 2002

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	1	2	2	3	2	2	2
CO2	2	3	3	2	2	3	2	2	2	3
CO3	3	2	3	1	3	3	3	2	3	3
CO4	2	2	2	1	3	3	3	3	3	2
CO5	2	2	2	2	3	3	2	3	3	3
CO6	2	2	2	1	3	3	2	3	3	2
Average	2.33	2.17	2.33	1.33	2.67	2.83	2.5	2.5	2.67	2.5

1-Slight (Low)   2-Moderate (Medium)   3-Substantial (High)

Course Title: **Environmental Studies**
Course Code: **BDMCC-1201**   **Course Credit**: **3**

Course Objective:	To familiarize students with: ❖ Creating the awareness about the environmental problems among the students. ❖ Imparting the knowledge about environment and its allied problems. ❖ Developing the attitude of concern for the environment.
Learning Outcomes:	The students should be able to: CO1: Students will develop strong conceptual knowledge base for demographic and environmental factors affecting business. CO2: Students will also gain insights into environmental problems related to business and Commerce. CO3: Students would be able to identify factors causing land, water, air and noise pollution CO4: Develop keen understanding of non-conventional energy source, solid waste management and technologies for sustainable development CO5: Students can learn how to use resources sustainably and create awareness about preserving the environment. CO6: Students can develop awareness towards resources conservation and take initiative towards conservation process and understand the importance of resources for sustainable development.

Module I: Introduction

Multidisciplinary nature of environmental studies; Scope and importance; Concept of sustainability and sustainable development, Concept of ecology and ecosystem, Structure and function of ecosystem; Energy flow in an ecosystem; food chains, food webs; Basic concept of population and community ecology; ecological succession, Characteristic features of the following: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, wetlands, rivers and oceans).

Module II: Natural Resources

Concept of Renewable and Non-renewable resources, Land resources and land use change; Land degradation, soil erosion and desertification, Deforestation: Causes, consequences and remedial measures, Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state), Energy resources: Environmental impacts of energy generation, use of alternative and nonconventional energy sources, growing energy needs.

Module III: Human Communities and The Environment

Human population growth: Impacts on environment, human health and welfare, Environmental Disaster: Natural Disasters-floods, earthquake, cyclones, tsunami and landslides; Manmade Disaster- Bhopal and Chernobyl, Environmental movements: Bishnois, Chipko Movement, Silent valley, Big dam movements, Environmental ethics: Role of gender and cultures in environmental conservation, Environmental education and public awareness.

Module IV: Environmental Policies and Practices

Climate change, global warming, ozone layer depletion, acid rain and their impacts on human communities and agriculture, Environment Laws: Wildlife Protection Act; Forest Conservation Act. Water (Prevention and control of Pollution) Act; Air (Prevention & Control of Pollution) Act; Environment Protection Act; Biodiversity Act, International agreements: Montreal Protocol, Kyoto protocol and climate negotiations; Convention on Biological Diversity (CBD), Protected area network, tribal populations and rights, and human wildlife conflicts in Indian context.

Text Books:

1. Asthana, D. K. (2006). Text Book of Environmental Studies. S. Chand Publishing.
2. Basu, M., Xavier, S. (206). Fundamentals of Environmental Studies, Cambridge University Press, India

Other Suggested Readings:

1. Bharucha, E. (203). Textbook of Environmental Studies for Undergraduate Courses. Universities Press.
2. De, A.K., (2006). Environmental Chemistry, 6th Edition, New Age International, New Delhi.
3. Mahapatra, R., Jeevan, S.S., Das, S. (Eds) (207). Environment Reader for Universities, Centre for Science and Environment, New Delhi.
4. Masters, G. M., &Ela, W. P. (99). Introduction to environmental engineering and science. Englewood Cliffs, NJ: Prentice Hall. Odum, E. P.,
5. Odum, H. T., & Andrews, J. (97). Fundamentals of ecology. Philadelphia: Saunders.
6. Sharma, P. D., & Sharma, P. D. (2005). Ecology and environment. Rastogi Publications.

Course Articulation Matrix

POs / PSOs →	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	3	2	3	3	2	2	1	2
CO2	2	3	3	2	3	2	3	2	1	2
CO3	3	2	3	2	2	3	2	2	2	1
CO4	2	2	2	2	3	3	3	3	2	2
CO5	2	2	2	2	3	3	2	2	3	2
CO6	3	2	2	3	2	3	2	2	3	3
Average	2.3	2.2	2.5	2.2	2.7	2.8	2.3	2.2	2.0	2.0

1-Slight (Low)　　　　2-Moderate (Medium)　　　3-Substantial (High)

Course Title: Writing for Media

Course Code: BDMVAC-1201　　　　　　　　**Course Credit:3**

Course Objective:	❖ Introduce students to the principles, formats, and techniques of journalistic writing across various media platforms. ❖ Develop practical skills in writing news, features, editorials, and columns for print and magazines. ❖ Equip students with the skills to create compelling and accurate content for radio, including news bulletins and current affairs programs. ❖ Train students in the structure and style of television news and program writing. Foster a professional understanding of public relations writing in a journalistic context.
Learning Outcomes:	CO1: Write clear, concise, and accurate news stories, features, and opinion pieces for print media. CO2: Differentiate between various writing styles such as editorial, column, and magazine features. CO3: Demonstrate competence in scripting radio news and current affairs content suited for audio storytelling. CO4: Apply principles of visual storytelling to write scripts for television news and programs. CO5: Create engaging, SEO-friendly news and feature content for websites and digital platforms. CO6: Understand and apply the basics of writing in public relations contexts, including press releases and media advisories.

Unit 1 Writing for Print:
News Writing, Feature writing, Editorial writing & Column writing, Writing for magazines public relations writing.

UNIT 2 Writing for Radio:
Writing for Radio news, Current Affairs programs writing.

UNIT 3 Writing for TV:
Writing for News and programs.

UNIT 4 Writing for Digital Media:
Writing news and features for Websites.

Text Books:
1. Writing & Reporting for the Media (13th Edition), John R. Bender, Lucinda D. Davenport, Michael W. Drager, Fred Fedler, Oxford University Press
2. Writing for the Media: In Southern Africa, Francois Nel, Oxford University Press

Other Suggested Readings:
1. Writing for News Media: The Storyteller's Craft, **Ian Pickering, Routledge**
2. Good Writing for Journalists, **Angela Phillips, SAGE India**

Course Articulation Matrix

POs/PSOs → COs ↓	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3	2	1	3	2	2	2
CO2	3	2	2	2	2	1	3	2	2	2
CO3	2	2	3	3	2	1	2	3	2	2
CO4	2	2	3	3	2	1	2	3	3	2
CO5	2	2	3	2	3	2	3	3	3	3
CO6	3	3	2	2	2	3	3	2	2	2
Average	2.5	2.2	2.5	2.5	2.2	1.5	2.7	2.3	2.3	2.2

1-Slight (Low)　　　　**2-Moderate (Medium)**　　**3-Substantial (High)**

Course Title: **Principles of Logistics Management**

Course Code: **BDMVAC-1201**   **Course Credit**: **3**

COURSE OBJECTIVE:	To familiarize students with: ❖ To develop competencies and knowledge of students to become logistics professionals. ❖ To orient students in the field of Logistics and to help Students to understand Fundamentals of Logistics.
LEARNING OUTCOMES:	The students should be able to: CO1: To produce quality graduates with balanced knowledge, skills and industry exposure in catering, hotel and management; CO2: Describe the basic functions common to property management systems. CO3: To conduct researches concerning hotel and restaurant development program. CO4: Organization, function of Housekeeping department and its different sections. CO5: To explore the tools and technique of management accounting for analysis to understand different business strategies. CO6: Identify the use and knowledge in the significance of information technology to an enterprise.

Module I: Introduction to Logistics

History of Logistics, Indian Logistics Policy, Development of Logistics Park, Need for logistics-Cost and Productivity, cost saving & Productivity improvement. Logistics Cost, reduction in logistics cost, benefits of efficient Logistics, Principles of Logistics, Technology & Logistics -Informatics, Logistics optimization. Listing of Sub-sectors of Logistics.

Module II: Logistics and Customer Service Definition of Customer Service Elements of Customer Service-Phases in Customer Service Customer Retention -Procurement and Outsourcing -Definition of Procurement/Outsourcing - Benefits of Logistics Outsourcing -Critical Issues in Logistics Outsourcing.

Module III: Global Logistics

Global Supply Chain -Organizing for Global Logistics-Strategic Issues in Global Logistics -Forces driving Globalization -Modes of Transportation in Global Logistics Barriers to Global Logistics –Types of logistics, Markets and Competition -Financial Issues in Logistics Performance -Integrated Logistics -Need for Integration -Activity Centres in Integrated Logistics. Role of 3PL&4PL, overview towards EXIM and its significance in logistics management.

Module IV: Warehouse and Transportation

Warehouse-Meaning, Types of Warehouses Benefits of Warehousing - Transportation-Meaning; Types of Transportations, multi modal transportation, efficient transportation system and Benefits of efficient transportation systems - Courier/Express -Courier/Express-Meaning, Categorization of Shipments, Courier Guidelines, Pricing in Courier -Express Sector for international and domestic shipping - ECommerce - Meaning, Brief on Fulfilment Centres, Reverse logistics in e-commerce sector, Marketing in e-commerce and future trends in e-commerce.

Text Book:
1. Michel H Hungo (2003) Supply Chain Management: PHI
2. Chopra S. (2007) Supply Chain Management: McGraw Hill
3. Samir S. & Ballao (2003) Logistics Management: Pearson

Other Suggested Readings:
1. Fundamentals of Logistics Management (The Irwin/Mcgraw-Hill Series in Marketing), Douglas Lambert.
2. James R Stock, Lisa M. Ellram, McGraw-hill/Irwin, First Edition, 1998.
3. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	1	2	2	3	2	2	2
CO2	2	2	1	1	1	2	1	3	2	1
CO3	3	3	3	2	1	2	2	3	1	2
CO4	2	2	1	1	1	2	1	3	1	1
CO5	3	2	3	3	2	2	2	2	1	3
CO6	3	2	2	2	3	3	3	2	3	2
Average	2.67	2.17	2.00	1.67	1.67	2.17	2.00	2.50	1.67	1.83

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Introduction to R Programming

Course Code: BDMGE-1201   **Course Credit:4**

Course Objective:	❖ Introduce the R programming language and its environment for statistical computing. ❖ Develop understanding of R data structures and control flow mechanisms. ❖ Enable students to work with R packages for data handling, cleaning, transformation, and web data extraction. ❖ Teach statistical data analysis techniques and data visualization using R. ❖ Provide knowledge of building user interfaces and custom packages in R for application development.
Learning Outcomes:	CO1: Use the R interpreter and understand core R data structures including vectors, matrices, arrays, lists, and data frames. CO2: Apply control structures such as loops and conditionals to write logical R programs. CO3: Read and write data from/to various sources including files and websites. CO4: Clean, transform, and manipulate datasets efficiently using built-in functions and packages. CO5: Perform basic statistical analyses to summarize and interpret datasets. CO6: Create various data visualizations such as scatter plots, line graphs, histograms, bar charts, and box plots.

UNIT 1   Introduction to R:

R interpreter, Basic understanding of R data structures like vectors, matrices, arrays, list and data frames, Control Structures.

UNIT 2 Using R packages:

Read/write data from/in files, extracting data from web-sites, Clean data, Transform data by sorting, adding/removing new/existing columns, centring, scaling and normalizing the data values, converting types of values, using string in-built functions.

UNIT 3

Statistical analysis of data for summarizing and understanding data, Visualizing data using scatter plot, line plot, bar chart, histogram and box plot.

UNIT 4

Designing Graphical User Interface: Building interactive application and connecting it with database, Building Packages.

Text Books:

An Introduction to R, **W. N. Venables, D. M. Smith, and the R Development Core Team, Network Theory Limited**

The Book of R: A First Course in Programming and Statistics, **Tilman M. Davies, No Starch Press**

Beginning Data Science with R, **Manas A. Pathak, Springer Cham**

Other Suggested Readings:

1. Cotton, R., Learning R: a step by step function guide to data analysis. O'reilly Media Inc.

2. Gardener, M. Beginning R: The statistical programming language, WILEY

3. Lawrence, M., & Verzani, J. Programming Graphical User Interfaces in R. CRC press. (ebook)

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3	-	-	3	2	3	-
CO2	3	3	3	3	-	-	-	3	3	-
CO3	2	2	2	3	-	-	2	2	3	-
CO4	3	3	3	3	-	-	3	3	3	-
CO5	2	3	2	2	-	-	3	3	2	-
CO6	3	3	3	3	-	-	3	3	3	-
Average	2.67	2.67	2.58	2.83	0	0	2.67	2.67	2.83	0

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: **Advertising and Personal Selling**

Course Code: **BDMGE-1201**   **Course Credit**: **4**

COURSE OBJECTIVE:	To familiarize students with: ❖ To teach the basics of advertising and personal selling as promotional tools in marketing and to develop a customer oriented attitude for designing advertising and personal selling messages. ❖ To make the students gain an understanding of the role of advertising, brand management, and overall business success. ❖ To make the students familiar with aspects of creating effective personal selling strategies.
LEARNING OUTCOMES:	The students should be able to: CO1: The students will be able to understand the role of advertising and personal selling in the marketing mix. CO2: The students will be able to describe how to use STP and its importance. CO3: The students will be able Identify and evaluate various advertising media and personal selling channels. CO4: The students will be able to explain how to create persuasive advertising messages and effective campaigns and comprehend how advertising agencies work. CO5: The students will be able to describe the ethical considerations in advertising and personal selling. CO6: The students will be able to comprehend how to evaluate effectiveness of advertising efforts.

Module I: Introduction

Overview of advertising and Concept of Personal Selling and Salesmanship; Qualities of a good salesperson. Ethical conduct in selling. Types of salespersons; Role of Personal Selling in CRM; AIDAS model of selling. Buying Motives, Importance of advertising and promotions in marketing, Strategic decision-making in advertising and promotions.

Module II: Advertising: Message and Media Decisions

Advertising Message-Advertising appeals; Elements of print and broadcast advertising copy; Types of Advertising Media strengths and limitations; Factors influencing selection of advertising media; Media Scheduling.

Module III: Advertising Effectiveness and Institutional Framework Rationale of measuring advertising effectiveness; Communication and Sales Effect; Pre and Post- Testing Techniques; Advertising Agency: Role, types and selection. Ethical and legal aspects of advertising. Role of Advertising Standards Council of India (ASCI).

Module IV: Personal Selling Process

Prospecting, Pre-Approach; Approach; Presentation and Demonstration; Handling of Objections; Closing the Sale; Follow-Up; Sales Reports and Sales Audit, Personal selling skills, Personal development- Goal Setting, Positive mental attitude, Effective Communication, Art of persuasion, Time Management.

Text Book:

1. Advertising and Promotion: Principles and Practice" by Sandra Moriarty, Nancy Mitchell, and William D. Wells Education.
2. "Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch

Other Suggested Readings:

1. Contemporary Advertising" by William F. Arens, Michael F. Weigold, and Christian Arens Advertising and Promotion Management: Concepts, Methodologies, Tools, and Applications edited by Information Resources Management Association.
2. Dollinger, M. J. (2008). Entrepreneurship: Strategies and Resources. New Jersey: Prentice Hall.
3. Hisrich, R., Peters, M., & Shepherd, D. (2017). Entrepreneurship. New York: McGraw Hill Education.
4. Rao, T. V., &Kuratko, D. F. (2012). Entrepreneurship: A South Asian Perspective. Boston: Cengage Learning.

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	2	1	1	3	2	1	2
CO2	3	3	3	2	1	1	3	3	1	2
CO3	3	3	3	2	1	2	3	3	1	3
CO4	3	3	3	3	2	2	3	3	2	3
CO5	2	1	1	2	3	1	2	1	3	2
CO6	3	3	3	2	2	3	3	2	2	2
Average	2.83	2.67	2.5	2.17	1.67	1.67	2.83	2.33	1.67	2.17

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Fundamentals of Hotel Management

Course Code: BDMGE-1201   **Course Credit**: 4

COURSE OBJECTIVE:	To familiarize students with: ❖ Creating the awareness about the basic fundamentals of hotel business among the students. ❖ Imparting the knowledge about hotel and various modes of transport booking. ❖ Developing the attitude of concern for the environment.
LEARNING OUTCOMES:	The students should be able to: CO1: To produce quality graduates with balanced knowledge, skills and industry exposure in catering, hotel and management; CO2: Describe the basic functions common to property management systems. CO3: To conduct researches concerning hotel and restaurant development program. CO4: Organization, function of Housekeeping department and its different sections. CO5: To explore the tools and technique of management accounting for analysis to understand different business strategies. CO6: Identify the use and knowledge in the significance of information technology to an enterprise.

Module I: Introduction

Introduction to Hotel Industry: Accommodation, types and forms, changing concept over time, main features of different basis of categorization of accommodation factors. Main features of different categories of accommodation. Classification of catering (Food and Beverage) establishment. Hotel Business and importance activities Hoteliering business major characteristics, problems of hotel business.

Module II: Growth and development of Hotel Industry

Growth and Hotel Industry in India, Major personalities associated with hotel growth in India and their contribution. Roll of public sector in this growth, Major hotel (s) in private sector, Classification, Registration and Gradation of Hotels, Concepts, Requirements and procedure in Indian context.

Module III: Information and Communication Technology in the Hotel Industry

Automation in the hotel industry- An Introduction, Information as a resource, Automation in the hotel, airlines and travel business: An introduction to automation with computers and without computers Function of a Travel Agent and Tour Operator. Public and Private Sector in Travel Business in Tour Operation. IATA: Importance, Role, History Automation in the Airline Industry.

Module IV: Financial & Hotel Accounting

Sale of Accommodation – Points taken into account at the time of fixing the room rates of a hotel. Basis of changing the room Rates in 24 Hours basis, Night Stay Basis, Checks out time basis. Tabular System of Accounting – System of accounting used in hotel opening of tabular system and its importance for hotels. Guest weekly bills–Meaning and perform a practical exercise of preparation of guest weekly bill. Theoretically knowledge of preparing guest weekly bill with the help of N.C.R machine (model 42 billing machine).

Text Book:

1. Negi, Jagmohan: International Tourism & Travel: Concepts and Principles. S. Chand Co. Ltd. New Delhi.

Other Suggested Readings:

1. Jag Mohan Negi, Elements of Hotel Accountancy H.K.S Books International.
2. Anand M.M.: Tourism & Hotel Industry in India, Prentice Hall of India, New Delhi.

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	2	1	2	3	2	1	1

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO2	2	3	2	2	2	3	2	3	1	1
CO3	3	2	3	1	3	1	3	1	2	1
CO4	2	2	1	3	2	1	2	1	3	1
CO5	1	2	3	1	3	2	1	1	2	2
CO6	2	3	1	1	2	3	2	3	1	2
Average	2.17	2.33	2.17	1.67	2.17	2.17	2.17	1.83	1.67	1.17

1-Slight (Low)　　　**2-Moderate (Medium)**　　**3-Substantial (High)**

SEMESTER-WISE SUBJECT LIST

SEMESTER 3

Theory/ Practical	Course Code	Category	COURSE TITLE	CONTACT HOURS			EVALUATION SCHEME			CREDITS
				L	T	P	CIA	ESE	TOTAL	
Theory	BBADM -1301	DSC VII	INTEGRATED MARKETING COMMUNICATION	3	1	0	40	60	100	4
Theory	BBADM -1302	DSC VIII	PRODUCT DESIGN AND DEVELOPMENT	3	1	0	40	60	100	4
Theory	BBADM -1303	DSC IX	SEARCH ENGINE OPTIMIZATION	3	1	0	40	60	100	4
Theory		*MDC I	MULTI DISCIPLINARY COURSE	3	0	0	40	60	100	3
Theory		**VAC III	VALUE-ADDED COURSE	2	0	0	40	60	100	2
Theory		***GE III	ANY ONE	3	1	0	40	60	100	4
Theory		****SEC I	PERSONAL FINANCE AND PLANNING	2	0	0	40	60	100	2
Theory			General Proficiency/Seminar				100		100	1
			TOTAL						800	24

*MDC I	Course Code	Theory	Course Title
	BDMMDC-1301	Theory	Media Literacy and Critical Thinking

**VAC III	Course Code	Theory	Course Title
	BDMVAC-1301	Theory	Introduction to Programming with Python

***GE-III	Course Code	Theory	Course Title
	BDMGE-1301	Theory	E-Commerce
			Fundamentals of Business Analytics

****SEC I	Course Code	Theory	Course Title
	BDMSEC-1301	Theory	Personal Finance and Planning

Course Title: Introduction to Marketing Management

Course Code: BBADM-1301   Course Credit: 4

COURSE OBJECTIVE:	To familiarize students with: ❖ To help the students understand marketing concepts and principles in the light of real-life marketing practices in the contemporary world ❖ To familiarize the students with the marketing environment and the elements of the marketing-mix for making effective marketing plans ❖ Practical applications of marketing theories in the context of the marketing management.
LEARNING OUTCOMES:	The students should be able to: CO1: Understand and appreciate the concept of marketing in theory and practice. CO2: Identify different types of marketing environment and the forces which affect the working of the company in short and long run. CO3: Understand segmentation and learn different ways of selecting the appropriate target and positioning the product in the market. CO4: Discuss different types of product, levels of hierarchy and classification of products along with the concept of branding and its types. CO5: Describe the marketing channels, channel dynamics and pricing of the products. CO6: Evaluate different promotional strategies and media planning.

Module I: Introduction and Marketing Segmentation

Marketing: Nature, meaning, scope, concepts and orientation towards market. Marketing mix. Customer's value and satisfaction: concepts and delivery. Marketing environment: Needs and trends in macroenvironment forces. Introduction to strategic marketing. Segmentation: Concept of market Segmentation, Patterns and Process of Segmentation, Segmenting Consumer Markets. Market Targeting. Positioning concept and types.

Module II: Concepts of Product and Branding

Product: Concepts, Product Level Hierarchy, Classification of Products, Product Mix, Product Line, Product Life Cycle, Product Positioning. Brand: Concept, Challenges, Brand Equity, Brand Repositioning.

Module III: Marketing Channels and Pricing

Nature of Marketing Channels, Channel functions and flows, Channel Design and Management Channel Dynamics. Pricing: objectives, factors influencing pricing, basic methods of pricing and pricing strategies.

Module IV: Promotion and Marketing Program

Promotion: Promotion Mix. Managing Advertisement: Objectives, Budget, Media planning and Sales Promotion Tools.

Text Book:

1. Marketing Management – A South Asian Perspective' by Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha (Pearson)

Other Suggested Readings:
1. Sherlekar S. A., Marketing Management, Himalaya Publishing House.
2. Saxena R., Marketing Management, Tata McGraw Hill.

