



**School of Finance and
Commerce**



Course Book

For

Undergraduate BBA (FIA) Program

(with effect from 2021-24 onwards)

Galgotias University

Galgotias University's mission is to graduate socially responsible future technologists and business leaders with good communications skills, problem solving skills and an entrepreneurial spirit with a commitment to economic development. With a strong multidisciplinary knowledge base, graduates of GU will be well prepared to succeed in an increasingly competitive global economy. With a focus on multidisciplinary research and education and a learning model that emphasizes active learning, GU aspires to be globally known for innovation at the intersection of disciplines. GU's bold vision builds upon over a decade of excellence of Galgotias Institutions in engineering and business education. Galgotias Institutions have been nationally ranked by India Today, Business Today and Outlook for their programs in engineering. Galgotias Business School was recently recognized by Dun and Bradstreet as a leading business school in India. With a 100% placement record for the last four years supported by multinational firms like Accenture, Hewitt, IBM, Infosys, Nokia, and Samsung, Galgotias Institutions have earned the respect of top performers in the industry.

University Vision

"To be known globally for value-based education, research, creativity and innovation"

University Mission

- Establish state-of-the-art facilities for world class education and research.
- Collaborate with industry and society to align the curriculum,
- Involve in societal outreach programs to identify concerns and provide sustainable ethical solutions.
- Encourage life-long learning and team-based problem solving through an enabling environment.

School Vision

"To be one amongst the well-known Finance and Commerce institutions globally that imparts value-based, rigorous and inter-disciplinary education"

School Mission

1. To nurture aspiring professionals in the area of Finance and commerce by providing strong fundamental knowledge of the subject and its linkages with other areas of study
2. To enable learners to understand the dynamic and ever-changing socio-economic and technological Environment and to comprehend its impact on Business through innovative pedagogical approaches such as case studies and simulations etc.
3. To foster a culture of learning, innovation, collaboration and research through individual and team-based exercises such as book reviews, group discussion and role plays etc.

Program Educational Objectives (PEOs)

PEO 1: Graduates shall exhibit a deeper understanding of the Commerce Discipline and prevailing Indian Accounting Standards and Cost Concepts

PEO 2: Graduates shall be equipped to pursue further higher studies in professional and academic programs in commerce and Finance

PEO 3: Graduates shall drive entrepreneurship initiatives on their own or within the organization in which they are employed

Program Specific Outcomes (PSOs)

On completion of the B. Com. program the students will be able to

PSO 1: Identify, formulate, and analyze commercial and financial issues reaching validated conclusions based on globally available data and through specialized accounting software

PSO 2: Demonstrate and appreciate the role of the accounting function in society and business

Program Outcomes (PO's)

PO 1: BBA (FIA) Graduates will be able to apply the knowledge of Financial Investment Analysis to create financial expertise to contribute in emerging India in the following specific fields of Banking and financial services; Investment and fund management; Corporate financial management and Financial risk. Students will find themselves prepared to work on various financial research projects.

PO 2: Graduates will be able to gain a basic and adequate understanding in the field of finance and investment analysis from various discipline specific elective courses such as Investment Banking & Financial Services, Corporate Analysis & Valuation, Business Tax Planning, Strategic Corporate Finance etc. This will help them to analyze the financial investment opportunities which will help them to decide and choose among the investment alternatives accordingly.

PO3: Graduates will have specializations and practical exposures which would provide the student to apply appropriate modern management & IT tools, techniques and resources including prediction & modelling to financial activities.

PO 4: Graduates will learn from add-on value-based and job-oriented courses which ensure them to sustain in organizations at various managerial levels by capturing and visualizing the impact of financial decisions in societal and environmental context and demonstrate the knowledge of sustainable growth and development.

PO 5: Graduates will develop communication skills and build confidence to face the challenges of the corporate world and making them industry ready and develop various managerial and accounting skills for good professional opportunities.