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	2	1	3	3	2	2	2
CO2	3	3	2	3	1	2	3	3	3	2
CO3	3	3	3	3	2	2	3	3	3	2
CO4	3	2	2	2	2	2	3	2	3	2
CO5	3	3	3	2	3	2	3	3	3	2
CO6	3	3	2	2	3	3	3	3	3	3
Average	3.0	2.67	2.17	2.33	2.0	2.33	3.0	2.67	2.83	2.17

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: **Product Design and Development**
Course Code: **BBADM-1302**   **Course Credit**: **4**

COURSE OBJECTIVE:	To familiarize students with: ❖ The main objective of the course is to acquaint the learners/students with the practical knowledge regarding conceptualization, design and development of a new product and also understand modern product development processes.
LEARNING OUTCOMES:	The students should be able to: CO1: Describe the characteristics used for product design and development. CO2: Assess the customer requirements in product design. CO3: Apply structural approach to concept generation, selection and testing. CO4: Identify various aspects of design such as industrial design, design for manufacture, assembly, service and quality and product architecture. CO5: Explain various principles and technologies used for the preparation of prototype. CO6: Communicate design ideas clearly through sketches, technical drawings, presentations, and reports.

Module I: Introduction:

Characteristics of successful product development, design and development of products, duration, and cost of product development, the challenges of product development. Development Processes and Organizations: Generic development process, concept development: the frontend process, adopting the generic product development process, the AMF development process, product development organizations, the AMF organization.

Module II:

Product planning: Product planning process, identify opportunities, evaluate and prioritize projects, allocate resources and plan timing, complete pre project planning, reflect all the results and the process Identifying customer needs: Gather raw data from customers, interpret raw data in terms of customer needs, organize the needs into a hierarchy, establish the relative importance of the needs and reflect on the results and the process.

Module III:

Concept Generation: Activities of concept generation, need for systems level thinking, TRIZ and its comparison with brainstorming and lateral thinking, TRIZ tools Ideality and IFR, problem formulation and functional analysis, use of 40 principles to solve contradiction, use of S-curves and technology evolution trends. Concept selection: Overview of methodology, concept screening, and concept scoring, Pugh matrix and its application. Concept testing: Define the purpose of concept test, choose a survey population, choose a survey format, communicate the concept, measure customer response, interpret the result, reflect on the results and the process, Failure Mode Effect Analysis (DFMEA and PFMEA).

Module IV:

Product Design for Environment (DFE): Definition, Advantages, Examples, Prototyping: definition, uses Design for Manufacturing (DFM): Definition, Importance, Evaluation & Errors in Product Designing.

Text Book:

1. A K Chitale and R C Gupta, Product Design and Manufacturing, 6th Edition, PHI, New Delhi, 2003.

2. Karl.T.Ulrich and Steven D Eppinger Irwin, Product Design and Development, 5th Edition, McGraw-Hill, 20

Other Suggested Readings:
1. George E Deiter, Engineering Design, 5th Edition, McGraw-Hill , 2012 .
2. Boothroyd G, Dewhurst P and Knight W, Product Design for Manufacture and Assembly, 2nd Edition, Marcel Dekker, New York, 2002.
3. G Altshuller, H Altov, Lev Shulyak, And Suddenly the Inventor Appeared: TRIZ, The theory of

Note: 50% of the questions asked will be theoretical.

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	-	-	3	-	3	-	-	-
CO2	2	3	-	-	2	-	-	2	-	-
CO3	3	-	2	-	-	-	-	2	-	-
CO4	3	-	2	2	-	-	-	3	-	-
CO5	3	-	-	-	3	-	2	-	-	-
CO6	3	-	3	3	-	3	-	-	2	-
Average	2.83	1.40	1.40	1.25	2.00	0.50	1.40	1.75	0.33	0.00

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Search Engine Optimization
Course Code: BBADM-1303   **Course Credit:4**

Course Objective:	❖ To understand basics of SEO and how search engines work ❖ To learn the steps, you need to prepare for, execute, and evaluate SEO initiatives. ❖ To examine a number of advanced strategies and tactics
Learning Outcomes:	CO1: Learn the concept of SEO, on-site and off-site SEO, importance, ranking factors, and search verticals CO2: Learn how to do keyword research for content strategies CO3: Optimize website structure and code to improve search engine rankings CO4: Analyze the content to prevent search engine penalties like keyword stuffing, increase keyword relevancy and page authority CO5: Perform SEO audits and identify the issues to increase organic site traffic CO6: Use Web analytics and SEO tools to evaluate the SEO strategy

UNIT -1

Summarize the concept Search Engine Optimization, Explain the evolution of Search Engines, Describe Google Updates, Outline SERP features, Describe SEO Verticals. How People Search, How Search Engines Drive Commerce on the Web, Eye Tracking: How Users Scan Results Pages, Click Tracking: How Users Click on Results, Natural Versus Paid

UNIT -II

Understanding Search Engine Results, Algorithm-Based Ranking Systems: Crawling, Indexing, and Ranking, Determining Searcher Intent and Delivering Relevant, Fresh Content, Analyzing Ranking Factors, Using Advanced Search Techniques, Vertical Search Engines, Country-Specific Search Engines.

UNIT -III

Explain the use of robots.txt and sitemaps, Describe the optimal keyword usage on a website, Create taxonomy and URL structure according to SEO best practices, Implement meta tags, title, and HTML elements, Explain the importance of inbound and outbound links, Explain the schema concept: Organization schema, review schema, news article schema, person schema.

UNIT –IV

Summarize the common SEO issues: technical issues, website structure issues, content issues & backlink issues, Why Measuring Success Is Essential to the SEO Process, Measuring Search Traffic, Tying SEO to Conversion and ROI, Competitive and Diagnostic Search Metrics, Key Performance, Indicators for Long Tail SEO

Text Book:
1. Eric Enge, Stephan Spencer, Rand Fishkin, Jessie C Stricchiola, "The Art of SEO : Mastering Search Engine Optimization", O'Reilly Media, October, 2009
2. **Search Engine Optimization (SEO) Secrets,** Danny Dover, Wiley

Other Suggested Readings:
1. David Amerland, Google Semantic Search, Pearson
2. Jerri L. Ledford, "SEO: Search Engine Optimization Bible", 2nd Edition, Wiley India, April, 2009
3. John I Jerkovic, "SEO Warrior: Essential Techniques for Increasing Web Visibility", O'Reilly

 Note: 50% of the questions asked will be theoretical.

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	1	2	1	3	2	1	1
CO2	2	3	2	2	3	1	3	3	2	2
CO3	2	2	3	3	3	1	3	2	2	2
CO4	2	3	2	3	2	1	2	3	2	2
CO5	3	3	3	2	3	2	3	2	3	2
CO6	2	3	2	3	3	2	3	3	2	3
Average	2.3	2.7	2.3	2.3	2.7	1.3	2.8	2.5	2.0	2.0

1-Slight (Low)   2-Moderate (Medium)   3-Substantial (High)

Course Title: Media Literacy and Critical Thinking
Course Code: BDMMDE-1301   **Course Credit: 3**

COURSE OBJECTIVE:	❖ Develop critical thinking skills to analyse various media forms effectively and identify underlying biases. ❖ Foster media literacy principles for navigating digital media landscapes and evaluating credibility. ❖ Explore media production dynamics and ownership structures in the Indian context. ❖ Address ethical and regulatory considerations in media practices. ❖ Enhance digital media literacy for responsible online engagement and combating misinformation.
LEARNING OUTCOMES	CO1. Demonstrate proficiency in analysing media texts and identifying implicit messages and ideologies. CO2. Apply media literacy principles to make informed decisions about media consumption and production. CO3. Understand the complexities of media production, distribution, and audience behaviour. CO4. Adhere to ethical standards in media content creation and consumption. CO5. Promote responsible digital citizenship by navigating online information critically and combating misinformation CO6: To promote digital citizenship.

UNIT –I
Core principles of media literacy and critical thinking; Definition and significance of media literacy, its historical evolution within the Indian context; Understanding media as a powerful communication tool and its role in shaping societal perceptions and behaviours.

UNIT –II
Forms of media texts, including print, broadcast, digital, and social media; Textual analysis and the deconstruction of visual media using semiotics; The impact of media representations on individual perceptions and societal attitudes, from relevant case studies in the Indian context.

UNIT -III
Dynamics of media production, distribution, and consumption in India: Influence of ownership and control structures on media content; Techniques for critically evaluating media content and analyzing audience consumption patterns

UNIT –IV
Ethical and regulatory considerations inherent in media practices and the evolving landscape of digital media literacy. Ethical principles in media, the regulatory framework governing media content, and the role of self-regulatory bodies in upholding ethical standards

Text Book:
1. Potter, W. J. Media literacy (8th ed.). SAGE Publications.
2. Hobbs, R. Media literacy in the digital age. Routledge.
3. Halpern, D. F. Thought & knowledge: An introduction to critical thinking (5th ed.). Psychology Press.

Other Suggested Readings:
1. Barbour, K., & Marshall, J. The media literacy handbook. ASCD.
2. Bhaskar, N. K. Media laws and ethics in India. Lexis Nexis.

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	3	2	2	3	2	2
CO2	3	2	2	3	3	2	2	3	3	2

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO3	2	2	1	2	3	3	3	2	2	1
CO4	2	2	3	2	2	3	2	2	3	3
CO5	2	2	2	3	2	3	2	3	3	2
CO6	2	2	2	3	2	3	1	3	3	2
Average	**2.3**	**2.0**	**2.0**	**2.5**	**2.5**	**2.7**	**2.0**	**2.7**	**2.7**	**2.0**

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Introduction to Programming with Python

Course Code: BDMVAC-1301　　　　　　　　　**Course Credit: 2**

Course Objective:	❖ To familiarize students with: ❖ To provide prospective management studies students with the skills necessary to use Python Program Language to generate reports, analyses and decisions based on a study of relevant data. ❖ To provides the set of skills that are most frequently used in the work place for business analytics. ❖ To enrich students with various program skills with their applications in various Industries.
Learning Outcomes:	The students should be able to: CO1: The students will be able to recognize the significance of Python Program Language to solve management problems. CO2: The students will be able to compare the program techniques in appropriate manner for managerial decision making. CO3: The students will be able to use basic knowledge and understanding of data analysis and interpretation using Python Program. CO4: The students will be able to select an appropriate technique of Python Program for addressing the requirement of data analysis. CO5: The students will be able to evaluate different program approaches. CO6: Evaluate how to use Python Program Language.

UNIT 1 Introduction Introduction to Python:
What is Python? Python vs R, Installing Python based IDE, learning to run basic programs, Working with Data and Data types: tuples, lists, dictionaries, and sets, Writing Functions: organize larger programs into functions.

UNIT 2
Modules and Libraries How to organize programs into modules, Designing modules for efficient program, Learning to write Module based program , HANDS ON PRATICE ON Python with real life examples.

UNIT 3
Classes and Objects Introduction to Python object-oriented program in Designing and using object-oriented program, Application of object-oriented program , HANDS ON PRATICE ON Python with real life examples, Testing, Debugging, and Software Development Practice- How to test and debug Python programs, HANDS ON PRATICE ON Python with real life examples and python development.

UNIT 4
Creating plots. Python program for creating managerial plots, Usage of Python Package Matplotlib, Application programs for plotting for managerial reports, HANDS ON PRATICE ON Python with real life examples.

Text Books:
1. "Python Programming: An Introduction to Computer Science" by John M. Zelle
2. "Learning Python" by Mark Lutz
3. "Python Crash Course" by Eric Matthes
4. "Think Python" by Allen B. Downey

Suggested Readings:
1. "Automate the Boring Stuff with Python" by Al Sweigart
2. "Fluent Python" by Luciano Ramalho
3. "Effective Python" by Brett Slatkin
4. "Introduction to Computation and Programming Using Python" by John V. Guttag Course Articulation

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	1	2	1	3	2	2	1
CO2	2	3	2	2	2	1	2	2	3	2
CO3	3	2	1	2	3	1	3	3	2	2
CO4	2	2	2	3	3	1	3	3	3	2
CO5	2	3	2	2	3	2	2	3	3	2

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO6	3	2	2	2	3	2	3	3	2	2
Average	2.5	2.33	1.67	2.0	2.67	1.33	2.67	2.67	2.5	1.83

1-Slight (Low) **2-Moderate (Medium)** **3-Substantial (High)**

Course Title: E-Commerce

Course Code: BDMGE-1301	**Course Credit**: **4**

COURSE OBJECTIVE:	To familiarize students with: ❖ To teach the student about the Introduction to Electronic Commerce –Evolution and Models. ❖ To make the students gain an understanding of the World Wide Web and E-enterprise for overall business success. ❖ To make the students familiar with aspects of E-marketing and Electronic Payment System strategies.
LEARNING OUTCOMES:	The students should be able to: CO1: The students will be able to understand the role of an analytical framework to understand the emerging world of e-commerce. CO2: To make the learners familiar with current challenges and issues in e-commerce. CO3: The students will be able to develop the understanding of various business models. CO4: To enable to understand the Web- based Commerce and equip the learners to assess e-commerce requirements of a business. CO5: The students will be able to describe the ethical considerations, Legal and Regulatory Environment and Security issues of Ecommerce. CO6: The students will be able to comprehend how to evaluate effectiveness of e-commerce platforms.

Module I: Introduction to Electronic Commerce –Evolution and Models

Evolution of E-Commerce-Introduction, History/ Evolution of Electronic Commerce, Roadmap of E-Commerce in India, Main activities, Functions and Scope of E-Commerce, Benefits and Challenges of E-Commerce, E-Commerce Business Strategies for Marketing, Sales and Promotions, Business Models of E-Commerce-Characteristics of Business to Business(B2B), Business to Consumers (B2C), Business to Government (B2G), Concepts of other models of E-commerce, Business to Consumer E-Commerce process, Business to Business E-Commerce- Need and Importance, alternative models of B2B E-Commerce, E-Commerce Sales Product Life Cycle (ESLC) Model.

Module II: World Wide Web and E-enterprise

World Wide Web-Reasons for building own website, Benefits of Website, Registering a Domain Name, Role of web site in B2C E-commerce; push and pull approaches; Web site design principles, EDI and paperless trading; Pros & Cons of EDI; Related new technologies use in E-commerce, Applications of E-commerce and E-enterprise - Applications to Customer Relationship Management- Types of E-CRM, Functional Components of E-CRM, Managing the E-enterprise- Introduction, Managing the E-enterprise, Comparison between Conventional and E-organisation, Organisation of Business in an E-enterprise, Benefits and Limitations of E- enterprise.

Module III: E-marketing and Electronic Payment System

E-Marketing- Scope and Techniques of E-Marketing, Traditional web promotion; Web counters; Web advertisements, Role of Social media, E-Commerce Customer Strategies for Purchasing and support activities, Planning for Electronic Commerce and its initiates, The pros and cons of online shopping, Justify an Internet business, Electronic Payment System-Characteristics of E-payment system, SET Protocol for credit card payment, prepaid epayment service, post-paid E-payment system, Types of payment systems, Operational, credit and legal risks of E-payment system, Risk management options for E-payment systems, Set standards / principles for E-payment.

Module IV: Legal and Regulatory Environment and Security issues of E-commerce

Introduction to Cyber Laws-World Scenario, Cyber-crime& Laws in India and their limitations, Hacking, Web Vandals, E-mail Abuse, Software Piracy and Patents, Taxation Issues, Protection of Cyber Consumers in India and CPA 1986, Importance of Electronic Records as Evidence, Security Issues in E-Commerce- Risk management approach to Ecommerce Security - Types and sources of threats, Protecting electronic commerce assets and intellectual property, Security Tools, Client server network security, Electronic signature, Encryption and concepts of public and private key infrastructure.

Text Book:
1. Laudon, Kenneth C. and Carol Guercio Traver (2002) E-commerce: business, technology, society. (New Delhi : Pearson Educatin).
2. Awad, Elias M. (2007), Electronic Commerce: From Vision to Fulfillment (NewDelhi : Pearson Education).
3. Kalakota, Ravi and Marcia Robinson (2001). Business 2.0: Roadmap for Success (newDelhi : Pearson Education).
4. Smith, P.R. and Dave Chaffey (2005), E-marketing Excellence; The Heart of E-Business (UK : Elsevier Ltd.).

Other Suggested Readings:

1. Greenstein and Feinman, "E-Commerce", TMH
2. Ravi Kalakota, Andrew Whinston, "Frontiers of Electronic Commerce", Addision Wesley
3. Diwan, Sharma, "E-Commerce" Excel
4. Bajaj & Nag, "E-Commerce: The Cutting Edge of Business", TMH

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	1	1	3	2	1	1
CO2	3	3	2	2	2	2	2	3	1	2
CO3	3	2	3	2	2	1	3	2	2	2
CO4	3	2	3	3	2	1	3	2	2	3
CO5	2	3	2	3	3	3	2	3	2	2
CO6	3	2	3	2	2	1	3	3	2	2
Average	2.83	2.33	2.50	2.33	2.00	1.50	2.67	2.50	1.67	2.00

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Fundamentals of Business Analytics
Course Code: BDMGE-1302   **Course Credit: 4**

Course Objective:	❖ To provide knowledge of data science, data analytics ❖ To equip students with the ability to solve complex problems using different analytical tools and techniques in business.
Learning Outcomes:	CO1: To acquire knowledge about different analytical tools used for model building, CO2: To establish relationship among different variables that effect business decision making. CO3: To understand a Problem(s) in Business, explore and analyze the problem(s); CO4: Make better decisions to improve policy making, to develop strategy CO5: To improve day to day performance of organizations CO6: To estimate the value created using business analytics to address an opportunity/Problem

UNIT -1

Introduction: Meaning, Definition and Importance of Business Analytics – Analytics v/s Analysis –Business Analytics v/s Business Intelligence and Data Mining – Applications of Analytics – Different Kinds of Analytics – Types of Analytical Tools – Identifying Problems & Opportunities through Data Analytics – Framing a Business Problem as an Analytical Problem

UNIT -II

Descriptive Analytics Tools and Techniques: Concept of Descriptive Analytics – Meaning, Nature, Importance and Applications – Data Analysis – Data visualization – visualization techniques – Tables, Charts, Cross-tabulations, Dash boards.

UNIT -III

Predictive Analytics Tools & Techniques: Concept of Predictive Analytics: – Linear Regression (Theory and Problems) – Factor Analysis (Theory) – Cluster Analysis (Theory) – Econometrics and Time Series Forecasting (Theory and Problems).

UNIT –IV

Prescriptive Analytics: Concept of Descriptive Analytics – Meaning, Nature, Importance and applications – Decision tree analysis –Risk Analytics – Text Analytics – Web Analytics

Text Book:

1. Shmueli, Patel and Bruce, Data Mining for Business Intelligence, Concepts, Techniques and Applications, Wiley.
2. Powell and Baker, Management Science: The Art of Modeling with Spreadsheets, Wiley.
3. Williams, Data Mining with Rattle and R: The Art of Excavating Data for Knowledge Discovery, Springer.

Other Suggested Readings:

1. Ledolter, Data Mining and Business Analytics with R, Wiley.
2. Danielle Stein Fairhurst, Using Excel for Business Analysis: A Guide to Financial Modelling Fundamentals + website, Wiley, 2013.
3. Winston Wayne L., Microsoft Excel 2013: Data Analysis and Business Modeling, Microsoft Press, USA.
4. James Evans, Business Analytics, Pearson, 2nd Edition, 2017.
5. Naresh K Malhotra, Marketing Research, 5th Edition, Pearson Education /PHI 2007

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	2	2	1	3	2	1	1
CO2	2	3	3	2	2	2	3	3	2	1
CO3	3	3	2	3	3	2	2	3	3	2
CO4	2	2	3	3	3	2	3	2	3	3

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO5	2	2	2	2	3	3	3	2	2	2
CO6	3	2	3	2	2	3	2	3	3	2
Average	2.5	2.3	2.7	2.3	2.5	2.2	2.7	2.5	2.3	1.8

1-Slight (Low)　　　　**2-Moderate (Medium)**　　　**3-Substantial (High)**

Course Title: Personal Finance and Planning

Course Code: BDMSEC-1301   Course Credit: 2

COURSE OBJECTIVE:	To familiarize students with: ❖ Different aspects of financial planning like savings, investment, taxation, insurance, and retirement planning and to develop the necessary knowledge and skills for effective financial planning. ❖ About the advantages & tools to be used for effective financial planning.
LARNING OUTCOMES:	The students should be able to: CO1: To become acquainted with the concept of Investment Planning and its methodologies. CO2: Explore the extent and strategies of Personal Tax Planning. CO3: Comprehend the significance and value of Financial Planning. CO4: Evaluate Insurance Planning and its significance, and gain insight into retirement planning and its importance. CO5: Analyze various investment avenues and assess their risk-return profiles to make informed financial decisions. CO6: Develop an integrated personal financial plan incorporating budgeting, savings, investments, insurance, and tax considerations.

Module I: Introduction to Financial Planning

Financial goals, Time value of money, steps in financial planning, personal finance/loans, education loan, car loan & home loan schemes, Introduction to savings, benefits of savings, management of spending & financial discipline, Net banking and UPI, digital wallets, security and precautions against Ponzi schemes and online frauds such as phishing and credit card cloning.

Module II: Investment Planning

Process and objectives of investment, Concept and measurement of return & risk for various assets class, Measurement of portfolio risk and return, Diversification & Portfolio formation. Gold Bond; Real estate; Investment in Greenfield and brown field Projects; Investment in fixed income instruments- financial derivatives & Commodity market in India, Mutual fund schemes including SIP; International investment avenues.

Module III: Personal Tax Planning

Tax Structure in India for personal taxation, Scope of Personal tax planning, Exemptions and deductions available to individuals under different heads of income and gross total income, Special provision u/s 115BACvis-à-vis General provisions of the Income-tax Act,1961, Tax avoidance versus tax evasion.

Module IV: Insurance Planning

Need for Protection planning. Risk of mortality, health, disability and property Importance of Insurance: life and non-life insurance schemes, Deductions available under the Income-tax Act for premium paid for different policies.

Retirement Benefits Planning

Retirement Planning Goals, Process of retirement planning, Pension plans available in India, Reverse mortgage, New Pension Scheme. Exemption available under the Income-tax Act, 1961 for retirement benefits.

Text Book:

1. Personal Finance, R Siegel and C Yacht, Saviour Foundation

Other Suggested Readings:
1. Sinha, M. (2008). Financial Planning: A Ready Reckoner. New York: McGraw Hill Education.
2. Halan, M. (2018). Let's Talk Money: You've Worked Hard for It, Now Make It Work for You. New York: HarperCollins Publishers.
3. Tripathi, V. (2017). Fundamentals of Investment. New Delhi: Taxmann Publication.
4. Goyal, B. K., & Tiwari, H. N. (2019). Financial Accounting. New Delhi: Taxmann Publication.