PROGRAM STRUCTURE

(NEP2020 Framework)

UG Program in Business Administration (FIA)

SEMESTER-WISE COURSES

Sem e-ster	Own Faculty		Any Faculty	Discipline Specific	Other Faculty	Vocation al	Co- Curricular	Industri al Trainin g / Survey Project	Semest er Credits	Yearl y Credi ts
	Sub I (Major)	Sub II (Major)	Sub III (Major)		Sub Minor / Electives	Vocation al Minor	Co- Curricular Minor			
Sem I	Business Economics (3)	Business Statistics (3)	Business Ethics and Governance (3)	Macro Economics (2)	Language Course (4)	(3)	Food, Nutrition & Hygiene (2)		23-29	52
	Basic Accounting (3)	Principles of Management (3)	Computer Applications (3)							
Sem II	Organization Behaviour (3)	Human Resource Management (3)	Business Mathematics (3)			(3)	First aid and Health (2)		23-29	
	Business Finance (3)	Marketing Theory & Practice (3)	Advertising Management (3)							
Sem III	Management and Cost Accounting (3)	Production Management (3)	Business Communicati on (3)	Financial Statement, Interpretati on and Reporting (2)	Indian Constitutio n/ Disruptive technology (AI, Data science) /NCC /NSS and others (or any other	(3)	Physical Education (2)		23-29	52
	Business Law (3)	Business Policy (3)	Business Environment (3)							

Sem IV	Supply Chain Management (3)	Specialised Accounting (3)	Investment Analysis & Portfolio Management (3)		university elective) (4)	(3)	Human Value & Environmental Studies (2)		23-29	
	Research Methodology (3)	Consumer Behaviour (3)	Company Law (3)							
Sem V	Income Tax (3)	Entrepreneurship and small business management (3)	Industrial Relations and Labour Laws (3)	Elective - Choose anyone from Group I (2)			Analytic Ability & Digital Awareness (2)	Industrial Training (3)	25	50
	Marketing Communication (3)	Sales Management (3)	Company Accounts (3)							
Sem VI	Project Management (3)	Auditing (3)	Strategic Management (3)	Elective - Choose anyone from Group II (2)			Communication Skills & Personality development (will include Capmus to Corporate) (2)	Survey Project (3)	25	
	Goods and Services Tax (3)	International Trade (3)	Training & Development (3)							
										154

List of Discipline Specific Electives		
Group	Course Name	Credits
I	Corporate Analysis and Valuation	2
	Corporate Accounting	2
	Strategic Corporate Finance	2
	International Finance	2
II	Investment Banking and Financial Services	2
	Corporate Restructuring	2
	Business Tax Planning	2
	Management of Financial Institutions	2

FIRST YEAR- SEMESTER-I

S. No	Subject	Part	Course Code	Course Title	L	T	P	C
1	Paper -1	A	F010101TA	Business Economics	3	0	0	3
		B	F010101TB	Basic Accounting	3	0	0	3
2	Paper -2	A	F010102TA	Business Statistics	3	0	0	3
		B	F010102TB	Principles of Management	3	0	0	3
3	Paper -3	A	F010103TA	Business Ethics and Corporate Governance	3	0	0	3
		B	F010103TB	Computer Applications	3	0	0	3
4	Discipline Specific			Macro Economics (can be studied in Sem 1 or Sem 2)	2	0	0	2
5	Other faculty			Language Course (minor / electives) (it can be opted in either Sem 1 or Sem 2)	4	0	0	4
6	Vocational			Vocational Subject Track Course 1	3	0	0	3
7	Co-curricular		Z010101T	Food, Nutrition & Hygiene	2	0	0	2
			Total					23-29