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	1	2	2	-	1	2	3	1
CO2	2	2	-	2	-	1	1	2	-
CO3	3	2	2	-	1	2	3	2	2
CO4	2	2	2	2	2	2	2	3	-
CO5	2	2	2	1	2	2	2	1	2
CO6	2	2	1	1	2	2	1	1	-
Average	2.33	1.83	1.5	1.33	1.16	1.66	1.83	2	0.83

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

SEMESTER 4

Theory/ Practical	Course Code	Category	COURSE TITLE	CONTACT HOURS			EVALUATION SCHEME			CREDITS
				L	T	P	CIA	ESE	TOTAL	
Theory	BBADM-1401	DSC X	INTRODUCTION TO HRM	3	1	0	40	60	100	4
Theory	BBADM-1402	DSC XI	INTERNET OF THINGS	3	1	0	40	60	100	4
Theory	BBADM-1403	DSC XII	DIGITAL CONSUMER BEHAVIOUR	3	1	0	40	60	100	4
Theory		*MDC II	MULTI DISCIPLINARY COURSE	3	0	0	40	60	100	3
Theory		**VAC IV	VALUE ADDED COURSE	2	0	0	40	60	100	2
Theory		***GE IV	ANY ONE	3	1	0	40	60	100	4
Theory		****SEC II	CORPORATE TAX PLANNING	2	0	0	40	60	100	2
Theory	GP1401		General Proficiency(French Language)				100		100	1
			TOTAL						800	24

	Course Code	Theory	Course Title
*MDC II	BDMMDC-1401	Theory	Leadership & Personality Development

	Course Code	Theory	Course Title
**VAC IV	BDMVAC-1401	Theory	Creativity and Innovative Thinking

*List of VAC Courses offered by other schools will be provided centrally.

	Course Code	Theory	Course Title
***GE-IV	BDMGE-1401	Theory	Cyber Security
			New Venture Planning and Development

One Generic Elective (GE-1) can be opted from

****SEC II	Course Code	Theory	Course Title
	BDMSEC-1401	Theory	Corporate Tax Planning

**At the end of the Fourth Semester every student shall undergo Summer Training / Internship / Capstone for Two Weeks in the industry/Research or Academic Institute. This component will be evaluated during the fifth semester.

Note: Students who wish to exit after securing 92 credits in the first four semesters will have to undergo an additional 4-credit work-based internship during the summer term in order to get a UG Diploma.

Course Title: Introduction to HRM
Course Code: BBADM-1401   Course Credit: 4

COURSE OBJECTIVE:	To familiarize students with:
	❖ Role & significance of the HR department.
	❖ Recruitment and selection Procedures.
	❖ Diverse employee training procedures.
	❖ Welfare activities initiatives foremployees.
LEARNING OUTCOMES:	The students should be able to understand:
	CO1: Cultivating the significance of human resources and their efficient management within organizations.
	CO2: Illustrating a foundational comprehension of essential principles, concepts, and methodologies of manpower planning.
	CO3: Evaluating the significance and approaches of recruitment, selection, and induction concerning organizational effectiveness.
	CO4: Investigating the theoretical underpinnings of training and development and selecting appropriate training types based on organizational requirements.
	CO5: Assessing the significance of performance management systems in improving employee performance and their influence on compensation.
	CO6: Examining the role of each HR function and its implications for the success of an organization.

Module I: Basics of HRM

Human Resources- Meaning; Concept & scope; Evolution of HRM, PM Vs HRM, SHRM Vs HRM, HRM: HRM Functions-Managerial & Operative; Current Issues & Challenges- Managing Diversity, Managing Ethics at Workplace, Retrenchment, Employee health and employee welfare, Objectives of HRM, Role of HR Manager, HR Plans & policies.

Module II: Manpower Planning & Recruitment

Job Analysis-Job Description & Job Specification, Implications of Job Analysis, Manpower Planning-Purpose & Process, Demand & Supply Forecasting, Recruitment-Concept, Sources of Recruitment

Module III: Selection, Induction & Training

Selection Concept- Meaning & Purpose, Selection Process (From Screening to Induction), Types of Test (Personality Test, Intelligence Test, Aptitude Test and Interest Test), Induction / Orientation-Concept & Process, Training-Importance, objectives & Process (ADDIE Model), Difference b/w Education, Training & Development, Methods of Employee Training – On the Job Methods (Apprenticeship, Mentoring & Job Rotation), Training-Off the Job Methods (Lectures, Vestibule Training, Case Analysis).

Module IV: Performance Appraisal & Compensation

Concept and Objectives of Performance Appraisal, Process of PA, Rating & Ranking Method, Forced Distribution, 360 Degree Appraisal, Errors in Performance appraisal, Compensation- Direct & Indirect Compensation components, Wage system in India – Minimum wage, fair wage, living wage.

Text Book:
1. Human Resource Management, K Aswathappa, McGraw Hill, New Delhi
2. RaoV.S.P.,Human Resource Management:TextandCases,ExcelBooks,2nd Edition.
3. Ivansevich, Human Resource Management, Tata McGraw Hill, 10th Edition.

Other Suggested Readings:

1. Human Resource Management: Text and Cases, Rao VSP, Second edition, Excel Books, New Delhi.
2. Fundamentals of Human resource Management, Decinzo Robbins, Eleventh Edition, Wiley

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	1	2	2	3	2	1	1
CO2	2	3	2	1	1	2	3	2	1	1
CO3	2	2	3	2	2	2	3	3	2	2
CO4	2	1	2	3	2	2	2	3	2	2
CO5	2	2	2	2	3	2	2	2	3	2
CO6	3	2	2	2	3	3	3	3	2	2
Average	2.3	2.0	2.0	1.8	2.2	2.2	2.7	2.5	1.8	1.7

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Internet of Things

Course Code: BBADM-1402   **Course Credit: 4**

Course Objective:	❖ This course aims to provide foundational and practical knowledge in the Internet of Things (IoT) by guiding students through the essential building blocks of IoT architecture, embedded systems programming, application development using Arduino and Raspberry Pi, and integration with IoT cloud platforms. ❖ The course is designed to enable students to conceptualize, design, and implement real-world IoT solutions using modern hardware and software tools.
Learning Outcomes:	After the successful completion of the course, students will be able to: CO1. Understand basic concepts of IOT and other components that build an IOT solution. CO2. Understand the process of building an IOT solution for business applications. CO3. Evaluate different infrastructure components and network systems, and design the basic network for IOT applications for business. CO4. Identify and analyse IOT security and privacy risks. CO5. Compare and choose appropriate IoT platforms based on project requirements. CO6. Analyse data and extract insights using cloud-based IoT analytics tools.

UNIT 1
Introduction to Setting up IOT (Internet of Things) Workflow Understanding of IOT platform and familiarization with the building blocks in IOT architecture. Learn how to implement IOT business use cases using various IOT platforms.

UNIT 2
Micro-controller programming using Understand Embedded Systems and its components, learn to build embedded applications using Arduino Platform, become familiar with hardware interfacing using Arduino, build IOT applications using wired and wireless protocols (ex: Bluetooth, Wifi), debug applications using Arduino IDE

UNIT 3
Building IOT Applications using Raspberry Pi/ Arduino platform Become familiar with Raspberry Pi and Arduino platforms and their applications for basic business application. Understand basic interface of Raspberry Pi/ Arduino devices using Ethernet, Wifi and Bluetooth interfaces.

UNIT 4
IOT Cloud Infrastructure To understand IOT cloud infrastructure blocks, Making right IOT platform choice by understanding various popular platforms, Configuring IOT platforms to get required analytics, Learn integration elements (ex: REST APIs) for devices.

Text Books:
1. R. Kamal, Internet of Things Architecture and design principle, McGraw Hill Education.
2. Internet of Things, Dr. Surya Durbha & Dr. Jyoti Joglekar, Oxford University Press
3. Internet of Things, S. Velliangiri, Sathish A.P. Kumar, P. Karthikeyan, CRC Press

Suggested Readings:
1. Arshdeep Bahga& Vijay Medisetti, Internet of Things: A Hands on Approach, Orient Blackswan Pvt. Ltd
2. B.K. Tripathi, & J. Anuradha, IOT technologies Applications challenges and Solution, Taylor & Francis.
3. Mayur Ramgir, Internet of Things, Pearson Publication Note: Only the latest editions of the above books are recommended.

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	-	-	-	-	2	3	-	-
CO2	2	3	3	2	2	1	2	3	1	-
CO3	2	3	3	2	3	-	3	3	-	-
CO4	-	2	-	1	-	-	-	-	-	3
CO5	-	-	2	-	3	-	-	3	2	-
CO6	-	1	-	2	3	1	-	-	3	-
Average	1.17	2.17	1.67	1.17	2.17	0.33	1.17	2.5	1.17	0.5

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Digital Consumer Behavior
Course Code: BBADM-1403   **Course Credit:4**

Course Objective:	❖ This course helps in analyzing the online behaviour of potential customers. Digital marketing tools are used to understand the time spent by consumers in buying products. ❖ The insights on customer behaviour paves way towards effective marketing plans.
Learning Outcomes:	After completing this course on the digital economy, CO1: Evaluate the digital consumer behaviour into different categories CO2: Analyse digital conduct of buyers to create an effective database CO3: Apply concepts and structure a strong Ecommerce business model CO4: Interpret data and consumer response to build an integrated marketing plan CO5: Create a digital consumer behaviour marketing plan CO6: Apply tools like Google Analytics, heat maps, and sentiment analysis to assess consumer preferences and digital behaviours.

UNIT -1
Who are digital consumers - customers who interact with brands in their social media use, website visits, browsing and shopping, and ad engagement. Types of consumer behaviour. Digital Vs Traditional
UNIT -II
Cookies allow first-party data (which is collected from website, digital campaigns, app users, etc) and third-party data (data points gathered from across the web) so you can understand the type of content that your customers engage online and build marketing strategies.
UNIT -III
Buying motives, consumer preferences, purchase intention, buying habits, consumer habits, his attitude, and the image of the product, perceived usefulness, perceived risk, attitude, perceived ease of use, trust, social influence, subjective norms, perceived enjoyment, security, perceived behavioral control, web design quality, privacy and security concerns, demographic factors (e.g., age, gender, occupation, education, and income), perceived value.
UNIT –IV
Customers do online research, check reviews, like user generated content. Data availability has given marketers more insights into their audience's likes/dislikes and preferences, allowing them to tailor their campaigns more effectively while keeping budgets in check.
Text Book: 1. Katja Wagner, Drivers and Barriers of Consumer Behavior Regarding New Technologies and Digital Channels, Springer Gabler, 1st Edition, January 2021   2. Kit Yarrow, Decoding the new Consumer Mind, Wiley, 1st Edition, March 2014   3. Dr VVLN Sastry, Consumer Behaviour in Digital Age, Idea, 1 st Edition, July 2019   **Other Suggested Readings:**   1. Varsha Jain, Jagdish Seth, Don Schultz Consumer Behaviour - A Digital Native, Pearson Education, 1st Edition, February 2019   2. Pantea Keikhosrokiani, Handbook of Research on Consumer Behavior Change and Data Analytics in the Socio-Digital Era, Business Science Reference, 1st Edition, January 2022

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	1	1	2	3	1	1	1
CO2	3	3	3	2	2	2	1	3	2	1
CO3	3	3	2	3	3	1	1	1	3	1
CO4	2	2	1	2	1	3	1	1	1	3
CO5	3	2	2	2	3	2	1	1	3	1
CO6	2	3	3	1	3	2	1	3	2	1
Average	2.67	2.5	2	1.83	2.5	2	1.33	1.67	2.0	1.17

1-Slight (Low)　　　　**2-Moderate (Medium)**　　**3-Substantial (High)**

Course Title: **Leadership and Personality Development**

Course Code: **BDMCC-1402**   **Course Credit**: **3**

COURSE OBJECTIVE:	To familiarize students with:
	❖ It aims to enhance students' professionalism by improving their communication skills.
	❖ This program is structured to assist students in preparing for recruitment, whether it be through campus or external channels.
	❖ To make the students familiar with aspects of their ability to present themselves effectively during interviews or similar assessments for placement opportunities.
	❖ The conceptual background, theories and techniques of Personality and teaches the basic techniques of how an organization manages and develops its people.
LEARNING OUTCOMES:	The students should be able to:
	CO1: The students will be able to understand the difference between Leader & Manager.
	CO2: To make the learners familiar with current challenges and issues faced by corporate leaders.
	CO3: The students will be able to develop the understanding of personality development traits.
	CO4: To enable the students, effectiveness of Leader and personality development needed for the development of organization.
	CO5: The students will be able to describe the ethical considerations and Regulatory Environment for an organization.
	CO6: The students will be able to comprehend and analyses the factors influencing the work life balance of a working individual.

Module I: Introduction

CV Writing Skills and Interview Techniques; Leadership: Definition and meaning, Importance. Leadership and Management, Leader vs Manager, Essential qualities of an effective leader, Leadership – Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.

Module II: Leadership Theories

Theories of Leadership: Trait theory, Behavioral theories, Contingency theory, Emotional Intelligence and leadership. Trust as a factor, Gender and Leadership.

Module III: Personality Development

Personality: Concept and Definition, Determinants of personality, Personality traits. Personality characteristics in organizations: Self-evaluation, Locus of control, Self-efficacy. Self-esteem, Self-monitoring: Positive and negative Impact. Organizational Context of Leadership and Personality, Contemporary Business Leaders.

Module IV: Personality Etiquettes and Organizational Development

Business Etiquettes and table manners. Public Speaking. Interviews and Group Discussions. Telephone Conversations. Business Meetings. Morality and Ethics, Nature of Organizational Development (OD), Process of Organizational Development: Overview of Entering and Contracting, Diagnosing: Meaning of Diagnosing, Comprehensive Model for Diagnosing Organizational Systems (Organizational Level, Group Level and Individual Level).

Text Books:

1. **"Leadership: Theory and Practice"** by Peter G. Northouse
2. **"Personality Development and Soft Skills"** by Barun K. Mitra
3. **"Leadership and Self-Deception"** by The Arbinger Institute
4. **"Developing Management Skills"** by David A. Whetten and Kim S. Cameron

Other Suggested Readings:

1. **"Emotional Intelligence"** by Daniel Goleman
2. **"The 7 Habits of Highly Effective People"** by Stephen R. Covey
3. **"Personality Development"** by Elizabeth Hurlock
4. **"How to Win Friends and Influence People"** by Dale Carnegie

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	1	0	0	2	1	1	0
CO2	2	3	2	1	1	0	2	1	1	0
CO3	2	2	3	2	0	1	3	2	1	1
CO4	3	3	2	3	2	1	3	2	2	1
CO5	2	2	1	3	3	2	1	1	2	0
CO6	2	1	2	1	2	3	1	1	2	1
Average	2.33	2.17	2.00	1.83	1.33	1.17	2.00	1.33	1.50	0.50

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: **Creativity and Innovative Thinking**

Course Code: **BDMVC-1401**   **Course Credit**: **2**

Course Objective:	To familiarize students with: ❖ This course equips aspiring entrepreneurs to deliver innovative resolutions throughout their entrepreneurial endeavours. ❖ Grasp the fundamental principles of idea generation, innovation, and design thinking. ❖ Assess provided challenges and discern innovative solutions or alternatives to address specific business issues. ❖ Utilize innovation and design thinking methodologies and tools to devise inventive solutions.
Learning Outcomes:	The students should be able to: CO1: Establishing the significance of creativity and innovation in entrepreneurship. CO2: Elucidating techniques for generating ideas tailored to entrepreneurs. CO3: Recognizing design techniques beneficial for cultivating new business concepts. CO4: Assessing and selecting innovative ideas to tackle business opportunities and challenges. CO5: Selecting or advocating viable innovative solutions for presented business problems or cases. CO6: Formulating innovative solutions through the application of the design thinking approach.

Module I: Entrepreneurship, Creativity & Innovation

Defining creativity and innovation, Importance of creativity as a critical entrepreneurial trait that leads to innovation Effectuation: The Role of Creativity in Entrepreneurial Mindset, Exploring creative and divergent thinking strategies such as A. Wallas' Four Stage Sequence B. DeBono's six thinking hats and their implications.

Module II:. Creative Problem Solving and Innovation

Sources of Business Ideas and tools for evaluating ideas, Steps to generating creative ideas: Preparation, Incubation, Insight, Evaluation, Elaboration, Enhancing individual and organizational creativity, Why does innovation matter? Elements of an innovative organization, Business Model Innovation.

Module III: Responding with Innovative Solutions

Role of creativity and innovation in business concept development, Creating Innovative Products and Services, Creation and Presentation of Innovative Ideas.

Module IV: Design Thinking

Understanding Design Thinking, Design thinking as a tool to foster creativity and innovation, Utilizing Design thinking for creative problem solving.

Text Books:

1. Managing Innovation Integrating Technological, Market and Organizational Change, 4th Edition, Joe Tidd and John Bessant

Other Suggested Readings:

1. Edward De Bono, 'Six Thinking Hats' HBR Article: "What Design Thinking Is Doing for the San Francisco Opera"

2. David Hoyt and Robert I. Sutton Why You Don't Have to Leave the Organization to Become An Entrepreneur, Grifford Pinchot III

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	-	3	-	2	2	1	1	-
CO2	3	1	2	-	2	3	2	-	1
CO3	2	-	3	2	1	2	2	2	1
CO4	2	1	2	-	3	2	1	1	-
CO5	1	2	-	2	2	2	1	-	1
CO6	2	-	2	2	2	2	1	1	2
Average	2	0.66	2	1	2	2.16	1.33	0.83	0.83

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Cyber Security

Course Code: BDMGE-1401   **Course Credit**: 4

COURSE OBJECTIVE:	To familiarize students with: ❖ To provide various aspect of cyber security including digital signatures, electronic records, data protection, and government regulatory framework.
LEARNING OUTCOMES:	The students should be able to: CO1: To develop the understanding of the basics of cyber security. CO2: To apply various techniques used in avoiding misuse of technology. CO3: To apply these techniques to the solution of real world business problems, communicate findings, and effectively present results. CO4: To Examine the concept of data privacy and the scope of IT Act, 2000. CO5: To apply and assess various issues, challenges and threats in cyber security. CO6: To describe the use of digital signatures and their use in electronic records.

Module I: Introduction to Cyber security

Defining Cyberspace and Overview of Computer and Web-technology, Architecture of cyberspace, Communication and web technology, Internet, World wide web, Advent of internet, Internet infrastructure for data transfer and governance, Internet society, Regulation of cyberspace, Concept of cyber security, Issues and challenges of cyber security.

Module II: Cybercrime and Cyber law

Classification of cybercrimes, Common cybercrimes- cybercrime targeting computers and mobiles, cybercrime against women and children, financial frauds, social engineering attacks, malware and ransomware attacks, zero day and zero click attacks, Cybercriminals modus-operandi , Reporting of cybercrimes, Remedial and mitigation measures, Legal perspective of cybercrime, IT Act 2000 and its amendments, Cybercrime and offences, Organization's dealing with Cybercrime and Cyber security in India.

Module III: Social Media Overview and Security

Introduction to Social networks. Types of Social media, Social media platforms, Social media monitoring, Hashtag, Viral content, Social media marketing, Social media privacy, Challenges, opportunities and pitfalls in online social network, Security issues related to social media, Flagging and reporting of inappropriate content, Laws regarding posting of inappropriate content, Best practices for the use of Social media.

Module IV: Digital Devices Security, Tools and Technologies for Cyber Security

End Point device and Mobile phone security, Password policy, Security patch management, Data backup, Downloading and management of third party software, Device security policy, Cyber Security best practices, Significance of host firewall and Ant-virus, Management of host firewall and Anti-virus, Wi-Fi security, Configuration of basic security policy and permissions.

TEXT BOOKS:
1. Dharmendra Sharma
2. Devan N. Shah Information Security Principles and Practice Wiley India

Other Suggested Readings:
1. P.W. Singer & Allan Friedman
2. George K.Kostopoulous Cyber Space and Cyber Security CRC Press

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	3	1	1	1	3	2	2	1
CO2	3	3	3	2	2	1	3	3	2	1
CO3	3	3	3	3	3	2	3	3	3	2
CO4	2	2	2	3	2	1	2	2	1	1
CO5	3	3	3	2	3	2	3	3	2	1
CO6	2	2	2	3	2	2	2	2	1	1
Average	2.67	2.5	2.67	2.33	2.17	1.5	2.67	2.33	1.83	1.17

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: **New Venture Planning and Development**

Course Code: **BDMGE-1302**   **Course Credit**: **4**

Course Objective:	To familiarize students with: ❖ Creating the awareness about the basic fundamentals of new venture planning and development. ❖ Imparting the knowledge about effective team work and diversity. ❖ Developing the attitude of concern for the environment.
Learning Outcomes:	The students should be able to: CO1: An opportunity for self-analysis, and how this relates to success in an entrepreneurial environment. CO2: Information and understanding necessary to launch and grow an entrepreneurial venture CO3: A realistic preview of owning and operating an entrepreneurial venture. CO4: Organization, function of new venture planning. CO5: An entrepreneur must understand the diversity, emotional involvement, and workload necessary to succeed. CO6: Identify the use and knowledge in the significance of information technology to an enterprise.

Module I: Starting New Ventures

Meaning and features. Opportunity identification. The search for new ideas. Source of innovative ideas. Techniques for generating ideas., Organisational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.

Module II: Business Plan Preparation for New Ventures

Business Plan: Concept. Pitfalls to Avoid in Business Plan. Benefits of a Business Plan. Developing a Well-Conceived Business Plan. Elements of a Business Plan: Executive Summary. Business Description. Marketing: Market Niche and Market Share. Research, Design and Development. Operations. Management. Finances. Critical-Risk. Harvest Strategy. Milestone Schedule.

Module III: Marketing Aspects of New Ventures

Developing a Marketing Plan: Customer Analysis, Geographical Analysis, Economical Analysis, Linguistic Analysis, Sales Analysis and Competition Analysis. Market Research. Sales Forecasting. Evaluation. Pricing Decision.

Module IV: Financing the New Venture:

Financing entrepreneurial ventures; Managing growth; Valuation of a new company; Harvesting and Exit Strategies; Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Alternate Source of Funding: Venture capital, Angel Investment, Crowd Funding, Boot Strapping, Business Incubators, Government grants and Subsidies. Financial schemes offered by various financial institutions and study of Government Schemes that support Entrepreneurs, Start-ups, MSMEs, any new venture, rules and regulations governing support by these institutions.

Text Books:
1. Holt H. David(2005), Entrepreneurship New Venture Creation, Prentice-Hall.
2. Histrich D. Robert and Peters P. Michal Shepherd A Dean (2007), Entrepreneurship, McGraw Hill.

3. Suhail Abidi and Manoj Joshi, The VUCA Company, 2016, Jaico Publishing India, ISBN 978-81-8495-662-7.

Other Suggested Readings:
1. Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave. Drucker, P. F. (2006).
2. Innovation and entrepreneurship: Practice and principles. USA: Elsevier.
3. Kuratko F. Donald and Hornsby S. Jeffery (2009), New Ventures Management, Entrepreneur Road Map, Pearson Education.

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	2	3	2	2	3	2	3
CO2	2	1	1	3	-	2	3	1	1
CO3	2	2	2	2	2	2	2	2	2
CO4	3	2	2	3	1	2	2	2	2
CO5	2	3	2	1	1	1	2	3	3
CO6	2	3	2	1	1	1	3	3	3
Average	2.33	2.16	1.83	2.16	1.16	1.66	2.5	2.16	2.33

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: French Language

Course Code: GP1401   **Course Credit: 1**

Course Objective:	To familiarize students with:
	❖ To facilitate students to develop proficiency in French communication and to be globally competent
	❖ To develop creative and innovative abilities using French, to meet the challenges of the constantly evolving industry and to identify entrepreneurial opportunities
	❖ To enable students to be leaders and develop inter personal skills to perform effectively in diverse teams of MNC using French.
	❖ To appraise the students of the different customs, traditions, socio- historical aspects and trends in French society and literature.
	❖ To assess and interpret authentic documents in French.
Learning Outcomes:	After completing this course, students will be able to:
	CO1: Explain linguistic requirements of French grammar and vocabulary
	CO2: Demonstrate basic written communicative skills with emphasis on creative writing in French.
	CO3: Comprehend and construct syntactically correct answers in basic French comprehension
	CO4: Develop and demonstrate basic oral skills in French for possible situations.
	CO5: Understand the socio-cultural and historical features of France
	CO6: To develop four language skills i.e. listing, speaking, reading and writing.