FIRST YEAR- SEMESTER-II

S. No	Subject	Part	Course Code	Course Title	L	T	P	C
1	Paper -4	A	F010201TA	Organizational Behavior	3	0	0	3
		B	F010201TB	Business Finance	3	0	0	3
2	Paper -5	A	F010202TA	Human Resource Development		0	0	3
		B	F010202TB	Marketing Theory & Practice	3	0	0	3
3	Paper -6	A	F010203TA	Business Mathematics	3	0	0	3
		B	F010203TB	Advertising Management	3	0	0	3
4	Discipline Specific			Macro Economics (can be studied in Sem 1 or Sem 2)	2	0	0	2
5	Other faculty			Language Course (minor / electives)(it can be opted in either Sem 1 or Sem 2)	4	0	0	4
6	Vocational			Vocational Subject Track Course 2	3	0	0	3
7	Co-curricular		Z020201	First Aid & Health	2	0	0	2
			Total					23-29

SECOND YEAR- SEMESTER-III

S. No	Subject	Part	Cours eCode	Course Name	L	T	P	C
1	Paper -7	A	F010301TA	Management and cost Accounting	3	0	0	3
		B	F010301TB	Business Law	3	0	0	3
2	Paper -8	A	F010302TA	Production Management	3	0	0	3
		B	F010302TB	Business Policy	3	0	0	3
3	Paper -9	A	F010303TA	Business Communication	3	0	0	3
		B	F010303TB	Business Environment	3	0	0	3
4	Discipline Specific			Financial Statement Interpretation & Reporting (can be studied in Sem 3 or Sem 4)	2	0	0	2
5	Other faculty			Disruptive technology (UC) (AI, Data science IOT Sensors- transducers /drone tech and 3 D printing / Or School Specific course) (it can be opted in either Sem 3 or Sem 4)	4	0	0	4
6	Vocational			Vocational Subject Track Course 3	3	0	0	3
7	Co-curricular		Z030301	Physical Education	2	0	0	2
			Total					23-29

SECOND YEAR- SEMESTER-IV

S. No	Subject	Part	Course Code	Course Name	L	T	P	C
1	Paper -10	A	F010401TA	Supply Chain Management	3	0	0	3
		B	F010401TB	Research Methodology	3	0	0	3
2	Paper -11	A	F010402TA	Specialized Accounting	3	0	0	3
		B	F010402TB	Consumer Behavior	3	0	0	3
3	Paper -12	A	F010403TA	Investment Analysis and Portfolio Management	3	0	0	3
		B	F010403TB	Company Law	3	0	0	3
4	Discipline Specific			Financial Statement Interpretation & Reporting (can be studied in Sem 3 or Sem 4)	2	0	0	2
5	Other faculty			Disruptive technology (UC) (AI, Data science IOT Sensors- transducers /drone tech and 3 D printing / Or School Specific course) (it can be opted in either Sem 3 or Sem 4)	4	0	0	4
6	Vocational			Vocational Subject Track Course 4	3	0	0	3
7	Co-curricular		Z040401	Human Values & Environmental Studies	2	0	0	2
				Total				23-29

THIRD YEAR- SEMESTER-V

S. No	Subject	Part	Course Code	Course Name	L	T	P	C
1	Paper -13	A	F010501TA	Income Tax	3	0	0	3
		B	F010501TB	Marketing Communication	3	0	0	3
2	Paper -14	A	F010502TA	Entrepreneurship and Small Business Management	3	0	0	3
		B	F010502TB	Sales Management	3	0	0	3
3	Paper -15	A	F010503TA	Industrial Relations and Labour Laws	3	0	0	3
		B	F010503TB	Company Accounts	3	0	0	3
4	Discipline Specific			Elective (choose any one from Group-1)	2	0	0	2
7	Co-curricular		Z050501	Analytic Ability & Digital Awareness	2	0	0	2
				Industrial Training	0	0	3	3
				Total				25

THIRD YEAR- SEMESTER-VI

S. No	Subject	Part	Course Code	Course Name	L	T	P	C
1	Paper -16	A	F010601TA	Project Management	3	0	0	3
		B	F010601TA	Goods and Services Tax	3	0	0	3
2	Paper -17	A	F010602TA	Auditing	3	0	0	3
		B	F010602TA	International Trade	3	0	0	3
3	Paper -18	A	F010603TA	Strategic Management	3	0	0	3
		B	F010603TA	Training and Development	3	0	0	3
4	Discipline Specific			Elective (choose any one from Group-2)	2	0	0	2
7	Co-curricular		Z060601	Communication Skills & Personality development (will include Campus to Corporate)	2	0	0	2
				Survey Project	0	0	0	3
				Total				25

- **Total Credits – 154**

Major Subject – I & II

As mentioned in Program Structure (NEP2020 Framework) above, a student has to compulsorily study these subjects offered at School of Finance and Commerce (SFC).

Major Subject – III

As mentioned in Program Structure (NEP2020 Framework) above, a student can choose it from any school of the University including SFC. The courses mentioned above in the program structure are the courses which are offered by SFC for Major Subject -III area.

Discipline Specific Subjects

Discipline specific subjects are added in the NEP2020 framework to ensure that the students acquire specialized knowledge as per their program specialization in financial investment analysis. Discipline specific courses to be taught in first and second year which includes macro-economics and financial statement interpretation & reporting. However, students have the option to study these courses in any semester of the respective year. In third year, they have to choose one discipline-specific elective in V and VI semester from group-1 and group-2 respectively

S. No.	Course Code	Courses Name	L	T	P	C
Group-1		Corporate Analysis & Valuation	2	0	0	2
		Corporate Accounting	2	0	0	2
		Strategic Corporate Finance	2	0	0	2
		International Finance	2	0	0	2
Group-2		Investment Banking and Financial Services	2	0	0	2
		Corporate Restructuring	2	0	0	2
		Business Tax Planning	2	0	0	2
		Management of Financial Institutions	2	0	0	2

Subject – Minor / Electives

Minor / Elective courses are included in the program structure to ensure that all the students graduating from the program have a holistic education and are not only able to exploit opportunities in their professional career but also to become a responsible citizen and societal stakeholder. These courses are offered through various schools of the university. The students have to study one course each in first year and second year.

Co-Curricular Minor

These are life-skill courses and are mandated for every student under NEP2020. A student will have to study one such course in each semester for all the six semesters of the program.

Subject - Vocational

Vocational courses are included in the program structure with view to enable student with a vocational skill. A student has to opt for a Vocational Subject and will have to sequentially pass four courses i.e., one in each semester from semester I to semester IV. Vocational course may be offered at any school i.e., students may enroll at other schools of the University or at SFC. However, for vocational courses, enrollment at other schools is encouraged to infuse diversity in learning.

A suggestive list of Vocational Subject and their respective course is given below. Students are advised to not to limit themselves to this list but explore university schools for more options.

Vocational Subject	Course Name	Course Code	Credits	Semester	Offering School
Media and Communication Studies	Introduction to Mass Communication		3	I	SMCS
	Basics of Advertising		3	II	SMCS
	Development Communication		3	III	SMCS
	Communication Research		3	IV	SMCS
Investigation of Documents	Basics of Handwriting Examination		3	I	SBAS
	Identification of Forged Documents		3	II	SBAS
	Identification of Forged signature		3	III	SBAS
	Examination of Security Documents		3	IV	SBAS
Mathematics	Probability and Statistics (2 credit) + Practical in R (1 credit)		3	I	SBAS
	Stock Market Analysis (2 Credit) + Practical in Excel (1 credit)		3	II	SBAS
	Financial Mathematics (2 credit) + Practical in Excel		3	III	SBAS
	Multivariate Statistical Techniques (2 credit) + Practical in R (1 credit)		3	IV	SBAS
Cyber Crime	Types of cyber crimes		3	I	SBAS
	Investigation of cyber- crime related issues		3	II	SBAS
	Cyber bullying and defamation		3	III	SBAS
	Cryptocurrency		3	IV	SBAS
Basics of Bio-Science	Human Physiology-I		3	I	SBAS
	Human Physiology-II		3	II	SBAS
	Ethical Guidelines in Clinical Trial		3	III	SBAS
	Basic Biotechnology		3	IV	SBAS
Agriculture	Organic farming/roof gardening/vertical gardening		3	I	SoAg
	Hydroponics		3	II	SoAg
	Bonsai Cultivation		3	III	SoAg
	Mushroom Cultivation		3	IV	SoAg
Office Management	Front Desk Management		3	I	SOH
	Record Keeping		3	II	SOB/SOH
	Data Management		3	III	SOB
	Inventory Management		3	IV	SOB
Accounting	Financial Accounting		3	I	SFC
	Cost Accounting		3	II	SFC
	Computerized Accounting		3	III	SFC
	Advance Financial Accounting		3	IV	SFC