UNIT -1

(Lexical Acquisition)- Alphabet &Numbers, Days, Months &Time, Colours, Professions, occupations, nationalities.

UNIT -II

Nouns, Indefinite & Definite articles, Pronoms toniques &Adjectives –I, Prepositions, Negation &Interrogative expressions, Regular verbs (Present tense): - er, Irregular verbs (Present tense) :être, avoir, aller,venir, faire, etc, Reflexive, Verbs (present tense) I: s'appeler, se Lever etc.

UNIT -III

(Translation and Composition)- Questions requiring Translation into French -English and vice-versa of Passages from the text and of simple sentences involving useful and familiar idiomatic constructions in French. Questions requiring composition of ten to fifteen simple sentences on some easy topic (E.g. University, Class, Station, Town, House, Monuments, Hotel, Cinema, Theatre etc.)

UNIT –IV

Communication through body language, How to greet, Understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs, How to ask and answer questions (reply, order, request).

Text Book:

1. Le Nouveau Sans Frontières- I, Clé International.
2. Collins gem French –English / English- French dictionary
3. Dondo- Modern French course, Oxford, India

Other Suggested Readings:

1. Alter Ego, A1 – Cahier d'activités - A1 (ISBN: 9782011558114); Publisher: Hachette; Author:
2. Annie Berthet, Catherine Hugot et al.; Published: 2006

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	1	1	2	3	2	1	1
CO2	3	3	2	2	1	3	3	2	2	1
CO3	3	2	3	2	1	2	3	2	2	1
CO4	3	3	2	3	1	3	3	3	2	1
CO5	1	1	1	2	3	1	1	1	3	1
CO6	3	3	3	3	1	3	3	3	2	1
Average	2.67	2.33	2.17	2.17	1.33	2.33	2.67	2.17	2.00	1.00

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Corporate Tax Planning

Course Code: BDMSEC-1401	Course Credit:2

Course Objective:	To familiarize students with: ❖ Explain key concepts, principles, and provisions of corporate income tax laws. ❖ Identify different types of corporate entities and their tax implications. ❖ Understand corporate tax compliance requirements and filing procedures. ❖ Identify areas of potential tax risk and develop strategies to mitigate them.
Learning Outcomes:	Upon completion of the course students should be able to: CO1: Explore the corporate tax acts, and its applicability. CO2: Analyze the salient features of various aspects of corporate taxation available for business domain in India and make plans and determine tax liability. CO3: Explore global practices related to tax planning. CO4: Discuss the applicability of code of conduct prescribed by different acts and provisions related to corporate tax CO5: Describe and elaborate about tax provisions its role in business activities. CO6: Deliberate on provisions of corporate tax in given situation and plan for effective compliance.

UNIT 1

Introduction to tax planning and management, Carry Forward & Set-Off of Business Losses & Depreciation, tax evasion and tax avoidance; Nature and scope of tax planning and management in the corporate sector.

UNIT 2

Computation of taxable income of companies; Finance Act, Computation of the amount of corporate tax liability; Fringe Benefits & Perquisites, Minimum Alternate Tax; Tax on distributed profits of domestic companies; Tax on income distributed to unit holders. Taxation of HUFs & AOPs.

UNIT 3

Implications of Tax concessions and incentives for corporate decisions in respect of setting up a new business, location of business and nature of business. Tax planning with reference to financial management decisions: Capital structure decisions; Tax Considerations, Dividend Policy; Bonus Share; Investments and Capital Gains and Capital Losses.

UNIT 4

Tax planning with reference to managerial decisions: Owning or leasing of an asset; purchasing of assets by instalment system or Hire System; Purchasing of an asset out of own funds or out of borrowed capital; manufacturing or buying; Repairing, replacing, renewing or renovating an asset; Sale of assets used for scientific research; Shutting down or continuing operations.

Text Books:
1. Corporate Tax Planning and Business tax Procedures, Dr. Vinod K Singhania & Dr Monica Singhania, Taxmann Publication, Latest Edition.
2. Direct Tax Laws & Practices, Girish Ahuja & Ravi Gupta, Bharat Law House.

Suggested Readings:
1. Corporate Taxation in a dynamic world, Paolo M Panteghini, Springer.
2. Corporate Taxation, H P Ranina, Orient Law House.

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	2	3	2	3	2	2	2
CO2	3	3	2	2	3	1	3	3	3	2
CO3	3	3	3	3	3	2	3	3	3	3
CO4	3	3	3	3	2	2	3	3	3	3
CO5	2	2	2	2	3	3	2	2	3	2
CO6	3	3	2	2	2	2	3	3	3	2
Average	2.83	2.83	2.17	2.17	2.67	2.00	2.83	2.67	2.83	2.33

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

SEMESTER -WISE SUBJECT LIST

SEMESTER 5

Theory/ Practical	Course Code	Category	COURSE TITLE	CONTACT HOURS			EVALUATION SCHEME			CREDITS
				L	T	P	CIA	ESE	TOTAL	
Theory	BBADM -1501	DSC XIII	CONTENT MARKETING AND AFFILIATE MARKETING	3	1	0	40	60	100	4
Theory	BBADM -1502	DSC XIV	ENTREPRENEURIAL MARKETING AND OPPORTUNITIES	3	1	0	40	60	100	4
Theory		*DSE I	ANY ONE	3	1	0	40	60	100	4
Theory		*AEC I	ANY ONE	2	0	0	40	60	100	2
Theory		**SEC III	INTERNSHIP/CAPSTONE PROJECT & VIVA	2	0	0	0	100	100	2
Theory		***GE V	ANY ONE	3	1	0	40	60	100	4
			TOTAL						600	20

One Discipline Specific Elective (DSE-1) can be opted from

	Course Code	Theory/Practical	Course Title
*DSE-I	BDMDSE-1501	Theory	Human Resource Audit
			Supply Chain Management
			Marketing Analytics
			Training & Development
			EXIM Policy and Documentation

	Course Code	Theory	Course Title
**SEC III	BDMSEC-1501	Theory/Practical	Internship/Capstone Project & Viva

	Course Code	Theory	Course Title
***AEC I	BDMAEC-1501	Theory/Practical	Campus to Corporate

	Course Code	Theory/Practical	Course Title
****GE V	BDMGE-1501	Theory	Data Base Management System
			Essentials of IT

Course Title: Content Marketing and Affiliated Marketing
Course Code: BBADM-1501   **Course Credit: 4**

Course Objective:	To familiarize students with: ❖ The course has been designed to give you the skills, knowledge, insights and tools that will immediately help to improve your organizations marketing goals. Content & Affiliate Marketing helps to Promote Business In An Effective Manner.
Learning Outcomes:	The students should be able to: CO1: Students will learn to be able to define Content Niche and build audience personas. CO2: Students will learn to harness the power of words to disseminate information. CO3: Students will learn various ways to generate engaging and persuasive content. CO4: Students will be able to use content & affiliate marketing strategies, tactics, and best practices to produce fetching content. CO5: Produce high-quality, engaging content for blogs, social media, email, and video platforms. CO6: Implement on-page SEO techniques like meta tags, internal linking, and structured data.

UNIT-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, Business goals and planning for websites -Naming primary and lover level goals-CMS overview and concepts, Intro to Word Press - Word Press design, navigation and site structure.

UNIT-II: 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, Competitive analysis -Collecting content ideas, Tools and resources for creating and managing content -Social media channels – community and communication, distributing content, Tools for social media management -Establishing metrics -Evaluating data- Capstone Project.

UNIT-III: Introduction to affiliate marketing how affiliate marketing works:

Affiliate program payment methods- cookies, cookie stuffing and affiliates-ad sense- email spam, adware, trademark bidding-tiered affiliate marketing cross selling and up selling-multi tier marketing and commissions, Enrolling in an affiliate marketing program-signing up as an affiliate-logging into your affiliate account-integrating affiliate links into your websites-monitoring affiliate performance and tracking sales - setting up an affiliate website. Promoting your affiliate program-performing market analysis and market research-market strategies establishment- affiliate marketing and organic search optimization, Types of Affiliate Marketing, Search affiliates.

UNIT-IV: Strategies 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. Unit V: 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-Affiliate program promotion and content pages, Screen Affiliates-Combating affiliate fraud.

Text Book:

1. AARON MATTHEW WALL Content Marketing Book© Aaron Matthew
2. Bruce C. Brown: The Complete Guide to Affiliate Marketing on the Web: How to Use

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	2	-	3	2	1	1	-
CO2	3	1	3	2	2	3	2	1	1
CO3	2	-	3	2	2	2	2	2	2
CO4	2	1	2	-	3	2	1	1	-
CO5	1	2	2	2	2	3	2	-	1
CO6	2	-	2	2	3	2	2	2	2
Average	2	0.83	2.33	1.33	2.5	2.5	1.66	1.16	1

1-Slight (Low) 2-Moderate (Medium) 3-Substantial (High)

Course Title: Entrepreneurial Marketing and Opportunities
Course Code: BBADM-1502   **Course Credit: 4**

Course Objective:	To familiarize students with: ❖ To understand the fundamental principles of entrepreneurial marketing and how it differs from traditional marketing approaches. ❖ To develop practical skills in identifying marketing opportunities and designing marketing strategies for entrepreneurial ventures. ❖ To explore innovative marketing mix decisions, customer segmentation, branding, and adoption patterns relevant to startups and entrepreneurial firms.
Learning Outcomes:	The students should be able to: **CO1.** Understand the concepts and importance of entrepreneurial marketing, and distinguish it from traditional marketing. **CO2.** Identify and evaluate entrepreneurial marketing opportunities through market research and demand forecasting. **CO3.** Apply segmentation, targeting, and positioning concepts using entrepreneurial models. **CO4.** Design effective entrepreneurial marketing mix strategies including product, price, place, and promotion. **CO5.** Understand brand-building strategies and customer relationship management in the entrepreneurial context. **CO6.** Analyze the adoption lifecycle, understand lead customers, and evaluate competitive market dynamics.

UNIT I: Introduction to Entrepreneurial Marketing
- Definition, Characteristics, and Importance
- Entrepreneurial vs. Traditional Marketing
- Entrepreneurial Marketing Mix
- Identifying Entrepreneurial Marketing Opportunities
- Market Research
- Demand Forecasting

UNIT II: Segmentation, Targeting and Positioning
- Conceptualizing the Market
- Abell's Model of Market Conceptualization
- Understanding the Concept of Value
- Customer Segmentation
- Criteria for Evaluating Segment Quality
- Targeting using Effectuation
- Developing a Positioning Statement
- Validation: Customer Feedback and Iteration

UNIT III: Entrepreneurial Marketing Mix Strategies
- Product Concept Design and Manipulation
- Entrepreneurial Pricing Strategy
- Entrepreneurial Communication Strategy
- Entrepreneurial Distribution Strategy
- Building Brands and Brand Functionality
- Branding Success Factors
- Customer Relationship Management

UNIT IV: Adoption, Diffusion, and Lead Customers
- Adoption Lifecycle
- Penetration and Diffusion
- Understanding Lead Customers
- Addressing and Preventing Market Chasms
- Reasons for Postponement or Resistance to Adoption
- Competitive and Market Considerations
- Anticipating Competitor Reactions

Text book:
1. Morris, Schindehutte, and LaForge, *Entrepreneurial Marketing*, Edward Elgar Publishing.
2. Khanka, S. S., *Entrepreneurial Development*, S. Chand Publishing

Other Suggested Readings:
1. Kotler, P., & Keller, K. L., *Marketing Management*, Pearson.
2. Drucker, P., *Innovation and Entrepreneurship*, HarperBusiness.
3. Bjerke, B., & Hultman, C. M., *Entrepreneurial Marketing: The Growth of Small Firms in the New Economic Era*, Edward Elgar.

Course Articulation Matrix

POs \ COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	1	1	1	2	1	1	1
CO2	2	1	2	2	1	1	2	1	1	1
CO3	1	2	2	2	2	1	1	2	2	2
CO4	1	2	1	2	1	1	2	2	2	2
CO5	1	2	2	2	1	1	2	1	2	1
CO6	1	2	1	2	1	1	1	2	1	2
Average	1.33	1.83	1.66	1.83	1.16	1	1.66	1.5	1.5	1.5

1-Slight (Low)   2-Moderate (Medium) 3-Substantial (High)

Course Title: **Human Resource Audit**

Course Code: BDMDSE-1501   **Course Credit**: **4**

COURSE OBJECTIVE:	To familiarize students with: ❖ The concept and process of Human Resource Audit (HRA) and its significance in modern HR practices. ❖ Identifying goals, preparing teams, and understanding the framework before conducting an HR audit. ❖ Various dimensions, methods, and systems involved in auditing HR functions, strategies, and competencies.
LEARNING OUTCOMES:	The students should be able to: **CO1:** Understand the concept, need, and scope of Human Resource Audit. **CO2:** Identify key steps in planning and conceptualizing an HR audit. **CO3:** Explain dimensions and methods used in auditing HR practices. **CO4:** Analyze different HR systems and their relevance in the auditing process. **CO5:** Examine auditing techniques for HR strategies and staff competencies. **CO6:** Evaluate the credibility and learning orientation across HR roles and functions.

Unit I: Introduction to Human Resource Audit. Need for Human Resource Audit, Identifying the Human Resource Audit Goal, Defining the Audit Team, Conceptualizing of Human Resource Audit, What you need to know before conducting Human Resource Audit. Limitations of HR Audit.

Unit II: HR Audit Dimensions: HR Strategies, HR Competencies, HR Culture, HR Values. HR Audit Methods: Interviews, Group Discussion and Workshops, Observation, Analysis of Records and Documents, Questionnaires.

Unit III: Audit of HR Systems: Competency Mapping, Manpower Planning, Recruitment, Induction and Integration, Performance Management, Potential Appraisal and Assessment Centers, Career Planning and Development, Job Rotation, Training and Learning, Organization Development. Audit of HR Strategies

Unit IV: Audit of HR Competencies: Auditing Competencies of the HRD Staff, Auditing Learning Attitude of Line Managers, Auditing Top Management Styles, Auditing, Learning Orientation of Non-Supervisory Staff, Auditing Credibility of the HR Department.

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	2	2	3	2	2	2	2	2
CO2	2	2	2	2	2	2	2	2	2
CO3	2	2	2	2	2	2	3	2	2
CO4	2	2	2	2	2	2	2	3	2
CO5	2	2	2	3	1	2	3	2	2
CO6	2	2	2	2	3	2	2	1	1
Average	1.83	2	2	2.33	2	2.16	2.33	2	1.83

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Supply Chain Management
Course Code: BDMDSE-1502   **Course Credit**: 4

COURSE OBJECTIVE:	To familiarize students with: ❖ Develop understanding of basic concepts in Supply Chain Management and allied functions. ❖ The significance of risk management in organizations. the importance of reducing risks and improving profitability through strategic actions. ❖ The importance of improving profitability through strategic actions.
LEARNING OUTCOMES:	The students should be able to: CO1: Grasp fundamental concepts of various facets of supply chain management with an emphasis on establishing a thriving enterprise. CO2: Implement benchmarking principles and methodologies within supply chain management practices. CO3: Assess the factors driving and hindering the supply chain, along with resource and capacity management. CO4: Examine contemporary challenges in supply chain management. CO5: Enhance students' understanding of Strategy Formulation aimed at elevating organizational revenue and minimizing uncertainty. CO6: Help students recognize the necessity of benchmarking in the supply chain and strategies for improving coordination throughout the value chain.

Module I: Introduction

Supply Chain: Concept & Definitions in Supply Chain, Brief History of Evolution of Supply Chain Management, Objectives of a Supply Chain, Stages of Supply chain, Cycle view of Supply Chain Process, Decision Phases in Supply Chain Management, Key issues in SCM, Supply Chain Management Framework, Supply Chain Components, Flows in Supply Chain Management, Obstacles of streamlined SCM.

Module II: Supply Chain Structure

Basic Terms from Supply Chain Management such as– Upstream, Downstream, Information/Material Flow, Push/Pull System, Value added services, Structure of a SC, Push based SC, Pull based SC, Trade of between Push& Pull, Identifying appropriate Push& Pull Strategy for SC. Understanding the Benchmarking Concept, Benchmarking Process SCM.

Module III: Supply Chain Management Building Blocks

Supply Chain Drivers and Obstacles, Resources & capacity Management, Procurement & supplier focus, Inventory Management, Operations Management, Distribution Management in SCM, Bullwhip effect. Concept of ERP in SCM, Quick Response and Accurate Response System in SCM.

Module IV: Recent Issues in SCM

Overview of Customer Focus and Demand, Role of Computer/ IT in Supply Chain Management, CRM Vs SCM, Green Supply Chain Management, Outsourcing-basic concept, Future of SCM, New Developments in Supply Chain Management.

Text Book:

1. Douglas Long International Logistics: Global Supply chain Management Springer-Verlag New York, LLC: 2004.
2. Supply Chain Logistics Management – Bowersox & Cooper, McGraw Hill, 2nd Indian ed.

Other Suggested Readings:

1. Raghuram G. (I.I.M.A.) -Logistics and Supply Chain Management (Macmillan, 1st Ed.)
2. Krishnan Dr. Gopal-Material Management, (Pearson, NewDelhi, 5th Ed.)
3. Agarwal D.K. -A Text Book of Logistics and Supply chain Management (Macmillan, 1st Ed.).
   4.Sahay B.S.-Supply Chain Management (Macmillan, 1st Ed.)
4. Chopra Sunil and Peter Meindl-Supply chain Management (Pearson, 3rdEd.)

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	2	2	3	2	2	2	2	2
CO2	2	2	2	2	2	2	2	2	2
CO3	2	2	2	2	2	2	3	2	2
CO4	2	2	2	2	2	2	2	3	2
CO5	2	2	2	3	1	2	3	2	2
CO6	2	2	2	2	3	2	2	1	1
Average	1.83	2	2	2.33	2	2.16	2.33	2	1.83

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Marketing Analytics
Course Code: BDMDSE-1503   **Course Credit: 4**

Course Objective:	To familiarize students with: ❖ To understand the role and importance of data and analytics in marketing decision-making. ❖ To apply analytical techniques for segmentation, targeting, positioning, and managing the marketing mix. ❖ To evaluate marketing strategies using tools like regression, clustering, perceptual mapping, and customer lifetime value.
Learning Outcomes:	**The students should be able to:** **CO1**: Understand the fundamentals of marketing analytics, big data, and the differences between analytics and marketing research. **CO2**: Apply segmentation, targeting, and positioning strategies using cluster analysis and perceptual mapping. **CO3**: Utilize analytical models for decision-making in product, pricing, and promotion. **CO4**: Apply regression models and revenue management strategies for optimal marketing mix decisions. **CO5**: Leverage customer data for relationship management and measure customer lifetime value. **CO6**: Design analytics-driven marketing strategies for customer acquisition and retention.

UNIT 1: Introduction to Marketing Analytics

- Introduction to Marketing Analytics
- Defining Marketing Analytics
- Need for Marketing Analytics
- Big Data: The Marketing Revolution
- Role of Data in Marketing
- Differences and Similarities between Marketing Research and Analytics
- Marketing Analytics Planning

UNIT 2: Segmentation, Targeting and Positioning Analytics

- Segmentation: Applications of segmentation tools
- Cluster Analysis: Meaning and applications
- Methods of Cluster Analysis: k-means clustering, Agglomerative methods
- Targeting: Precision marketing using data mining
- Digital marketing tools for targeting consumers
- Positioning: Use of perceptual mapping and multidimensional scaling (MDS)

UNIT 3: Managing Marketing Mix

- New Product Development: Concept testing using conjoint analysis and attribution models
- Pricing Decisions: Price and advertising elasticity models
- Dynamic and Non-linear Pricing Models
- Revenue Management Principles
- Multiple Regression Analysis: Concepts and applications
- Application of regression in marketing mix optimization

UNIT 4: Customer Relationship Management (CRM) Analytics

- CRM and Big Data: Collection, storage, and analysis of customer data
- Application of Logistic Regression in Customer Management
- Customer Lifetime Value (CLV): Calculations and interpretations
- Retention and Acquisition Spending: Basic models for optimization
- Strategic use of analytics in improving customer relationships and loyalty

Text Book:

1. Winston, Wayne L.; Marketing Analytics: Data driven techniques with Microsoft Excel, Wiley

2. Venkatesan, Rajkumar Paul Farris and Roanld T. Wilcox; Cutting edge

Marketing Analytics: Real world cases and data sets for hands on learning, Pearson Education

Other Suggested Readings:

1. Ryan, D. and Jones, C.; Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation; Kogan Page

2. Stokes, R. Blake, S. and Education, Q.; eMarketing: The Essential Guide to Marketing in Digital World; Quirk eMarketing

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	1	1	1	2	1	1	1
CO2	2	1	2	2	1	1	2	2	1	1
CO3	2	2	2	2	2	1	1	2	2	2
CO4	1	2	1	2	2	1	2	2	2	2
CO5	2	2	2	2	2	1	2	2	2	2
CO6	2	2	1	2	2	1	2	2	2	2
Average	1.83	1.83	1.66	1.83	1.66	1	1.83	1.83	1.66	1.66

1-Slight (Low)   2-Moderate (Medium) 3-Substantial (High)

Course Title: Training and Development

Course Code: BDMDSE-1504 **Course Credit**: 4

Course Objective:	To familiarize students with: ❖ This course describes the process of training and Development. Describes how training is different from learning and the three phases of learning and training. It examines the various process of creating and designing training programme and various ways to evaluate the return on investment and learning of training programmes. Latest technology based training methods, including online training, massive open online learning courses, Blended courses, flexible classrooms are dealt in detail.
Learning Outcomes:	The students should be able to: CO1: To understand the basic concepts of training and development CO2: To know the importance and methodology of Training Needs Analysis process CO3: To sensitize them to various methods of training and training evaluation CO4: Understand the need for Cost benefit analysis of Training Programmes. CO5: Explore the role of technology and e-learning in modern training and development practices. CO6: Develop the ability to design, implement, and assess effective training modules tailored to organizational needs.

Module I: Training Introduction

Changing in training practice, looking inward, looking outward, appreciative enquiry, looking again and repositioning training; Employee Development & Methods of Training and Development.

Module II: Training and Learning -two-way process

Knowledge, skill, action; training and learning; Three phases of learning; The learning spiral for participants in the three phases of training.

Module III: The Needs Analysis Process

Training Needs Assessment: Concept, purpose and scope; Process of Needs assessment; Meaning of Skills gap assessment Needs Assessment Techniques: Person Analysis, Task Analysis and Organization Analysis; Need assessment in practice

Module IV: Training Process with the use of technology and Evaluating Training and follow up support

Fine tuning objectives and Preparing partners; Setting the stage; Four training methods; Design the training Program; Trainer and training styles; Evaluating from Different angles, Evaluating Learning Objectives; Addressing four common imbalances, Determining Return on investment, determining costs, and benefits, Developing Online training methods; Massive Open Online Courses; Blended Learning, Adaptive Learning, Flexible learning, Learning Management systems, Choosing New Technology methods.