Financial Advisory	Financial Services		3	I	SFC
	Investment Management and Planning		3	II	SFC
	Insurance Advisory		3	III	SFC
	Mutual Funds Investment Advisory		3	IV	SFC
Taxation	Basics of Income Tax		3	I	SFC
	Advance Income Tax		3	II	SFC
	GST		3	III	SFC
	Corporate Tax		3	IV	SFC

Subject – Industrial Training / Survey Project

For industrial training, a student should be placed in any industrial or business establishment to do full time work in fulfilment of the requirement of the course in the intervening period of semester VI and semester V of the B.Com. program. It shall include training equivalent to 30 working day (or 6 weeks, with a 5-day week) such that she/he completes (8 hours a day @ 30 days) 240 hours. As a working student, she/he should do any work assigned by the establishment. The work experience is intended to expose the student to contemporary aspects of business so that she/he may be able to understand the real life meaning of any of the concepts taught in the class room. The report should be written in a minimum of 4000 to 5000 words to describe any of the aspects of business she/he has observed during the period of work experience. It shall be typed and submitted in three copies (one copy for the establishment, one for evaluation and one copy for the student's record). Evaluation of the report will be done along with B. Com V semester examination.

In the sixth semester, B.Com. students shall take up a survey project. This project is intended to initiate students in contemporary research methods. Students shall be allocated a project topic under supervision of a faculty member of the school. Further, students shall study about the topic, do a literature survey of the topics and conduct primary or secondary data collection. The next steps would be to analyze the data, interpret it and come out with finding and conclusions. The report of project shall be evaluated at the end of the semester.

Program Certification and Award

NEP2020 has provided opportunity to exit the program at completion of each year of the program and allows them to re-enter and obtain the desired level of certification. To facilitate this the whole program of Undergraduate Commerce is divided into three parts. After first year (two semesters) completion the certificate awarded is called **C.BA (Certificate in Business Administration)**, after two-year (four semester) completion the diploma awarded is called **D.BA (Diploma in Business Administration)** and after three-year (six semester) completion the bachelor degree of Business Administration awarded is called **BBA (FIA) (Bachelor of Business Administration in Financial Investment Analysis)**.