Text Book:

1. Training for Development Part 1 by Rolf P. Lynton and Udai Pareek, Sage Publications India Pvt. Ltd.), New Delhi, 2011
2. Training for Organizational Transformation, Part 2 by Rolf P. Lynton and Udai Pareek, Sage Publications India Pvt. Ltd.), New Delhi, 2000

Other Suggested Readings:

1. Managing Performance through Training and Development, Eighth Edition Author(s): Alan M. Saks | Robert R. Haccoun, 2019,Cengage learning

2. Employee Training and Development | 9th Edition by Raymond A. Noe and Amitabh Deo Kodwani, 2019,McGraw Hill

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	2	1	1	3	2	2	3
CO2	3	3	1	-	-	3	2	1	3
CO3	3	2	2	1	2	3	1	2	3
CO4	3	3	1	-	2	3	2	1	3
CO5	2	2	1	1	2	2	1	1	2
CO6	2	2	1	1	1	2	2	1	1
Average	2.66	2.33	1.33	0.66	1.33	2.66	1.66	1.33	2.5

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: **EXIM Policy and Documentation**

Course Code: **BDMDSE-1505**   **Course Credit**: **4**

Course Objective:	To familiarize students with:
	❖ To provide in-depth understanding of the processes involved in exporting goods, including documentation requirements and regulation. Students will learn how to navigate through export procedure, comply with legal requirements, and effectively manage export transactions.
Learning Outcomes:	The students should be able to:
	CO1: Understand the fundamentals of export regulations and identify the key documents required for export of goods.
	CO2: Analyze the significance of infrastructural set-up during overseas trade.
	CO3: Assess the role of export financing to develop strategies for managing export transactions efficiency.
	CO4: Evaluate various international trade agreements, institutions, and policies that influence global export practices and compliance requirements.
	CO5: Examine risk management techniques in international trade, including strategies for handling foreign exchange fluctuations, political risks, and legal disputes.
	CO6: Apply practical knowledge of export marketing, pricing strategies, and market entry methods to develop successful international business plans.

Module I: Introduction

Role of exports and imports in economic development, Composition of India's foreign trade, Theories of international trade, Features and Rationale of Export Business, Essentials for Starting Export Business.

Module II Export Procedure

Registration of exporters, Export documentation (principal, auxiliary and regulatory documents) - commercial invoice, consular invoice, customs invoice, packing list, certificate of inspection, certificate of origin, bill of lading, GR form, SDF form, PP form, shipping bill, air bill/air consignment note, general excise clearance, custom clearance, insurance cover, Role of ECGC, Quality control and pre shipment inspection, HS System of classification and coding, Application of Electronic Data Interchange System (EDI) in export documentation.

Module III: Institutional Support for Export

Infrastructural facilities- Export Promotion Council (EPC), Export Promotion Zone (EPZ), Special Economic Zone (SEZ), Federation of Indian Export Organisations (FIEO), Agricultural & Processed Food Products Export Development Authority (APEDA), Role of Directorate General of Foreign Trade (DGFT), Categorization of export houses.

Module IV: Export Financing

Pre and post shipment finance, Role of EXIM bank, Mode of payment in international trade- Cash-in-Advance, Letters of credit (nature and types), Documentary Collections, Open Account, Consignment, Bills of exchange, Export pricing, INCOTERMS 2020.

Text Book:
   1. Export Management, Himalaya Publishing House, Divya Singh and Amit Gautam
   2. Export Manual, Nabhi
   3. International Marketing Management, Phillip R. Cateore and John M. Hess
   4. Ministry of Commerce, Govt. of India, Hand book of Export-Import Procedures

 Other Suggested Readings:
  1. T.A.S. Balagopal – *Export Marketing* (Himalaya Publishing)
  2. Justin Paul – *Export-Import Management* (Oxford University Press)

3. Rakesh Mohan Joshi – *International Business* (Oxford University Press)
4. Govt. of India – *Foreign Trade Policy Handbook* (DGFT Publication)

Course Articulation Matrix

POs/COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	1	1	1	2	1	2	2
CO2	2	2	1	2	2	1	1	2	2	2
CO3	2	2	2	2	2	1	2	2	2	2
CO4	1	2	2	2	1	2	1	2	2	2
CO5	2	2	2	2	2	2	2	2	2	2
CO6	2	2	2	2	2	1	2	2	2	2
Average	1.83	2	1.83	1.83	1.66	1.33	1.66	1.83	2	2

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Internship/Capstone Project

Course Code: BDMSEC-1501   Course Credit: 2

COURSE OBJECTIVE:	To familiarize students with:
	❖ This internship capstone course aims to provide students with an integrative learning experience that combines professional work in a real-world organisation with rigorous academic research. Students will develop and apply theoretical knowledge to practical challenges through an action research project, enhancing their problem-solving, critical thinking, and communication skills. This course aims to bridge the gap between academic study and professional practice, preparing students for successful careers in their chosen fields.
LEARNING OUTCOMES:	The students should be able to: CO1: Application of theoretical knowledge to real-world scenarios. CO2: Development of professional skills and networking opportunities. CO3: I understand workplace culture and dynamics. CO4: Hands-on experience in a chosen field.

Internship/ Capstone Project Student Engagement Process:

An internship/capstone project is a structured, hands-on learning experience integrating academic knowledge with pre-professional work activities. It mutually benefits both the student-intern and the host organisation. Interns apply foundational skills from their studies to real-world tasks, enhancing their practical experience. Placement sites outline clear expectations, duties, and performance goals for the interns. They also offer regular supervision and feedback to guide the interns' development. This experiential learning helps students build valuable industry-specific skills, gain insights into their chosen field, and improve their employability upon graduation.

Step 1.

Orientation Session: The orientation session for the internship/capstone project is designed to provide students with a comprehensive overview of what to expect and how to succeed in their upcoming professional experience. The session aims to bridge the gap between academic learning and practical application in a real-world setting.

Step 2.

Identify an internship: Students research opportunities that align with their career goals and academic background. They explore various platforms, such as online job boards, networking events, and professional associations, to find positions that offer relevant hands-on experience and skills in their chosen field.

Step 3.

Internship agreement Form: The Student, Mentor, and internship Coordinator in the Industry will complete the internship agreement form.

Step 4.

Start of Internship: The internship lasts eight weeks. Interns are expected to commit to 20 hours per week, allowing for a balanced integration of work and learning. The internship mentor will arrange specific schedules. This structure ensures that interns gain substantial experience while accommodating any academic commitments. Regular check-ins and progress reviews will be conducted to support intern development and address any challenges, providing a productive and

enriching internship experience.

Step 5.
Submission of Report:

- ❖ Front Page: Student Name, Course, Internship Company, Duration, Mentor
- ❖ Internship Agreement Form
- ❖ Internship Certificate
- ❖ Introduction & background of the Company
- ❖ Roles & responsibilities as an Intern
- ❖ Weekly work allotment & completion report
- ❖ Challenges & Solutions
- ❖ Learning from the internship
- ❖ Conclusion

Step 6.

Internship Evaluation: The Viva Voce for internship evaluation is an oral exam where interns present their experiences, learning, and contributions. It involves summarizing their role, key projects, and applied skills. Interns discuss the knowledge gained, application of academic theories, and challenges faced, including how they were addressed. They reflect on their professional development and how the internship influenced their career goals. Feedback from supervisors and industry insights are also shared. Examiners ask questions to delve deeper into the intern's understanding and experiences. This evaluation assesses the intern's ability to articulate their growth and readiness for professional work. The review of the work done by students will be carried out after two weeks of report submission. The internal examiner will evaluate the student's submission.

Course Title: Campus to Corporate

Course Code: BDMAEC-1501   Course Credit: 2

COURSE OBJECTIVE:	To familiarize students with: ❖ To enhance holistic development of students and improve their employability skills. Provide a 360-degree exposure to learning elements of Business English readiness programme, behavioural traits, achieve softer communication levels and a positive self-branding along with augmenting numerical and altitudinal abilities. ❖ To up skill and upgrade students' across varied industry needs to enhance employability skills.
LEARNING OUTCOMES:	The students should be able to: CO1: Develop a creative resumes, cover letters, interpret job descriptions and interpret KRA and KPI statements and art of conflict management. CO2: Build negotiation skills to get maximum benefits from deals in practical life scenarios. CO3: Develop skills of personal branding to create a brand image and self-branding CO4: Acquire higher level competency in use of logical and analytical reasoning such as direction sense, strong and weak arguments CO5: Develop higher level strategic thinking and diverse mathematical concepts through building analogies, odd one out CO6: Demonstrate higher level quantitative aptitude such as average, ratio & proportions, mixtures & allegation for making business decisions.

Module I

HR Sensitization (Role Clarity, KRA, KPI, Understanding JD), Conflict Management, Negotiation Skills, Personal Branding, Uploading & Curating Resumes in Job Portals, getting Your Resumes Noticed, Writing Cover Letters, Relationship Management.

Module II

Sitting Arrangement & Venn Diagrams, Puzzles, Distribution, Selection, Direction Sense, Statement & Conclusion, Strong & Weak Arguments, Analogies, Odd One out, Cause & Effect, Grooming Etiquettes, Mock Group Discussions, General Mock Interviews, Specialization wise Mock Interviews, Situational Analysis, Time & Exceptional Management.

Module III

Quantitative Aptitude-Average , Ratio & Proportions, Mixtures & Allegation, Geometry-Lines, Angles & Triangles, Problem of Ages, Verbal & Logical Reasoning, Aptitude & Psychometric test.

Module IV

Verbal Abilities-Antonyms and Synonyms, Idioms and Phrases, Problem Solving and Case Studies, Real time Case Study Solving Exercises, Intra student Mock Situation Handling Exercises, Role plays, Business & Communication quiz, Importance of Social Media & Networking Skills.

Text Book:
1. Wiley's Quantitative Aptitude-P Anand

2. Quantum CAT – Arihant Publications

Other Suggested Readings:
1. Quicker Maths- M. Tyra

2. Power of Positive Action (English, Paperback, Napoleon Hill)

3. Streets of Attitude (English, Paperback, Cary Fagan, Elizabeth Wilson) The 6 Pillars of self-esteem and awareness – Nathaniel Brandon

4. Goal Setting (English, Paperback, Wilson Dobson)

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	2	1	1	1	2	2	1
CO2	2	3	2	1	1	2	2	2	1
CO3	2	-	2	1	1	1	2	2	1
CO4	2	3	2	1	1	1	2	2	2
CO5	2	3	2	2	1	1	2	2	2
CO6	1	3	2	-	1	2	2	2	2
Average	1.83	2.16	2	1	1	1.33	2	2	1.5

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Data Base Management System

Course Code: BDMGE-1501   Course Credit: 4

COURSE OBJECTIVE:	To familiarize students with: ❖ To provide prospective management studies students with the skills necessary to organize, store and retrieve data needed for managerial decisions. ❖ To provides the set of skills that are most frequently used in the work place to design and maintain database for managerial reports.
LEARNING OUTCOMES:	The students should be able to: CO1: The students will be able to describe basic DBMS with reference to business and management problems / issues. CO2: The students will be able to express DBMS in appropriate manner for managerial decision making. CO3: The students will be able to apply basic knowledge and understanding of DBMS in relation to the organizing, storing and retrieving required data for an organization. CO4: The students will be able to select an appropriate technique for optimizing DBMS. CO5: The students will be able to support various industry related decision making with the use of this programming. CO6: Remembering to design and maintain database for managerial reports

Module I: Introduction

Data base System Applications, Purpose of Database Systems, View of Data – Data Abstraction – Instances and Schemas – data Models – the ER Model – Relational Model – Other Models – Database Languages – DDL – DML – database Access for applications Programs – data base Users and Administrator – Transaction Management – data base Architecture – Storage Manager – the Query Processor Data base design and ER diagrams – ER Model - Entities, Attributes and Entity sets – Relationships and Relationship sets – ER Design Issues – Concept Design – Conceptual Design for University Enterprise. Introduction to the Relational Model – Structure – Database Schema, Keys – Schema Diagrams.

Module II: Relational Query Languages, Relational Operations

Relational Algebra – Selection and projection set operations – renaming – Joins – Division – Examples of Algebra overviews – Relational calculus – Tuple relational Calculus – Domain relational calculus.

Module III: Transaction Concept

Transaction State- Implementation of Atomicity and Durability – Concurrent – Executions – Serializability- Recoverability – Implementation of Isolation – Testing for Serializability- Lock – Based Protocols – Timestamp Based Protocols- Validation- Based Protocols – Multiple Granularity. Recovery and Atomicity – Log – Based Recovery – Recovery with Concurrent Transactions – Buffer Management – Failure with loss of nonvolatile storage-Advance Recovery systems- Remote Backup systems.

Module IV: System Devices and Security System

Input and Output devices, offline storage devices, Tapes, Disks, Drums Information System and their Application. Programme Files, Security Consideration in Data Base Management System and performance improvements in Data Base.

Text Book:
1. Fundamentals of Database Systems by Elmasri & Navathe (Pearson Education).
2. An Introduction to Database Systems by C. J. Date (Addison Wesley N. Delhi).

Other Suggested Readings:
1. Database Systems: The Complete Book, 2/e by Garcia-Molina, Ullman and Widom, Pearson Publication
2. Concepts of Database Management System, 1/e by Naik, Pearson Publication

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	1	1	2	1	2	2
CO2	1	2	1	1	1	1	1	2	2	2
CO3	1	2	1	1	1	1	2	2	1	2
CO4	1	2	1	1	1	1	1	2	2	2
CO5	1	2	1	1	2	1	1	1	2	2
CO6	1	2	1	1	1	1	1	1	2	2
Average	1.16	2	1	1	1.16	1	1.33	1.5	1.83	2

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Essentials of IT
Course Code: BDMGE-1501   **Course Credit: 4**

Course Objective:	To familiarize students with: ❖ Fundamentals of computer hardware & software and different advanced concepts such as security, networking, and operating system.
Learning Outcomes:	The students should be able to: CO1: Remember and understand the concepts of computer and its evolution. CO2: Understand the concepts of IPO cycle& analyse input and output components. CO3: Analyse the concept of operating system and GUI. CO4: Develop an understanding about networking and various modes of transmission. CO5: Demonstrate the ability to use IT tools and resources for effective communication, collaboration, and problem-solving. CO6: Understand ethical, legal, and societal issues related to the use of information technology.

Module I Basics of Computer and evolution

Evolution of computer. Data, Instruction and Information. Characteristics of computers, Various fields of application of computers. Hardware, Software, Human ware and Firmware. Advantages and Limitations of computer. Block diagram of computer, Function of different units of computer. Classification of. Different Generation of computers Types of software: System and Application. Compiler and Interpreter. Generation of language: Machine Level, Assembly, High Level, 4GL.

Indian computing Environment, Data Representation: Different Number Systems like Decimal, Binary, Octal and Hexadecimal and them inter conversion: Fixed Point Only. Binary arithmetic: Addition, Subtraction, Multiplication and Division.

Module II Input and Output Devices

Input and Output Devices: Keyboard, Mouse, Joystick, Digitizer, Scanner, MICR, OCR, OMR, Light Pen, Touch Screen, Bar Code Reader, Voice Input Device, Monitor and its type: VGA, SVGA and XGA, Printer and its type: Impact and Non-Impact with example, Plotter. Computer Memory: Primary Memory, ROM and its types: PROM, EPROM, EEPROM, RAM. Secondary memory: SASD, DASD Concept. Magnetic Disks: Floppy disks, Hard disks, Magnetic Tape. Optical disks: CD ROM and its types: CD ROM, CD ROM-R, CD ROM-EO, DVD ROM Flash memory.

Module III Operating System Concept and GUI
Operating System Concept: Introduction to operating system, Function of OS, Types of operating systems. PC-software Packages, An Introduction to Disk. Operating system and windows GUI, Other system softwares. Computer software system, software development process, files design & Report design, Data files types, Master & Transaction file. Data Hierarchy; data file structure, Use of files in Programming. Introduction to Word processor and Spread Sheets, Creating Presentations Management of data processing systems, Programmes development cycle, Output analysis, Programming Concept, Software Development process.

Module IV Concept of Data Communication, Networking and Security
Networking Concepts, Types of networking: LAN, MAN AND WAN. Communication Media. Mode of Transmission: Simplex, Half Duplex, Full Duplex, Analog and Digital Transmission, Synchronous and Asynchronous Transmission. Different Topologies, Concepts related to computer security.

Text Book:

1. ITL Education Solutions. Introduction to Information Technology, 2/e, Pearson Education.

2. Turban, Rainer and Potter. Introduction to Information Technology, John Wiley and Sons.

Other Suggested Readings:
1. Behl R. Information Technology for Management, McGrawHill Education.
2. Joseph A. Brady and Ellen F Monk. Problem Solving Cases in Microsoft and Excel, homson Learning.

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	2	1	2	2	2	1	2
CO2	3	3	3	3	3	1	3	1	1
CO3	1	1	1	2	2	2	3	1	1
CO4	-	-	-	-	1	-	1	2	3
CO5	1	2	-	2	2	2	1	-	1
CO6	2	-	2	2	2	2	1	1	2
Average	1.5	1.33	1.33	1.66	2	1.5	1.83	1	1.66

1-Slight (Low)   2-Moderate (Medium) 3-Substantial (High)

SEMESTER 6

Theory/ Practical	Course Code	Category	COURSE TITLE	CONTACT HOURS			EVALUATION SCHEME			CREDITS
				L	T	P	CIA	ESE	TOTAL	
Theory	BBADM-1601	DSC XV	CUSTOMER ANALYTICS	3	1	0	40	60	100	4
Theory	BBADM-1602	DSC XVI	DIGITAL BUSINESS MANAGEMENT	3	1	0	40	60	100	4
Theory		* DSE II	ANY ONE	3	1	0	40	60	100	4
Theory		**SEC IV	RESEARCH PROJECT REPORT AND VIVA-VOCE	2	0	0	40	60	100	2
Theory		***AEC II	INTRODUCTION TO MICROSOFT OFFICE SUITE	2	0	0	40	60	100	2
Theory		****GE VI	ANY ONE	3	1	0	40	60	100	4
			TOTAL						600	20

One Discipline Specific Elective (DSE-2) can be opted from

	Course Code	Theory/Practical	Course Title
*DSE-II	BDMDSE-1601	Theory	Digital Media Law
			Research Methodology

	Course Code	Theory	Course Title
**SEC IV	BDMSEC-1601	Theory/Practical	Research Project Report And Viva-Voce

	Course Code	Theory	Course Title
***AEC II	BDMAEC-1601	Theory/Practical	Introduction to Microsoft Office Suite

One Generic Elective (GE-6) can be opted from

	Course Code	Theory/Practical	Course Title
****GE VI	BDMGE-1601	Theory	Event Management
			E-marketing

Note: Students who wish to exit after securing 132 credits in the first six semesters will be awarded a UG Degree in BBA DM.

Course Title: Customer Analytics
Course Code: BBADM- 1601   **Course Credit: 4**

Course Objective:	To familiarize students with: ❖ To understand the marketing management process and its link to customer analytics. ❖ To apply pricing and customer insights tools for strategic decision-making. ❖ To use analytical methods for understanding customer behavior and optimizing customer lifetime value.
Learning Outcomes:	The students should be able to: **CO1**: Understand the integration of the marketing management process with customer analytics. **CO2**: Apply statistical tools like correlation, regression, and smoothing techniques to analyze marketing data. **CO3**: Evaluate pricing strategies using non-linear models and demand curve analytics. **CO4**: Apply conjoint analysis for product and customer choice behavior modeling. **CO5**: Analyze customer lifetime value and behavioral patterns using RFM, market basket analysis, and segmentation tools. **CO6**: Apply customer analytics in key business areas like advertising, retailing, and social marketing.

UNIT 1: Marketing Management Process and Customer Analytics

- Introduction to the Marketing Management Process
- Link between Marketing Strategy and Customer Analytics
- Role of Customer Insights in Strategic Marketing
- **Statistical Techniques:**
    - Correlation
    - Simple Linear Regression
    - Trend Analysis
    - Seasonality Detection
    - Exponential Smoothing

UNIT 2: Pricing Analytics
- Non-Linear Pricing Strategies for Profit Maximization
- Price Skimming vs. Sales Promotion
- Optimal Pricing Techniques
- Price Bundling Strategies
- Demand Curve Estimation
- Understanding Consumer Willingness to Pay (WTP)

UNIT 3: Customer Insights through Conjoint Analysis
- Introduction to Conjoint Analysis
- Product Attributes and Levels
- Full Profile Conjoint Analysis
- Choice-Based Conjoint Analysis
- Application of Random Utility Theory
- Insights for Product Design and Positioning

UNIT 4: Customer Value and Advanced Analytics
- Lifetime Customer Value (CLV): Concept and Calculation
- Relationship Between Customer Spending, Acquisition, and Retention
- Market Basket Analysis
- RFM Analysis (Recency, Frequency, Monetary Value)
- Cluster Analysis for Customer Segmentation
- Collaborative Filtering Techniques
- Classification Trees for Segmentation

Applications of Customer Analytics in:

- Advertising
- Retailing
- Internet & Social Media Marketing

Text Book:

1. Winston, Wayne L. (2014), Marketing Analytics: Data-Driven Techniques with Microsoft Excel, 1st ed. Wiley.
2. Malhotra, Naresh (2015), Marketing Research – An Applied Orientation, 7th ed., Pearson EducationVandana Ahuja. Digital Marketing. Oxford University Press India, 2015
3. Damian Ryan. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (3rd Edition). Kogan Page Publishers, 2014.

Other Suggested Readings:

1. V. Kumar, *Customer Relationship Management: A Databased Approach*
2. James G. Taylor, *Marketing Analytics: A Practical Guide to Real Marketing Science*

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	1	1	1	2	1	1	1
CO2	2	2	2	2	2	1	2	2	1	1
CO3	2	2	2	2	2	1	2	2	2	2
CO4	2	2	1	2	2	1	2	2	2	2
CO5	2	2	2	2	2	1	2	2	2	2
CO6	2	2	1	2	2	1	2	2	2	2
Average	2.0	2.0	1.66	1.83	1.83	1.0	2.0	1.83	1.66	1.66

1-Slight (Low)   2-Moderate (Medium) 3-Substantial (High)

Course Title: Digital Business Management

Course Objective:	To familiarize students with: ❖ To understand the evolution, significance, and framework of digital business. ❖ To examine the structure and models of e-commerce and digital marketplaces. ❖ To explore the management and technical aspects of digital infrastructure. ❖ To identify key security, governance, and environmental challenges in the digital business landscape.
Learning Outcomes:	The students should be able to: **CO1**: Understand the fundamentals of digital business, digital communication, and system integration in global businesses. **CO2**: Analyze digital marketplaces, e-commerce models, and revenue strategies. **CO3**: Understand digital infrastructure components and internal digital communication practices. **CO4**: Examine governance, standards, tools, and challenges in managing digital systems. **CO5**: Evaluate legal, social, political, and environmental factors affecting digital environments. **CO6**: Develop risk mitigation strategies including IS control, security policy, and disaster recovery plans.