DETAILED COURSE OUTLINES

Major Subjects I, II & III

Programme: BBA (FIA)	Year: First	Semester: First
Course/ paper- 1 (A)		
Course Code: F010101T	Course Title: Business Economics	
Course outcomes: After completing this course a student will have the ability to: 1. Evaluate the major economic concepts like demand, production, and pricing as applied to a managerial organization 2. Apply the economic concepts, tools, and techniques in improving their decision-making skills. 3. Define the main economic tools and theories available for decision making policies to stabilize and stimulate the economy. 4. Understand the tools of economic theory to explain optimal production and pricing decisions by the firm in each market structure. 5. Distinguish between the different market structures and pricing practices available to and used by firms.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures=30
I	Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle	5
II	Demand Analysis: Concept of Demand & its determinants. Price, Income & Substitution effects, Elasticity of demand: meaning, types, measurement and significance in managerial decisions, Revenue concepts, Concept of demand forecasting and methods of demand forecasting.	5
III	Production and Cost Analysis: Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run & long run, Cost curves, Economics and diseconomies of scale.	6
IV	Pricing: Nature of market, Types of markets and their characteristics, Pricing under different market structures–Perfect, Monopoly,Oligopoly and Monopolistic competition, Price discrimination under monopoly competition.	9
V	Profit Management & Inflation: Profit, Functions of profit, Profit maximization, Break even analysis. Elementary idea of Inflation	5

Suggested Readings:

1. Varsney & Maheshwari, Managerial Economics
2. Mote Paul & Gupta, Managerial Economics: Concepts & cases
3. D.N.Dwivedi, Managerial Economics
4. D.C.Huge, Managerial Economics

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment	(04 marks)
Class Test-I (Objective Questions)	(04 marks)
Class Test-II (Descriptive Questions)	(04 marks)
Class Test-III (Objective Questions)	(04 marks)
Class Test-IV (Descriptive Questions)	(04 marks)
Overall performance throughout the Semester (includes Attendance, behaviour, Discipline, Participation in Different Activities)	(05 marks)

CO-PO MAPPING MATRIX

POs/ COs	CO1	CO2	CO3	CO4	CO5
PO1	S		M		L
PO2		S		M	M
PO3	M		W		
PO4	S	S	S	S	S
PO5		M		S	

Programme: BBA (FIA)	Year: First	Semester: First
Course/ paper-1 (B)		
Course Code: F010101T	Course Title: Basic Accounting	
Course outcomes: After completing this course a student will have the ability to:		
1.Understand the concept of Accounting Principles and other aspects of accounting.		
2.Acquire conceptual knowledge of basics of accounting		
3.To provide students with sufficient theoretical knowledge and practical experience to be able to value a company using different valuation		
4.This course enables to understand basic concepts about issue of shares and Debentures		
5.Understand various methods of depreciation and learn advantages and disadvantages of such methods		
Credits: 3	Compulsory	
Max. Marks: 25+75	Marks:10+25	Min. Passing
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures=30
I	Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, Various users of accounting information, Accounting Principles: Conventions & Concepts.	5
II	Terms of Accounting: Dual aspect of accounting, Types of accounts, Accounting equation, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger and Trial balance, Subsidiary books of accounts. Rectification of errors, Preparation of bank reconciliation statement, Bills of exchange and promissory notes.	6
III	Treatment in Accounting: Valuation of stocks, Accounting treatment of depreciation, Reserves and provisions, Preparation of final accounts along with adjustment entries.	8
IV	Accounting for shares and Debentures: Issue of shares and debentures, Issue of bonus shares and right issue, Redemption of preference shares and debentures.	6
V	Depreciation Accounting: Methods, Computation and Accounting Treatment of Depreciation; Change in Depreciation Methods	5
Suggested Readings:		

1. Agarwal B.D., Advanced Accounting
2. Chawla & Jain, Financial Accounting
3. Chakrawarti K.S., Advanced Accounts.
4. Gupta R.L. & Radhaswamy, Fundamentals of Accounting
5. Jain & Narang, Advanced Accounts

Note- **Latest edition of the text books should be used.**

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment						(04 marks)	
Class Test-I (Objective Questions)						(04 marks)	
Class Test-II (Descriptive Questions)						(04 marks)	
Class Test-III (Objective Questions)						(04 marks)	
Class Test-IV (Descriptive Questions)						(04 marks)	
Overall performance throughout the Semester (includes Attendance, behaviour, Discipline, Participation in Different Activities)						(05 marks)	
CO-PO MAPPING MATRIX							
POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	S		M		L		
PO2		S		M	M		
PO3	M		W				
PO4	S	S	S	S	S		
PO5		M		S			