UNIT 1: Introduction to Digital Business
- Meaning and Importance of Digital Business
- Digital Communication in Business
- Role of Information Systems in Global Business
- Global E-Business and Collaboration
- Comparison: Traditional Business vs. Digital Business
- Identifying Digital Business Opportunities
- Barriers to Technology Adoption
- Stakeholder Barriers to Consumer Digital Adoption

UNIT 2: Analysis for Digital Business and E-Commerce
- Understanding the Digital Marketplace
- Marketplace Structure and Process Flow
- Trading Location: Physical vs. Virtual
- Business Models of E-Commerce
- Revenue Models in E-Commerce
- Strategic Analysis for Digital Commerce

UNIT 3: Managing Digital Infrastructure
- Components of Digital Business Infrastructure
- Core Digital Technologies in Business
- Key Management Issues in Digital Systems
- Managing Internal Digital Communication
- Technology Standards in Digital Business

- Enhancing Customer Experience and Digital Services
- Internal and External Governance Factors
- Challenges in Managing Digital Infrastructure
- Problems with Traditional File Systems
- Digital Solutions and DBMS Capabilities
- Tools for Information Access and Digital Storage

UNIT 4: Key Issues in Digital Environment

- System Vulnerabilities and Threats
- Malicious Software and Cybersecurity
- Internal Threats: Social and Organizational Factors
- Legal and Ethical Considerations in Digital Business
- Economic, Political, Technological & Cultural Factors
- E-Commerce Environmental Impact & Green IT
- Information System Controls and Risk Assessment
- Developing Security Policies and Disaster Recovery Plans

Text Book:

1. Kamat and Kamat, Digital Business Management, Himalaya publishing house.
2. Efraim Turban, David King, Electronic Commerce: A Managerial and Social Networks Perspective, Springer

Other Suggested Readings:

1. Chaffey Dave, Hemphill Tanya and Edmundson-Bird David, Digital business and E-Commerce Management, Pearson
2. Busulwa Richard, Navigating Digital Transformation in Management, Routledge

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	1	1	1	2	1	1	1
CO2	2	2	2	2	2	1	2	2	2	1
CO3	2	2	2	2	2	1	2	2	2	2
CO4	2	2	2	2	2	1	2	2	2	2
CO5	2	2	2	2	2	1	2	2	2	2
CO6	2	2	2	2	2	1	2	2	2	2
Average	2.0	2.0	2.0	1.83	1.83	1.0	2.0	1.83	1.83	1.66

1-Slight (Low)   2-Moderate (Medium) 3-Substantial (High)

Course Title: Digital Media Law
Course Code: BDMDSE-1601   **Credit: 4**

Course Objective:	To familiarize students with:
	❖ To understand the legal framework governing media in India.
	❖ To explore the constitutional provisions and media privileges under Indian law.
	❖ To examine laws related to broadcasting, censorship, cyber regulations, and journalistic rights.
	❖ To analyze the ethical dilemmas and responsibilities in media practices.
Learning Outcomes:	The students should be able to:
	CO1: Understand the constitutional foundation of media freedom and responsibilities in India.
	CO2: Evaluate the interface between media and the State including legal constraints and protections.
	CO3: Explain the legal framework governing broadcasting, censorship, and digital media.
	CO4: Assess ethical issues including media bias, obscenity, privacy, and fake news.
	CO5: Understand self-regulatory mechanisms and the impact of media on society.
	CO6: Apply legal and ethical principles to real-world media scenarios.

UNIT 1: Indian Media and the Constitution

- Role and Responsibilities of Media
- Media Privileges in India
- Fundamental Rights related to Freedom of Speech and Expression (Article 19(1)(a))
- Directive Principles of State Policy
- Media Freedom in a Democracy

UNIT 2: Indian Media and the State

- Parliamentary Privileges and Contempt of Court
- Official Secrets Act
- Sedition Laws and Freedom of Expression
- Defamation (Civil and Criminal)
- Working Journalists Act
- Copyright Act and its Implications for Media
- Right to Information Act (RTI) and Transparency

UNIT 3: Broadcasting Law and Cyber Law

- Press Council of India: Role and Powers
- Prasar Bharati Act
- Cable Television Networks (Regulation) Act
- Advertising Code under ASCI
- Cinematography Act, 1952 and Film Censorship
- Cyber Law: IT Act, 2000 and Amendments (2008)
- Anti-digital Piracy Measures
- Social Media and OTT Platforms: Self-regulation and Challenges

UNIT 4: Ethical Issues in Indian Media

- Media Code of Ethics (Press Council, NBA, ASCI, etc.)
- Media Bias and Agenda Setting
- Censorship: Legal and Ethical Boundaries
- Privacy and the Right to be Forgotten
- Obscenity, Violence, and Hate Speech in Media
- Fake News, Post-truth, and Fact-checking
- Trial by Media and its Legal Ramifications
- Representation of Women and Children in Media
- Pressures on Media Freedom: Political, Commercial, Legal

Text Book:

1. Roger Patching and Martin Hirst- Journalism Ethics: Arguments and cases for the twenty-first century – Routledge
2. Chris Frost- Journalism Ethics and Regulation – Routledge
3. Genelle Belmas, Wayne Overbeck- Major Principles of Media Law – Wadsworth Publishing
4. Durga Das Basu, Law of the Press in India, LexisNexis

Other Suggested Readings:

1. Usha Ramanathan, *Freedom of Expression and the Indian Constitution*

2. Cyber Laws – Justice Yatindra Singh, Universal Law Publishing

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	1	1	1	2	2	1	1
CO2	2	2	2	2	2	1	2	2	2	1
CO3	2	2	2	2	2	2	2	2	2	2
CO4	2	2	2	2	2	1	2	2	2	2
CO5	2	2	2	2	2	1	2	2	2	2
CO6	2	2	2	2	2	1	2	2	2	2
Average	2.0	2.0	2.0	1.83	1.83	1.16	2.0	2.0	1.83	1.83

1-Slight (Low)   2-Moderate (Medium) 3-Substantial (High)

Course Title: Research Methodology

Course Code: BDMDSE-1602   Course Credit: 4

COURSE OBJECTIVE:	To familiarize students with: ❖ Understanding the concept and importance of marketing research. ❖ The process of marketing research and preparing reports.
LEARNING OUTCOMES:	The students should be able to: CO1: Comprehend the fundamental principles of Research methodology and its application across diverse business scenarios. CO2: Evaluate the significance of sampling, its methodologies, and sources for data collection. CO3: Examine measurement scales and data processing techniques. CO4: Utilize decision-making skills to formulate sound hypotheses. CO5: Critically assess and understand business reports and their defining features. CO6: Enhance understanding and practical skills in employing commonly utilized qualitative and quantitative research methods throughout the research process.

Module I: Introduction to Research and Research Design

Introduction of Research: Definition, aims and objectives of research, Applications of research, Marketing information system, Evaluation and control of research, Value of information in decision making, Steps in marketing research. Research Design: Formulating the research problem, Choice of research design, Types of research design and Sources of experimental errors.

Module II: Sample and Sampling Design

Sample and Sampling Design: Some basic terms, Advantages and limitation of sampling, Sampling process, Types of sampling, Types of sample designs, Determining the sample size, Sampling distribution of the mean, Testing of hypothesis.

Module III: Data Collection, Data Processing and Tabulation

Methods of data collection: Secondary data, Sources of secondary data, Primary data, Collection of primary data, Observation, Questionnaire, Designing of questionnaire, Interviewing. Data Processing and Tabulation: Editing, Coding, Problems in editing, Tabulation.

Module IV: Data Analysis, Interpretation and Report Writing

Data Analysis: Measurement of central tendency, Dispersion, Univariate analysis, Bivariate analysis, Multidimensional analysis I, Multivariate analysis II, Factor analysis, cluster analysis, multidimensional analysis, conjoint analysis. Interpretation and Report Writing: Interpretation, Types of research reports, Guidelines for writing a report, report format, Evaluation of research report.

Text Book:
1. Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition
2. Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.
3. Research Methodology – C.R.Kothari

Other Suggested Readings:

1. Beri, G.C., Marketing Research, Tata McGraw Hill, 2003.

2. Gupta, S.L., Marketing Research, Excel Books, 2004.
3. Aaker, Marketing Research, John Willey & Sons, 2001.
4. Tull& Hawkins, Marketing Research, Prentice Hall of India, 2000.

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3	2	1	1	1	1	1	-
CO2	3	3	2	1	2	3	2	-	1
CO3	3	3	2	2	1	3	2	2	1
CO4	3	3	3	1	1	3	1	1	-
CO5	2	2	2	2	2	2	1	-	1
CO6	3	2	2	2	2	2	1	1	2
Average	2.83	2.67	2.16	1.5	1.5	2.33	1.33	0.83	0.83

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Research Project Report and Viva Voce

Course Code: BDMSEC-1601   Course Credit: 2

Guidelines for Submission of Research Project Report

1. Research Project Report, in the sixth semester, is an integral part of the curriculum. The problem/topic will be assigned by the School of Business Management, T.S. Mishra University under the supervision of a core faculty member of the department.

2. The research should be based on primary data and secondary data too. The average size of Report ordinarily will be of 75 typed pages or more in standard font size (12) and double spacing.

3. Three neatly typed and hard bound copies of the report will be submitted to the Head of the BBA DM program or to the Dean, School of Business Management. The report will be typed in A-4 size paper.

4. The evaluation will be based on the report writing, and viva-voice. The students are also required to make a brief presentation of the report. The evaluation will be based on the report writing, and viva-voice.

Course Title: Introduction to Microsoft Office Suite

Course Code: BDMAEC-1601   Course Credit: 2

COURSE OBJECTIVE:	To familiarize students with: ❖ The objective of this course is to develop an understanding of Microsoft suite from an emerging perspective.
LEARNING OUTCOMES:	The students should be able to: CO1: To understand the excel function. CO2: To understand formula in excel. CO3: To understand and implement Charts in excel. CO4: To have knowledge of Microsoft Word. CO5: To have knowledge of Google Suite. CO6: To acquaint the student with the usage of technology in day-to-day functioning.

Module I: Introduction

Introduction to Excel & Word, Basic Concepts, Data Type in Excel, Worksheet and its Attribute, Tabs and Ribbon. Cell References – Absolute, Mixed and Relative. Cut Copy Paste and Advance Options. Find & Replace with Advanced Options. Sorting and Filtering, Introduction to Advanced Filters and Sorting, Group & Ungroup of Data, Color Filter etc. Importance of CTRL+1 (Home Tab) and its uses. Understanding Different Group under Home Tab, Table and its uses. MATCH etc. Understanding Different Style and Paragraph functions. Format Painter. Font Functions. Short Cut for Basic Operation – Cut, Copy, Save, Save As. Bullets and Numbering. Working with Borders. Mail Merge and its uses. Insert Tab- Blank Page, Page Break, Tables, Picture etc. Working with Shapes and charts. Hyperlink, Header, Footer and Text Functions. Drop Cap. Understanding and Working with different Page Layout Options. Page Background. End note, Foot note.

Module II: Formulas & Functions

Introduction to Formulas and Functions – Understanding Syntax, Error Type, Reference Type. Conditional Operators – IF, AND, OR, NOT, ISERROR, ISNUMBER etc. Statistical Functions – MAX/MIN, SUMIFS/COUNTIFS, SUMPRODUCT etc. Text Functions – LEFT, RIGHT, MID, SEARCH, TRIM, LEN,

UPPER, LOWER, PROPER etc. Date and Time Functions – TODAY, NOW, EOMONTH, WEEKDAY, WORKDAY. Lookup Functions – VLOOKUP, HLOOKUP, INDEX.

Module III: Charts

Introduction to Charts – Charts Type, Instant Charts, Line charts, Column charts, Picture Charts, Scatter Charts. Charts Style- Layout, Labels, Axis Option, Title, Legends, Data Labels. Conditional Formatting- Data Bars and Colors Scale. Modifying Rows and Columns. Data Tools – Text to Columns, Data Validation, Scenario Manager.

Module IV: Google suite

Introduction to Google Suite. Google Form - Designing of Quizzes and Feedback. Accepting and Closing responses. Google Drive and its uses. Working with Google Calendar- Designing own calendar, Sharing and Collaborating. Introduction to Google Sheets. Basic Formulas and Collaborating sheets.

Text Books:

1. Excel 2019 Power Programming with VBA - John Walkenbach.

Other Suggested Readings:

1. Microsoft Office 2016 - Steve Schwartz.

Course Title: Event Management

Course Code: BDMGE-1601   Course Credit: 4

COURSE OBJECTIVE:	To familiarize students with: ❖ This course offers insights into event coordination, execution, control systems, evaluation, and various types of events. ❖ It empowers aspiring event organizers to select their preferred area of specialization as a profession.
LEARNING OUTCOMES:	The students should be able to: CO1: Students will acquire skills to function as event coordinators. CO2: Students will gain knowledge on event organization techniques. CO3: Students will learn to manage and evaluate events, ensuring achievement of performance metrics to gauge success. CO4: Students will be capable of organizing seminars and social events. CO5: Students will develop confidence and strategic approaches to navigate networking events. CO6: Students will comprehend the process of preparing event reports.

Module I: Introduction

What Are Events, A Comprehensive New Definition, Objectives Of Events Types Of Events, Leisure Events, Cultural Events, Organizational Events, Personal Events, Event Characteristics, Uniqueness, Intangibility, Rituals, Personal Interactions ,Time Scale, Weird And Wonderful, The Wow Factor.

Module II: Event Infrastructure

Elements Of Events, Event Infrastructure, Core Concept, Core People, Core Talent, Core Structure, Event Process, Clients, Target Audience, Concept, Set Objectives For The Event, Is It The Right Event, Event Organizers, Targeting Clients, Marketing Intelligence And Information Systems.

Module III: Event Conceptualization

Structure of events , purpose of the event, magnitude - size of the event, the creative parameters, target audience, media, pre-event, police permissions, security, event designing, 5 c's of events conceptualization of the creative idea, costing involves calculation of the cost of production and safety margins , canvassing for sponsors, customers and networking components, customization of the event according to brand personality, budgets, carrying-out involves execution of the event according to the final concept.

Module IV: Budgeting

Concept of the budget as a control system and the use of responsibility accounting in Event Management. Essentials of Budgeting for Event Management, Types of Budgets in Event Management. Budget systems w.r.t uncertainty in the event management. Sponsorship and Budgeting of Events, Issues surrounding setting the difficulty level for a budget. Appropriate budgetary systems for an Event Management company including topdown, bottom-up, feedback and feed-forward control approaches.

Text Book:
1. The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success BY Barbara Pachter

Other Suggested Readings:
1. Event Management: A Professional and Developmental Approach by Dimitri Tassiopoulos.
2. Planning & Managing a Corporate Event. by Karen Lindsey - by Karen Lindsey
3. Event Studies - Theory, research and policy for planned events by Donald Getz

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	2	2	2	2	3	2
CO2	3	2	2	3	2	2	2	2	2
CO3	3	3	2	2	2	2	2	2	3
CO4	2	2	3	2	3	2	2	2	2
CO5	2	2	2	3	2	2	2	2	3
CO6	2	2	3	2	3	2	2	2	2
Average	2.33	2.33	2.5	2.33	2.33	2	2	2.16	2.33

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: E-Marketing

Course Code: BDMGE-1601   **Course Credit: 4**

Course Objective:	To familiarize students with: ❖ To develop an in-depth understanding of lead generation processes in the digital space. ❖ To differentiate between types of landing pages and understand their role in conversions. ❖ To apply A/B testing strategies and lead nurturing techniques. ❖ To provide an overview of E-Marketing concepts, objectives, and methods.
Learning Outcomes:	The students should be able to: **CO1**: Understand the importance and mechanics of lead generation in business. **CO2**: Learn the structure and function of landing pages and thank-you pages. **CO3**: Apply A/B testing to optimize landing pages and improve conversions. **CO4**: Develop strategies for lead nurturing and understand the lead funnel process. **CO5**: Gain conceptual clarity on E-Marketing and its scope, benefits, and challenges. **CO6**: Explore various e-marketing tools and applications for digital business strategies.

UNIT 1: Introduction to Lead Generation

- Understanding Lead Generation for Business
- Importance of Lead Generation in Digital Marketing
- Understanding Landing Pages: Purpose and Elements
- Understanding the Thank You Page
- Landing Page vs. Traditional Website
- Types of Landing Pages: Squeeze Pages, Sales Pages, Splash Pages, etc.

UNIT 2: A/B Testing and Lead Nurturing

- What is A/B Testing? Purpose and Significance
- How to Perform A/B Testing for Landing Pages
- Selecting High-performing Landing Pages
- Converting Leads into Sales
- Creating an Effective Lead Nurturing Strategy
- Understanding the Lead Funnel
- Steps Involved in Lead Nurturing

UNIT 3: E-Marketing – An Overview

- Introduction and Objectives of E-Marketing
- Definition and History of E-Marketing
- Features and Scope of E-Marketing
- Benefits and Limitations of E-Marketing
- Problems Faced in E-Marketing Implementation
- E-Marketing Techniques Overview
- Difference between Internet Marketing, Digital Marketing, and E-Marketing

UNIT 4: Applications and Tools of E-Marketing

- Online Advertising Strategies
- Direct Response Medium in Digital Marketing
- Role of Distribution in E-Marketing
- Lead Generation Platforms
- Customer Service Mechanisms Online
- E-Marketing as a Relationship Building Medium
- **Types of E-Marketing Platforms:**
    - E-Malls

- o E-Storefronts
  - o E-Marketplaces
- **E-Marketing Tools:**
  - o Website Creation
  - o Social Media Marketing (SMM)
  - o Pay-Per-Click (PPC) Advertising
  - o SEO (Search Engine Optimization)
  - o SEM (Search Engine Marketing)
  - o Blogging & Classified Advertising

Text Book:
1. **Dave Chaffey**, *Digital Marketing: Strategy, Implementation and Practice*, Pearson Education
2. **Philip Kotler, Hermawan Kartajaya, Iwan Setiawan**, *Marketing 5.0: Technology for Humanity*, Wiley

Other Suggested Readings:
1. **Jeffrey L. Magee**, *The Complete Guide to Lead Generation*
2. **Ryan Deiss & Russ Henneberry**, *Digital Marketing for Dummies*, Wiley
3. **Avinash Kaushik**, *Web Analytics 2.0*, Wiley

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2	1	1	2	2	1	1
CO2	2	2	2	2	2	1	2	2	2	1
CO3	2	2	2	2	2	2	2	2	2	2
CO4	2	2	2	2	2	1	2	2	2	2
CO5	2	2	2	2	2	1	2	2	2	2
CO6	2	2	2	2	2	1	2	2	2	2
Average	2.0	2.0	2.0	2.0	1.83	1.16	2.0	2.0	1.83	1.83

1-Slight (Low)   2-Moderate (Medium) 3-Substantial (High)

SEMESTER -WISE SUBJECT LIST

SEMESTER 7

Theory/ Practical	Course Code	Category	COURSE TITLE	CONTACT HOURS			EVALUATION SCHEME			CREDITS
				L	T	P	CIA	ESE	TOTAL	

Theory	BBADM - 1701	DSC XVII	STATISTICS & COMPUTATIONAL DATA ANALYSIS	3	1	0	40	60	100	4
Theory		DSE III	ANY ONE	3	1	0	40	60	100	4
Theory		DSE IV	ANY ONE	3	1	0	40	60	100	4
Theory		GE VII	ANY ONE	3	1	0	40	60	100	4
Practical		NBBA5702	DISSERTATION/ INTERNSHIP	-	-	-	80	120	200	6
			TOTAL						600	22

One Discipline Specific Elective (DSE-3) can be opted from

	Course Code	Theory/Practical	Course Title
DSE-III	BDMDSE-1701	Theory	Green Management
			Exim Policy & Procedures

One Discipline Specific Elective (DSE-4) can be opted from

	Course Code	Theory/Practical	Course Title
DSE-IV	BDMDSE-1702	Theory	Computerized Accounting
			Financial Literacy using Digital Platforms

One Generic Elective (GE-7) can be opted from

	Course Code	Theory/Practical	Course Title
GE VII	BDMGE-1701	Theory	System Analysis and Design
			Photography and Video Editing

Course Title: **Statistics & Computational Data Analysis**

Course Code: **BBADM-1701**   **Course Credit: 4**

COURSE OBJECTIVE:	To familiarize students with: ❖ Help student understand the importance and implementation of various random sampling techniques ❖ Describe probability and various probability distributions such as normal distribution, beta, ❖ gamma, students -t, and bivariate distributions ❖ Introduce the concepts of estimation techniques that covers both point and interval estimation ❖ Teach the concepts of hypothesis testing, p value, and Bayesian statistics

LEARNING OUTCOMES:	Explain the data gathering techniques:
	
	 CO1: Inspect the data using descriptive statistics
	 CO2: Illustrate the probability and conditional probability concepts
	 CO3: Distinguish between various probability distributions and analyze the data
	     following different probability distributions
	 CO4: Solve the inferential statistics problems using point and interval estimation
	     techniques
	 CO5: infer the statistical problems using hypothesis testing and p value.
	 CO6: Apply correlation and regression analysis techniques to examine relationships between variables and make data-driven predictions.

UNIT – I

Introduction to Statistics: Introduction to Statistics. Role of statistics in scientific methods, current applications of statistics. Scientific data gathering: Sampling techniques, scientific studies, observational studies, data management. Data description: Displaying data on a single variable (graphical methods, measure of central tendency, measure of spread), displaying relationship between two or more variables, measure of association between two or more variables.

UNIT – II

Probability Theory: Sample space and events, probability, axioms of probability, independent events, conditional probability, Bayes' theorem. Random Variables: Discrete and continuous random variables. Probability distribution of discrete random variables, binomial distribution, Poisson distribution. Probability distribution of continuous random variables, The uniform distribution, normal (Gaussian) distribution, exponential distribution, gamma distribution, beta distribution, t-distribution, χ'' distribution. Expectations, variance and covariance. Probability Inequalities. Bivariate distributions

UNIT -III

Point Estimations: Methods of finding estimators, method of moments, maximum likelihood estimators, bayes estimators. Methods of evaluating estimators, mean squared error, best unbiased estimator, sufficiency and unbiasedness Interval Estimations: Confidence interval of means and proportions, Distribution free confidence interval of percentiles.

UNIT – IV

Test of Statistical Hypothesis and p-values: Tests about one mean, tests of equality of two means, test about proportions, p-values, likelihood ratio test, Bayesian tests.

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	1	-	-	-	-	2	2	3
CO2	-	-	-	-	1	-	1	1	1
CO3	2	-	2	1	3	-	-	1	-
CO4	2	1	3	2	2	-	-	-	-
CO5	2	2	3	2	1	-	1	-	1
CO6	2	1	3	2	2	-	2	-	-
Average	1.80	1.25	2.75	1.75	1.80	1	1.50	1.33	1.67

1-Slight (Low)   2-Moderate (Medium)   3-Substantial (High)

Course Title: Green Management
Course Code: BDMDSE-1701   **Course Credit: 4**

Course Objective:	To familiarize students with: ❖ To introduce the fundamental principles and evolution of green management. ❖ To explore environmental sustainability within organizational structures and production systems. ❖ To understand approaches from ecological economics and sustainability indicators. ❖ To examine standards, frameworks, and financial initiatives related to green practices.
Learning Outcomes:	The students should be able to: **CO1**: Understand the concept, evolution, scope, and relevance of green management in the 21st century. **CO2**: Analyze how organizations can transition to sustainable practices and assess the role of Corporate Environmental Responsibility (CER). **CO3**: Apply ecological economics and evaluate sustainability indicators and ecosystem services. **CO4**: Examine Indian perspectives on biodiversity and sustainability theories. **CO5**: Gain knowledge about environmental standards, certifications, and green financing. **CO6**: Evaluate green product and energy management practices and related fiscal incentives.

UNIT 1
Introduction to Green Management: The Concept of Green Management; Evolution; nature, scope, importance and types; Developing a theory; Green Management in India; Relevance in twenty first century

UNIT 2
Organizational Environment: Indian Corporate Structure and Environment; How to go green; spreading the concept in organization; Environmental and sustainability issues for the production of high-tech components and materials, Life Cycle Analysis of materials, sustainable production and its role in corporate environmental responsibility (CER).

UNIT 3
Approaches from Ecological Economics; Indicators of sustainability; Eco- system services and their sustainable use; Bio-diversity; Indian perspective; Alternate theories

UNIT 4

Environmental Reporting and ISO 14001; Climate change business and ISO 14064; Green financing; Financial initiative by UNEP; Green energy management; Green product management Green Techniques and Methods; Green tax incentives and rebates (to green projects and companies);

Text Book: 1. Green Management and Green Technologies: Exploring the Causal Relationship by Jazmin Seijas Nogarida, ZEW Publications. 2. The Green Energy Management Book by Leo A. Meyer, LAMA books **Other Suggested Readings:**

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	1	1	1	2	2	1	1
CO2	2	2	2	2	2	1	2	2	2	1
CO3	2	2	2	2	2	2	2	2	2	2
CO4	2	2	2	2	2	1	2	2	2	2
CO5	2	2	2	2	2	1	2	2	2	2
CO6	2	2	2	2	2	1	2	2	2	2
Average	2.0	2.0	2.0	1.83	1.83	1.16	2.0	2.0	1.83	1.83

1-Slight (Low)   2-Moderate (Medium) 3-Substantial (High)

Course Title: EXIM Policy and Procedures

Course Code: BDMDSE-1701   **Course Credit**: 4

COURSE OBJECTIVE:	To familiarize students with: ❖ Raising students' awareness of international trade trends and their connections with foreign trade policies. ❖ Offering a structured comprehension of policies via a policy framework. ❖ Enhancing the understanding of trade policy by expanding on the fundamentals of international trade. ❖ Providing insight into various documents, procedures, and the latest EXIM policies to enhance understanding.
EARNING OUTCOMES:	The students should be able to: CO1: Establish connections between international trade and its relationship with Foreign Trade Policy. CO2: Describe the structure and the extent of Foreign Trade Policy. CO3: Demonstrate Export-Import Documents and the functionality of the Electronic Data Interchange System. CO4: Contrast different EXIM policies, highlighting the significance, particularly focusing on the 2009 – 2014 policy. CO5: Classify the different provisions of Foreign Trade Policy 2015 – 20. CO6: Assess various Export promotion schemes and their impact on Export earnings to the Exchequer.

Module I: Introduction to EXIM policy

What is EXIM Policy? A Brief History and main objectives of EXIM Policy, Trends in Import and Export of Goods Since 1985 EXIM Policy of India, Exim Policy and Its influence upon Trends of Country's Share in Global Trade.

Module II: Framework for EXIM Policy

Institutional Framework; Importance of Institutional Infrastructure, Export Promotion Councils and Commodity Boards. Technical and Specialized Service Assistance by; a) Indian Institute of Packaging, b) EXIM Bank, c) Federation of Indian Export Organization (FIEO), d) Indian Trade Promotion Organization (ITPO), e) Indian Institute of Foreign Trade f) Commercial Wing of Indian Embassies Abroad Country Specific Regulatory and Legal Framework; a) Foreign Trade Regulation Development Act (1992), Foreign Exchange Management Act (1999), The Customs Act (1962), Export Quality Control and Inspection Act (1963), Registration, Formalities for Export, General Provisions regarding Export and Import. International Regulatory and Legal Frameworks; TRIPS and GATT, Export Assistance Framework; Relaxation of Industrial Licensing for Foreign Collaborations, Liberal Imports of Capital Goods, Export Processing Zones, Electronic Hardware Technology Parks, Software Technology Park. Fiscal and Financial Incentives.

Module III: EXIM POLICY 2009-2014

EXIM POLICY 2009-2014; Aims and Target, Legal Framework General Provisions, Special Focus Initiatives, Promotion Measures, Duty Exemption/Remission Schemes, Export Promotion Capital Goods Scheme, Special Economic Zones and Deemed Export.

Module IV: EXIM POLICY 2015-2020

EXIM POLICY 2015-2020; Vision, Mission, Objectives, and Planned Targets, Trans- Atlantic Trade and Investment Partnership and Regional Comprehensive Economic Partnership (RECP), MAI- Market Access Initiatives, Market Strategy for CLMV (Combodia, Lao, PDR, Myanmar, Viatnam) South East Asian Markets, linking "Export Promotion Mission" with 'Make in India', 'Digital India' and 'Skill India', Promotion of Services Sector in Foreign Trade.

Text Book:
1. Mishra S. K. and Puri V. K., Economic Environment of Business, Himalaya Publication.

Other Suggested Readings:
1. Handbook on Foreign Trade Policy and Guide to Export & Import- Icai, New Delhi
2. Foreign Trade Policy With Handbook of procedures, Appendices and aayat niryat forms), DUTY DRAWBACK 2015-2020 Paperback – 2015- Hansraj Chug, Young Global Publications

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	3	2	2	2	3	3	2	3
CO2	3	3	2	3	2	2	3	3	2
CO3	3	3	2	2	2	2	3	2	2
CO4	3	3	2	2	3	2	2	3	2
CO5	3	3	2	3	2	2	2	2	2
CO6	2	2	3	2	3	2	2	1	3
Average	2.83	2.83	2.16	2.33	2.33	2.16	2.5	2.16	2.33

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Computerized Accounting

Course Code: BDMDSE-1702   **Course Credit**: 4

COURSE OBJECTIVE:	To familiarize students with: ❖ knowledge in the Computerized accounting systems and its applications in the area of business. ❖ This course is designed to help students develop a fundamental understanding of computerized accounting systems and their practical applications in business. ❖ The objective of this course is to equip students with essential knowledge of computerized accounting systems and their role in modern business operations. ❖ This course aims to provide students with a comprehensive understanding of computerized accounting systems and their significance in financial management
LEARNING OUTCOMES:	On Successful completion of the Course, Students will be able to: CO1: Compare the differences between manual accounting and Computerized accounting and develop skills to master the practical aspects of Computerized accounting. CO2: Prepare Final accounts of Sole traders and maintain other registers and reports pertaining to accounts and Inventory. CO3: Analyze the concepts of accounting software and apply them to record financial transactions efficiently in a computerized environment. CO4: Demonstrate proficiency in generating financial statements, bank reconciliations, and tax reports using accounting software. CO5: Evaluate the role of computerized accounting in financial decision-making and business operations. CO6: Integrate computerized accounting techniques with business processes to enhance accuracy, efficiency, and compliance with financial regulations.

UNIT I

Computer and Accounting: Application of Computer in accounting. Meaning, Features and scope of computerized accounting, advantages and limitations of computerized accounting, comparison between manual and computerized accounting.

UNIT II

Accounting Software: Introduction, Considerations for sourcing an Accounting software, type of accounting software's- Their merits and demerits. Relationship between Computerized Accounting, Accounting Information System (AIS); Electronic Payments, Online banking and EDI, Security threats with e- commerce and measures, (basics of Firewall and Encryption).

UNIT III

Recording Day to Day Transactions in ERP: Introduction-Business Transactions-Source Document for Voucher-Recording Transactions in ERP - Accounting Vouchers-Receipt Voucher (F6)-Contra Voucher (F4)-Payment Voucher (F5)-Purchase Voucher (F9)-Sales Voucher (F8)-Debit Note Voucher-Credit Note (Ctrl+F8)- Journal Voucher (F7).

UNIT IV

Maintaining Stock Keeping Units (SKU): Introduction-Inventory Masters in ERP - Creating Inventory. Masters-Creation of Stock Group Creation of Units of Measure-Creation of Stock Item-Creation of Godown-Defining of Stock Opening Balance in ERP Stock Category-Reports.

Text Book:
1. "Computerized Accounting using Tally ERP 9" by Asok K. Nadhani
2. "Mastering Tally ERP 9" by T. D. Ramesh & Nadhani

Other Suggested Readings:
1. "Financial Accounting on Computers using Tally" by Namrata Agrawal.
2. "Tally ERP 9 with GST" by Kogent Learning Solutions Inc.
3. Computerised Accounting Using Tally, TEPL-Tally Publications
4. Computerised Accounting, Neeraj Goyal & Neeraj Sachdeva, Kalyani Publications
5. Computerised Accounting, Manoj Bansal & Ajay Sharma, Sahitya Bhawan Publications
6. Computer Applications in Business, Dr. Sushil Kumar Bansal & Ms. Mansi Bansal, Taxman Publications.

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	1	1	1	2	2	3	3
CO2	2	2	1	1	1	2	1	3	3
CO3	2	3	1	1	1	2	2	2	3
CO4	2	3	1	1	1	2	1	1	3
CO5	2	2	1	1	2	2	2	3	3
CO6	2	2	1	1	2	2	3	3	3
Average	2	2.33	0.83	1	1.33	2	1.83	2.5	3

1-Slight (Low) 2-Moderate (Medium)   3-Substantial (High)

Course Title: Financial Literacy using Digital Platforms
Course Code: BDMDSE-1702   **Course Credit: 4**

Course Objective:	To familiarize students with: ❖ The fundamentals of saving, budgeting, and time value of money in personal finance. ❖ Basics of banking and digital financial products with emphasis on secure usage. ❖ Investment avenues, insurance planning, and risk protection mechanisms.

Learning Outcomes:	**The students should be able to:** CO1: Understand the concept of savings, financial discipline, and time value of money. CO2: Analyze and use various banking and digital payment tools securely. CO3: Identify suitable investment options and apply insurance planning effectively. CO4: Interpret and plan for personal taxation, deductions, and exemptions. CO5: Evaluate fraudulent schemes and apply security precautions in financial transactions. CO6: Demonstrate e-filing procedures and apply tax planning principles in personal finance.

Module I: Financial Planning and Financial Products

- Introduction to Saving
- Time Value of Money
- Management of Spending
- Importance of Financial Discipline

Module II: Banking and Digital Payment

- Overview of Banking Products and Services
- Digitization of Financial Transactions:
    - Debit Cards (ATM Cards)
    - Credit Cards
    - Net Banking
    - UPI (Unified Payments Interface)
    - Digital Wallets
- Security and Precautions:
    - Ponzi Schemes
    - Online Frauds

Module III: Investment Planning and Management

- Investment Opportunities in Financial Markets
- Overview of Financial Products
- Insurance Planning:
    - Life Insurance
    - Non-Life Insurance (including Medical Insurance Schemes)

Module IV: Personal Taxation

- Basic Tax Structure in India for Individuals
- Key Aspects of Personal Tax Planning
- Exemptions and Deductions Available to Individuals
- e-Filing Procedures and Documentation

Text Book:

1. Introduction to Financial Planning (4th Edition 2017)- Indian Institute of Banking 27 & Finance. Sinha, Madhu. Financial Planning: A Ready Reckoner July 2017, McGraw Hill.
2. Gitman, Lawrence J., Joehnk, Michael D., & Billingsley, Randy. Personal Financial Planning, 14th Edition, 2017, Cengage Learning.

Other Suggested Readings:

1. Halan, Monika, Lets Talk Money: You've Worked Hard for It, Now Make It Work for You, July 2018 Harper Business.

2. Pandit, Amar The Only Financial Planning Book that You Will Ever Need, Network 18 Publications Ltd

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	2	-	2	2	1	-	-
CO2	2	3	3	2	2	2	2	2	1
CO3	3	2	2	-	3	3	2	1	1
CO4	2	1	3	3	3	3	2	2	2
CO5	2	3	2	2	2	3	1	2	1
CO6	2	2	3	2	3	3	2	2	2
Average	2.33	2.16	2.5	1.5	2.5	2.66	1.66	1.5	1.4

1-Slight (Low)   2-Moderate (Medium) 3-Substantial (High)

Course Title: System Analysis and Design

Course Code: BDMGE-1701   Course Credit: 4

COURSE OBJECTIVE:	To familiarize students with: ❖ The course has been designed to provide a solid foundation of systems principles and an understanding of how business function, while heightening students to the issues analysts face daily.
LEARNING OUTCOMES:	The students should be able to: CO1: Gather, document, and analyze system requirements from stakeholders using appropriate fact-finding techniques. CO2: Develop data flow diagrams (DFDs), entity-relationship diagrams (ERDs), and use case diagrams to represent system processes and data. CO3: Design input/output forms, user interfaces, databases, and system architecture to meet specified requirements. CO4: Use UML diagrams (e.g., class, sequence, and activity diagrams) to model and analyze software systems. CO5: Conduct cost-benefit analysis and feasibility studies (technical, economic, operational) to assess potential solutions. CO6: Apply computer-aided software engineering tools to support analysis and design activities.

Module I: System definition, need for system development, Types of system, Types of user, System development strategies, SDLC, Feasibility study, Structured Analysis Development Strategies, Physical and Logical DFD, Data Dictionary, System Prototype Method, Role of system analyst, System investigation: - Fact Finding Techniques, Tools for Documenting Procedure & Decision, Decision Tree, Decision Table, Structured English. Academic and personal qualification of a system analyst, the multifaceted role of the system analyst: change agent, investigator and motivator.

Module II: Cost benefit analysis: cost and benefits determination. The system proposal. File structure, file organization: sequential organization, indexed sequential organization, inverted list organization. Direct access organization. Database design. Objectives of database, Key terms, normalization, role of database administrator.

Module III: System Engineering and Quality Assurance, Design of software, Software design and documentation tools, Structured Flowchart, HIPO, Warnier/Orr Diagrams, Testing and validation, types of testing, Documentation, Managing System Implementation, Training, Conversion methods. Quality assurance: quality assurance goals of the systems life cycle, levels of quality assurance. Approaches to reliability: error avoidance, error detection.

Module IV: Introduction to UML, OO Development Life cycle and Modeling, static and Dynamic modeling, Comparison of OO and Module-Oriented Approach, Modeling using UML. Audit of Computer System Usage, Types of threats to Computer System and Control measures: Threat and Risk Analysis, Disaster recovery and Contingency Planning, Viruses.

Text Book:

1. James, A.S, Analysis and design of information systems, Mc Graw hill, New York, 1997

2. Effective Methods for Software Testing,William E.Perry

Other Suggested Readings:

4. Venkata rao,v., System Analysis, design & MIS,BPB publications, 2000
5. Awad, Elias.,analysis and design, Galgotia publications pvt.Ltd.1998

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	2	2	2	2	3	2
CO2	3	2	2	3	2	2	2	2	2
CO3	3	3	2	2	2	2	2	2	3
CO4	2	2	3	2	3	2	2	2	2
CO5	2	2	2	3	2	2	2	2	3
CO6	2	2	3	2	3	2	2	2	2
Average	2.33	2.33	2.5	2.33	2.33	2	2	2.16	2.33

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Photography and Video Editing

Course Code: BDMGE-1701   Course Credit: 4

COURSE OBJECTIVES:	To familiarize students with: ❖ To develop the knowledge & skill in Motion Picture Photography. ❖ Students will understand the knowhow of the Editing techniques for Motion Picture Photography and can function either as an entrepreneur or can take up jobs in the film/media industry.

LEARNING OUTCOMES:	The students should be able to: CO1: Understand the fundamentals of photography including camera operations, composition techniques, lighting, and exposure settings relevant to business and marketing applications. CO2: Apply photo editing tools and techniques using software such as Adobe Photoshop or Lightroom to enhance images for promotional, advertising, and digital branding purposes. CO3: Demonstrate skills in video shooting and production, including framing, sequencing, and capturing audio/video content suitable for business communication and social media. CO4: Edit and produce engaging video content using tools like Adobe Premiere Pro or Final Cut Pro for use in corporate storytelling, product promotions, or digital campaigns. CO5: Integrate photography and video editing skills into marketing and branding strategies, such as developing visual content for advertisements, websites, and social media platforms. CO6: Evaluate the impact of visual content on consumer behavior and branding effectiveness through project work and case studies, fostering a business-oriented approach to multimedia content creation.

Unit-1-Introduction of Photography – history of photography

Photography is the art, application, and practice of creating durable images by recording light, either electronically by means of an image Revaluation of Cameras Camera Revolution have been supplying specialist equipment to the film and television industry for over 20 years and pride ourself on our products and Basic settings of Camera - shutter speed aperture and iso in deep study and practical work, Creative and Aesthetics approaches- conceptualization & visualization.

Unit-2- Use of different camera filters for B/W and color cinematography

Use of different light source filters, Use of different prime lenses and their relation to movements within a frame, Different camera movements: pan, tilt, track, trolley. Difference of track in /out with zoom in/out considering perspective, Exposure latitude test. Personal ASA test using 18% grey card, Handling motion picture camera and other accessories. Magazine loading and unloading. Threading, Focus-pulling, focus shifting, depth of field calculation before taking a shot, Visit to a film studio and film laboratory for hands on experience. Periods, Shooting a short silent fiction film.

Unit-3- Photographic Optics Topics:

Camera lenses A lens is a tool used to bring light to a fixed focal point. In a film camera, the lens sends the light to the film strip, while in a digital camera Lenses types – properties – aberrations - zoom prime wide fisheye lens are use Technical Development – revolution of lens different lens mount canon Nikon mirrorless.

Unit-4-Demonstrations of different edit equipment and its facilities:

To set-up and operate edit equipment, Edit on assemble mode;(silent -rush and with sound), Edit on insert mode, Laying and mixing of sound tracks, Edit a dialogue exercise;(rough-cut and final cut), To insert titles.

Text Book:

1. The Beginner Photography Guide D.K. Dorling Kindersley ltd. - 2016

2. Photoshop for Lightroom Scott Kelby - - 2013

Other Suggested Readings:
1. Professional Video Editing with Keyboard Shortcuts Books U C Createspace Independent Publishing Platform - 2018
2. Technique of film and video editing. Theory & Practice. Ken Dancyger

Practicals (Based on the above Units):
1. Visit to Industry/ Retail Mall
2. Oral / Seminar

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	2	2	2	2	3	2
CO2	3	2	2	3	2	2	2	2	2
CO3	3	3	2	2	2	2	2	2	3
CO4	2	2	3	2	3	2	2	2	2
CO5	2	2	2	3	2	2	2	2	3
CO6	2	2	3	2	3	2	2	2	2
Average	2.33	2.33	2.5	2.33	2.33	2	2	2.16	2.33

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

SEMESTER -WISE SUBJECT LIST

SEMESTER 8

Theory/ Practical	Course Code	Category	COURSE TITLE	CONTACT HOURS			EVALUATION SCHEME			CREDITS
				L	T	P	CIA	ESE	TOTAL	
Theory	BBADM - 1801	DSC XVIII	BUSINESS INTELLIGENCE AND APPLICATIONS	3	1	0	40	60	100	4

Theory		DSE V	ANY ONE							
				3	1	0	40	60	100	4
Theory		DSE VI	ANY ONE							
				3	1	0	40	60	100	4
Theory		GE VIII	ANY ONE							
				4	0	0	40	60	100	4
Practical		NBDM58 02	DISSERTATION/ INTERNSHIP	-	-	-	80	120	200	6
			TOTAL						600	22

One Discipline Specific Elective (DSE-5) can be opted from

	Course Code	Theory/Practical	Course Title
DSE-V	BDMDSE-1801	Theory	Security Analysis and Portfolio Management
			Auditing

One Discipline Specific Elective (DSE-6) can be opted from

	Course Code	Theory/Practical	Course Title
DSE-VI	BDMDSE-1802	Theory	Industrial Relations and Labour Laws
			Corporate Writing

One Generic Elective (GE-8) can be opted from

	Course Code	Theory/Practical	Course Title
GE VIII	BDMGE-1801	Theory	Data Communication & Networks
			People Management

*List of CC Courses offered by other schools will be provided centrally.

Note: Students who exit after securing 176 credits in the overall program will be awarded a UG Degree of BBA DM with Honours in Research/ Internship.

Course Title: Business Intelligence and Applications
Course Code: BBADM- 1801   **Course Credit: 4**

Course Objective:	To familiarize students with: ❖ To understand the fundamentals and evolution of Business Intelligence (BI). ❖ To explore various BI tools, platforms, and applications used in modern enterprises. ❖ To gain hands-on knowledge of Cognos and its application in BI. ❖ To develop skills in data manipulation, visualization, and interpretation for business decision-making.
Learning Outcomes:	The students should be able to: **CO1**: Understand the concept, evolution, and components of Business Intelligence. **CO2**: Analyze the types, platforms, and tools of BI, including their enterprise applications. **CO3**: Apply Cognos as a BI platform for data import, reporting, and content filtering. **CO4**: Perform data manipulation and restructuring for analytics and decision-making. **CO5**: Use BI tools to create charts and visualize data effectively. **CO6**: Evaluate BI systems and tools from vendors and understand real-time BI implementation.

UNIT 1: Introduction to Business Intelligence

- Basics of Business Intelligence (BI)
- Definition, History, and Evolution of BI
- Segments of Business Intelligence
- Difference between Information and Intelligence
- Defining the Business Intelligence Value Chain
- Key Factors of BI Systems
- Real-time Business Intelligence and Applications
- Creating a Business Intelligence Environment
- Business Intelligence Landscape Overview

UNIT 2: Types and Platforms of Business Intelligence

- Introduction to BI Tools and Multiplicity
- Types of Business Intelligence Tools
- Modern and Enterprise Business Intelligence
- Information Workers and their Roles
- Dynamic Roles in Business Intelligence
- BI Platform Capability Matrix
- Challenges in BI Adoption
- Target Databases for BI, Data Mart
- Overview of BI Products and Vendors
- The Big Four BI Vendors: Microsoft, IBM, Oracle, SAP

UNIT 3: Cognos as a Business Intelligence Platform

- Introduction to Cognos
- Cognos Applications and Environment Setup
- Identifying Data Terms in Cognos
- Exploring the Workspace Interface
- Filtering Content Using Explore Point
- Data Import and File Handling in Cognos
- Web-based Reporting Systems

UNIT 4: Data Manipulation and Restructuring

- Objective of Data Manipulation
- Calculating and Customizing Data
- Data Restructuring Techniques
- Customized Data Import Procedures
- Constructing and Formatting Workspaces
- Using Numeric and Textual Data
- **Data Visualization Techniques:**
  - Choosing Effective Charts
  - Features of Charts
  - Area Charts, Column Charts, Line Charts, Pie Charts, Point Charts
  - Customizing Chart Options

Text Book:

1. Wilfried, Grossmann, Rinderle-Ma, Stefanie; Fundamentals of Business Intelligence; Springer.
2. Loshin, David; Business Intelligence; Elsevier.
3. Volitich, Dan, Ruppert, Gerard; IBM Cognos; Business Intelligence 10: The Official Guide; CONSUMER.
4. Turban, E, Sharda, R, Delen, Dursun, and King, David; Business Intelligence: A Managerial Approach; Pearson

Other Suggested Readings:

1. **Ramesh Sharda, Dursun Delen, Efraim Turban**, *Business Intelligence, Analytics, and Data Science: A Managerial Perspective*
2. **Larissa T. Moss & Shaku Atre**, *Business Intelligence Roadmap*, Addison-Wesley

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2	1	1	2	2	1	1
CO2	2	2	2	2	2	1	2	2	2	1
CO3	2	2	2	2	2	2	2	2	2	2

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO4	2	2	2	2	2	1	2	2	2	2
CO5	2	2	2	2	2	1	2	2	2	2
CO6	2	2	2	2	2	1	2	2	2	2
Average	2.0	2.0	2.0	2.0	1.83	1.16	2.0	2.0	1.83	1.83

1-Slight (Low)   2-Moderate (Medium) 3-Substantial (High)

Course Title: **Security Analysis and Portfolio Management**

Course Code: BDMDSE-1801   **Course Credit**: **4**

COURSE OBJECTIVE:	To familiarize students with: ❖ To provide a conceptual framework for analysis from an investor's perspective of maximizing return on investment. ❖ To provide a sound theoretical base with examples and references related to the Indian financial system. ❖ To emphasize on understanding of the forces that influence the risk and return of financial assets and related models and theories.
LEARNING OUTCOMES:	The students should be able to: CO1: Remember the concepts of risk and return, bonds and their valuation, technical and fundamental analysis, asset pricing and risk return of portfolio. CO2: Understand the process of calculating risk and return, pricing of bonds along with duration, valuation of shares along with trading strategies and portfolio risk and return, pricing research reports and advice of financial firms and brokers. CO3: Evaluate the best measures of risk and return, bond prices and sensitivity based on other variables, share valuation models and techniques of arriving at portfolio risk and return. CO4: Analyze the outcomes of evaluation to choose the best return risk asset, change in bond price based on changes in interest rate etc., execute buy and sell transactions based on fundamentals and trends in the respective asset and compare the risk return ratios of various assets and portfolios so as to choose the optimal portfolio. CO5: Create trading and investment strategies for maximizing returns in the financial markets and also create a portfolio of investments to achieve the best risk return trade-off. CO6: Describe the basic concepts of investment, risk and return, and the functioning of primary and secondary markets.

Unit 1: Risk–Return Analysis, Bond Valuation & Fundamental Analysis

Basics of risk and return: concept of returns, application of standard deviation, coefficient of variation, beta, alpha. Bonds: present value of a bond, yield to maturity, yield to call, yield to put, systematic risk, price risk, interest rate risk, default risk. Fundamental analysis: EIC framework; Economic analysis: Leading lagging & coincident macro-economic indicators, Expected direction of movement of stock prices with macroeconomic variables in the Indian context; Industry analysis: stages of life cycle, SWOT analysis, Company analysis.

Unit 2: Share Valuation & Technical Analysis

Share valuation: Dividend discount models – no growth, constant growth, and two stage growth model. Relative valuation models using P/E ratio, other ratios. Technical analysis: meaning, assumptions, difference between technical and fundamental analysis; Price indicators – Dow theory, advances and declines, new highs and lows, circuit filters. Volume indicators – Dow Theory, small investor volumes. Other indicators – institutional activity, Trends: resistance, support. Technical charts & patterns. Indicators: moving averages.

Unit 3: Portfolio Analysis and Management

Portfolio analysis: portfolio risk and return, Markowitz portfolio model: risk and return for 2 and 3 asset portfolios, concept of efficient frontier & optimum portfolio. Market Model: concept of beta, systematic and unsystematic risk. Investor risk and return preferences: Indifference curves and the efficient frontier, Traditional portfolio management for individuals: Objectives, constraints, time horizon, current wealth, tax considerations, liquidity requirements, and anticipated inflation. Asset allocation: Asset allocation pyramid, investor life cycle approach. Portfolio management services: Passive – Index funds, systematic investment plans. Active – market timing, style investing.

Unit 4 – Asset Pricing Models and Mutual Funds

Capital asset pricing model (CAPM): Efficient frontier with a combination of risky and risk-free assets. Assumptions of single period classical CAPM model. Expected return, required return, overvalued and undervalued assets as per CAPM. Multiple factor models: Arbitrage Pricing Theory (APT), APT vs 73 CAPM. Mutual Funds: Introduction, classification of mutual fund schemes by structure and objective, advantages and disadvantages of investing through mutual funds. Performance Evaluation of Managed Funds using Sharpe's, Treynor's and Jensen's measures.

Text Book:

1. Reilly, F. K. & Brown, K.C. (2012) Analysis of Investments and Management of Portfolios, (12th edition), Cengage India Pvt. Ltd.

2. Singh, Rohini (2017): Security Analysis and Portfolio Management, (2nd Edition). Excel Books.

Other Suggested Readings:
1. Fischer, D.E. & Jordan, R.J. (2006) Security Analysis & Portfolio Management, (6th edition), Pearson Education.
2. Ranganathan, M., & Madhumathi, R. (2006). Investment Analysis and Portfolio Management. Pearson Education.

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	1	1	1	1	2	2	1
CO2	2	2	2	1	1	1	2	2	2
CO3	2	2	2	1	1	1	2	2	1
CO4	2	2	2	1	1	1	2	2	1
CO5	2	2	2	1	1	1	2	2	1
CO6	2	2	2	1	1	1	2	2	1
Average	2	1.83	1.83	1	1	1	2	2	1.16

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: **Auditing**

Course Code: BDMDSE-1801   **Course Credit**: **4**

COURSE OBJECTIVE:	To familiarize students with: ❖ To facilitate student comprehension of contemporary auditing practices. ❖ To equip students with an understanding of diverse auditing techniques.
LEARNING OUTCOMES:	The students should be able to: CO1: Grasping the significance and relevance of auditing in the contemporary landscape. CO2: Understanding the auditor's role in mitigating corporate fraudulence. CO3: Recognizing the stages integral to conducting an audit. CO4: Selecting the suitable audit report corresponding to a specific audit circumstance. CO5: Employing auditing methodologies across various business structures. CO6: Strategizing an audit plan while taking into account evidence, risk, and materiality principles.

Module I: Introduction

Meaning and Definition of Auditing – Distinction between Auditing and Accounting - Objectives - Advantages and Limitations of Audit - Scope of Audit - Classifications of Audit – Audit Planning - Meaning. Audit programme – Meaning – Objectives and Contents. Audit Note Book, contents, Usefulness of Audit Note Book - Audit working papers - meaning. Ownership and Custody – Test checking and Routine checking - Meaning. Internal control – Meaning – Definition – Objectives – Technique for evaluation of Internal Control System. Internal check – Meaning - Objectives difference between Internal control, Internal check and Internal Audit.

Module II: Vouching and Verification

Vouching – Meaning and Definitions - Objectives. Trading Transactions – Audit of Ledger - Scrutinizing of ledgers – Vouching of cash Receipts and Payments - Vouching of outstanding Assets and Liabilities – Verification – Meaning - Objectives and Process – Valuation of Assets and liabilities – Distinction between Verification and Valuation.

Module III: Audit and Accounting Standards

Types of Audit – Statutory Audit – Concurrent Audit – Stock Audit – Cost Audit – Secretarial Audit – CAG Audit – Management Audit. Accounting Standards – Standards on Auditing Standards on Internal Audit – Penal Provisions – Role of National Financial Reporting Authority (NFRA)

Module IV: Auditors and Audit Report

Appointment – Procedures – Eligibility and Qualifications – Powers and Duties – Rotation and Removal of Auditors – Resignation of Auditors – Remuneration of Auditors - Audit report – Preparation and presentation. Auditor's Responsibilities and liabilities towards Shareholders, Board and Audit Committee, EDP Audit – Meaning – Division of auditing in EDP environment.
Impact of Computerization.

Text Book:
1. Ravinder Kumar and Virendra Sharma, Auditing: Principles and Practices
2. Varsha Ainapure and Mukund Ainapure, Auditing and Assurance

Other Suggested Readings:
1. Contemporary Auditing, Kamal Gupta,Tata McGraw Hill.
2. Practical Auditing, Dinkar Pagare, Sultan Chand & Sons
3. Sundar.K&Paari.K,PracticalAuditing,VijayNicoleImprintsPvt.Ltd.Chennai

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	2	1	2	-	2	2	2	2
CO2	1	2	2	-	-	-	3	2	2

CO3	-	-	2	2	2	2	3	3	3
CO4	-	-	2	2	2	2	3	3	3
CO5	1	2	2	1	-	2	2	2	2
CO6	1	1	1	2	2	1	3	3	3
Average	0.83	1.16	1.66	1.5	1	1.5	2.66	2.5	2.5

1-Slight (Low) **2-Moderate (Medium)** **3-Substantial (High)**

Course Title: **Industrial Relations and Labour Laws**

Course Code: **BDMDSE-1802**   **Course Credit**: **4**

COURSE OBJECTIVE:	To familiarize students with: ❖ The legal connection among employees, employers, and the government, typically established through an employment contract. ❖ The principal Acts and regulations governing employment practices in India. ❖ The examination and interpretation of the function of different labor laws.
LEARNING OUTCOMES:	The students should be able to: CO1. Gain a comprehensive understanding of labor laws, with particular emphasis on how they align with the provisions of the Indian constitution. CO2. Apply legal principles governing employment relationships, both on an individual and collective basis, to ensure compliance and fairness. CO3. Analyze and interpret rulings made by labor boards, grievances arbitrators, and courts to discern their implications on labor-related matters. CO4. Evaluate the factual circumstances surrounding legal issues in labor relations and their implications for stakeholders involved. CO5. Examine the application of labor laws within real-world scenarios, considering various contexts and complexities. CO6. Develop strategies for addressing legal issues within the realm of labor relations, informed by an understanding of relevant laws and regulations.

Module I: Basics of Labour Force and Economic Problems of Labour

Introduction, Occupational and Economic Classification of Labour Force, Socio-Economic Background of Indian Labour, Economic Problems of Labour, Wages and Standard of Living, Unemployment and employment, Social Security and State Policy thereof.

Module II: Trade Union and Industrial Relation

Introduction, Growth of Trade Unions and Democratic Settings, Union Management relations, Role of Trade Unions in Socialist Countries, Workers Education, Scope of the Study of Disputes, Nature of Disputes, Collective Bargaining, Settlement of Dispute - Conciliation Arbitration and Adjudication, Tripartite Labour convention in India.

Module III: Labour Welfare

Introduction, Importance of Scope of Various statutory and non-statutory agencies in India, Problems of Women Employees, Legislative measures protecting women employees, I.L.O. , Standards for Women Employment, The Workmen Compensation Act 1923: Object, definition, employer's liabilities for compensation, amount of compensation, appeals. The Trade Union Act, 1926: Object, definitions, registration, right and liabilities of office bearers, change of name, amalgamation, discussion and returns.

Module IV: Labour Legislation in India

Introduction, Impact of I.L.O on Standards of Labour Laws, Critical Evaluation of the Principles of Labour Legislation in India, relating to working Conditions, Wages, Disputes, Social Security and Welfare, Labour Administration in India, Central and State Labour Ministry, Labour Statistics and Intelligence, PriceIndex Number.

Text Book:

1. Mamoria C.B. and Mamoria. Satish 'Dynamics of Industrial Relations', Himalaya Publishing House, New Delhi, 1998.
2. Dwivedi. R.S. 'Human Relations & Organisational Behaviour', Macmillan India Ltd., New Delhi, 1997.

Other Suggested Readings:
1. Ratna Sen, 'Industrial Relations in India', Shifting Paradigms, Macmillan India Ltd., New Delhi, 2003.
2. Srivastava, 'Industrial Relations and Labour laws', Vikas, 4th edition, 2000.
3. C.S.Venkata Ratnam, 'Globalisation and Labour Management Relations', Response Books, 2001.

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	2	1	2	1	1	2	3	2	2
CO2	2	3	3	1	1	2	3	3	2
CO3	2	3	3	1	1	2	3	3	2
CO4	2	3	3	1	1	2	3	3	3
CO5	2	3	3	1	1	2	2	2	2
CO6	1	3	2	2	1	3	3	3	3

	Average	1.83	2.66	2.66	1.16	1	2.16	2.83	2.66	2.33

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**

Course Title: Corporate Writing
Course Code: BDMDSE-1802   **Course Credit: 4**

Course Objective:	To familiarize students with: ❖ The importance and purpose of effective business writing. ❖ Key characteristics of clear, concise, and professional written communication. ❖ Email etiquette, business letters, memos, proposals, and formal reports.
Learning Outcomes:	**The students should be able to:** **CO1**: Understand the purpose, importance, and characteristics of effective business writing. **CO2**: Develop skills in writing clear, concise, and professional emails, including proper email etiquette. **CO3**: Format and write effective memos and business letters for various professional purposes. **CO4**: Create business proposals and formal reports, effectively presenting data and findings. **CO5**: Write for digital platforms, adapting content for websites, social media, and online communication. **CO6**: Utilize technology and tools to enhance business writing efficiency and effectiveness.

Module I: Introduction to Business Writing

- Importance and Purpose of Effective Business Writing
- Characteristics of Good Business Writing
- Common Challenges and Misconceptions in Business Writing

Writing Clear and Concise Emails

- Email Etiquette in the Professional Environment
- Organizing Email Content and Using Effective Subject Lines
- Understanding Tone and Formality in Email Communication

Module II: Memos and Interoffice Communication

- Formatting and Structure of Memos
- Writing Memos for Various Purposes: Updates, Announcements, Requests
- Ensuring Clarity and Coherence in Interoffice Communication

Business Letters and Formal Correspondence

- Structure and Components of a Business Letter
- Writing Persuasive and Professional Business Letters
- Responding to Inquiries and Complaints Effectively

Module III: Business Proposals and Reports
• Crafting Business Proposals for Projects and Initiatives • Formal Report Writing: Format, Sections, and Organization • Analyzing Data and Presenting Findings in Reports
Module IV: Writing for Digital Platforms
• Business Writing for Websites, Social Media, and Online Communication • Leveraging Technology for Efficient and Impactful Business Writing

Text Book:
1. Business Writing Basics by Jane Watson (Author) Publisher: Self Counsel Press Inc; 2nd edition (1 August 2002)
2. Successful Business Writing - How to Write Business Letters, Emails, Reports, Minutes and for Social Media - Improve Your English Writing and Grammar

Other Suggested Readings:
1. The Essential Business Handbook: The Nuts & Bolts of Getting Up and Running Fast" by John Storey and Amelia Storey (Indian Edition)

2. "The AMA Handbook of Business Writing: The Ultimate Guide to Style, Grammar, Punctuation, Usage, Construction, and Formatting" by Kevin Wilson and Jennifer Wauson

Course Articulation Matrix

POs / COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	2	1	2	2	1	1	-
CO2	2	3	2	1	2	2	1	2	1
CO3	2	2	3	2	2	3	1	1	2
CO4	3	1	3	3	2	2	2	2	2
CO5	2	2	3	3	3	2	2	2	1
CO6	2	2	2	2	3	3	2	2	2
Average	2.33	2	2.5	2	2.33	2.33	1.5	1.66	1.33

1-Slight (Low)   2-Moderate (Medium) 3-Substantial (High)

Course Title: **Data Communication & Networks**
Course Code: **BDMGE-1801**   **Course Credit**: **4**

COURSE OBJECTIVE:	To familiarize students with: ❖ This course offers insights into event coordination, execution, control systems, evaluation, and various types of events. ❖ Delve into the multifaceted nature of data communication services within IP networks, with a specific focus on protocol design, implementation strategies, and performance optimization. ❖ Explore the seamless integration of data communication services over IP networks, considering the intricate design aspects and operational performance metrics. ❖ Evaluate the intricacies of protocol design within the context of IP networks, aiming to enhance efficiency, reliability, and interoperability of communication services. ❖ Engage in discussions surrounding contemporary trends and pioneering research in the field of computer networking, reflecting on emerging technologies, challenges, and opportunities for innovation.
LEARNING OUTCOMES:	The students should be able to: CO1: Demonstrate comprehension of data communication principles and signal transmission mechanisms, enabling effective communication in various networking environments. CO2: Identify and analyze the different networking elements and protocols present across each layer of reference models, facilitating informed decisions in network deployment and management. CO3: Evaluate and select the most suitable transport protocol based on the specific requirements of a given application, considering factors such as reliability, efficiency, and scalability. CO:4 Critically assess the functionality and performance of the Transport Layer and User Defined Layer within networking architectures, identifying strengths, weaknesses, and areas for improvement. CO5: Apply theoretical knowledge of data communication and signal transmission to practical scenarios, demonstrating proficiency in configuring and optimizing network protocols and elements. CO6: Synthesize concepts from data communication, signal transmission, networking protocols, and layer models to design and implement robust network solutions that meet organizational objectives and user requirements.

Module I: Data Communications
Components – Direction of Data flow – Networks – Components and Categories – Types of Connections – Topologies –Protocols and Standards – ISO / OSI model, Example Networks such as ATM, Frame Relay, ISDN Physical layer: Transmission modes, Multiplexing, Transmission Media, Switching, Circuit Switched Networks, Datagram Networks, Virtual Circuit Networks.
Module II: Data Link Layer
Introduction, Framing, and Error – Detection and Correction – Parity – LRC – CRC Hamming code, Flow and Error Control, Noiseless Channels, Noisy Channels, HDLC, Point to Point Protocols. 111 Medium Access sub layer: ALOHA, CSMA/CD, LAN – Ethernet IEEE 802.3, IEEE 802.5 – IEEE 802.11, Random access, Controlled access, Channelization.
Module III: Network Layer
Basic Function of Network Layer; Logical Addressing: IPv4, IPv6; Address Mapping: ARP, RARP, BOOTP, DHCP; Routing Protocols: Delivery, Forwarding Techniques, Routing Table, Distance Vector Routing, Link State Routing, Path Vector Routing, Multicast Routing, Flooding, Hierarchical Routing; Internetworking: Tunneling, Fragmentation, OSPF, BGP, Mobile IP; Congestion Control: Data Traffic, Network Performance, Congestion Control Mechanism.
Module IV: Transport Layer
Process to Process Delivery, UDP and TCP protocols, Data Traffic, Congestion, Congestion Control, QoS, Integrated Services, Differentiated Services, QoS in Switched Networks, Application Layer: Domain name space, DNS in internet, electronic mail, SMTP, FTP, WWW, HTTP, SNMP.

Text Book:
1. Data Communications and Networking: Behrouz A. Forouzan, Tata McGraw-Hill, 4 th Ed.
2. Computer Networks: A. S. Tannenbum, D. Wetherall, Prentice Hall, Imprint of Pearson 5 th Ed.

Other Suggested Readings:
1. Computer Networks:A system Approach:Larry L, Peterson and Bruce S. Davie,Elsevier, 4 th Edition
2. Computer Networks: Natalia Olifer, Victor Olifer, Willey India
3. Data and Computer Communications: William Stallings, Prentice Hall, Imprint of Pearson, 9 th Ed.
4. Data communication & Computer Networks: Gupta, Prentice Hall of India

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	3	2	1	1	2	2	2	1	1
CO2	1	2	1	2	2	2	2	1	1
CO3	2	2	2	2	2	2	2	1	1
CO4	2	2	1	2	2	2	1	2	1

CO5	1	2	1	1	1	1	1	2	1
CO6	1	2	1	2	1	2	1	2	1
Average	1.6	2	1.16	1.6	1.6	1.83	1.5	1.5	1

1-Slight (Low) **2-Moderate (Medium)** **3-Substantial (High)**

Course Title: **People Management**

Course Code: **BDMGE-1801**   **Course Credit**: **4**

COURSE OBJECTIVE:	To familiarize students with: ❖ The concepts of Motivation, leadership and team building for a better understanding of people and their management at work. ❖ To develop the ability to analyze and apply various motivational theories and leadership styles in organizational settings. ❖ To enhance interpersonal and communication skills essential for effective teamwork and conflict resolution in diverse workplace environments.
LEARNING OUTCOMES:	The students should be able to: CO1. Develop the capability to discern the distinctions between People Management and Human Resource Management, highlighting their unique focuses and approaches within organizational contexts. CO2. Acquire the skills to articulate the necessity and significance of People Management, emphasizing its pivotal role in fostering employee engagement, motivation, and productivity.
	CO3. Gain an understanding of the managerial responsibilities at various stages of the performance management process, including goal setting, performance appraisal, feedback provision, and performance improvement planning. CO4. Enhance knowledge of contemporary methods utilized for performance and task assessment, such as 360-degree feedback, Key Performance Indicators (KPIs), and objective-based evaluations. CO5. Analyze the diverse factors influencing the work-life balance of employees, including workload demands, job flexibility, organizational culture, personal priorities, and external commitments. CO6. Develop strategies for promoting a harmonious work-life balance among employees, recognizing its importance for overall well-being and organizational success.

Module I: Introduction to People Management

Diversity in organization: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management.

Module II: Getting Work Done and Assessment and Evaluation

Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members. Performance Management: meaning, role of a manager in the different stages of the performance management process, Types of Performance assessment, Assessment and Evaluation Process of evaluation of tasks in the organization. Modern tools of assessment and evaluation of tasks and performance.

Module III: Building Peer Networks and Essentials of Communication

Building Peer Networks: Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace. Essentials of Communication: Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.

Module IV: Managing and Evaluating Oneself

Mind Management, Time Management, Tackling Time Robbers, Planning workload, Active Listening, Decision Making - steps, managing your Manager, Evaluating and building a personal development plan for oneself, Meaning, Importance and need for motivation, team motivation-meaning, importance team motivation, types of Motivators and Modern methods of motivation.

Text Book:
1. Dowling & Welch, International Hrm: Managing People in Multinational Context, Cengage Learning, NewDelhi,1999.
2. Edwards, Tony & Rees, Chris. International Human Resource Management: Globalization, National Systems and Multinational Companies, 2nd Edition, Pearson Education, 2011.

Other Suggested Readings:
1. McShane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, latest edition, ISBN: 0-07-115113-3.
2. Bernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN: 0078029163
3. Argyris, C. (1974). Personality vs. Organization. Organizational Dynamics. Vol. 3. No. 2, Autumn.
4. Blume, B. Baldwin, T. and Ryan, K. (2013). Communication Apprehension. A barrier to students leadership, adaptability and multicultural appreciation

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	1	1	2	1	2	1	2	2	2
CO2	1	-	-	1	2	2	3	2	2
CO3	1	-	-	2	1	2	3	3	2
CO4	-	2	-	1	2	2	2	3	3
CO5	-	2	1	1	-	2	2	2	2
CO6	-	2	1	1	-	2	3	3	3
Average	0.5	1.16	0.66	1.16	1.16	1.83	2.5	2.5	2.33

1-Slight (Low)   **2-Moderate (Medium)**   **3-Substantial (High)**