Programme: BBA (FIA)		Year: First	Semester: First
Course/ paper- 2 (A)			
Course Code: F010102T		Course Title: Business Statistics	
Course outcomes: After completing this course a student will have the ability to: 1. Describe basic terms of statistics 2. To provide knowledge measurement of central tendency. 3. Analyse database with respect to correlation, regression and time-series. 4. Apply various business statistics knowledge improbability and its distributions. 5. To make able to know the sampling and probability			
Credits: 3		Compulsory	
Max Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures=30
I	Introduction: Concept, features, significance & limitations of statistics, Types of data, Classification & Tabulation, Frequency distribution & graphical representation.		5
II	Measures of Central Tendency: (Mean, Median, Mode), Measures of Variation (Range, Quartile Deviation, Mean Deviation and Standard Deviation), Significance & properties of a good measure of variation, Measures of Skewness & Kurtosis		7
III	Correlation and Regression: Meaning and types of correlation, Simple correlation, Scatter diagram method, Karl Pearson's Coefficient of correlation, Significance of correlation, Regression concept, Regression lines, Regression equations and Regression coefficient.		5
IV	Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's theorem [Simple numerical]. Probability Distribution: Binomial, Poisson and Normal.		7
V	Sampling: Method of sampling, Sampling and non-sampling errors, Test of hypothesis, Type-I and Type-II Errors, Large sample tests.		6
Suggested Readings:			
1 Gupta, S.P. & Gupta, M.P., Business Statistics 2. Levin, R.I., Statistics for Management 3. Feud, J.E., Modern Elementary Statistics 4. Elhance, D.N., Fundamentals of Statistics 5. Gupta, C.B., Introduction of Statistical Methods			
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:			
Assessment and Presentation of Assignment			(04 marks)
Class Test-I (Objective Questions)			(04 marks)

Class Test-II (Descriptive Questions)						(04 marks)	
Class Test-III (Objective Questions)						(04 marks)	
Class Test-IV (Descriptive Questions)						(04 marks)	
Overall performance throughout the Semester (includes Attendance, behaviour, Discipline, Participation in Different Activities)						(05 marks)	
CO-PO MAPPING MATRIX							
POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	S		M		M		
PO2		L		M	S		
PO3	M		W				
PO4	S	S	S	S	S		
PO5		S		S			

Programme: BBA (FIA)		Year: First	Semester: First
Course/ paper- 2(B)			
Course Code: F010102T		Course Title: Principles of Management	
Course outcomes: After completing this course a student will be able to: 1. Appreciate the concept of management and its evolution over the years. 2. Describe the various functions of management like planning, organizing, staffing, directing, coordinating and control. 3. Explain the concept of motivation through the lenses of various theories. 4. Critically analyze the basic assumptions and differences in various theories of leadership. 5. Evaluate the importance of communication in an organization and recommend various ways to improve it for organizational success.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures=30
I	Introduction: Concepts, objectives, nature, scope and significance of management, Contribution of Taylor, Weber and Fayol in management, Management Vs. administration		6
II	Planning: Concept, objectives, nature, importance and limitations of planning, planning process Concept of Decision Making and its Importance, forms, techniques and process		6
III	Organizing: Concept, objectives, nature of organizing, Types of Organization, Delegation of authority, Authority and responsibility, Centralization and Decentralization, Span of Control		8
IV	Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication.		6
V	Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling		4
Suggested Readings:			

1. Pagare Dinkar, Principles of Management 2. Prasad L.M., Principles and Practice of Management 3. Satya Narayan and Raw VSP, Principles and Practice of Management 4. Srivastava and Chunawalla, Management Principles and Practice Note: Latest edition of the text books should be used.							
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:							
Assessment and Presentation of Assignment					(04 marks)		
Class Test-I (Objective Questions)					(04 marks)		
Class Test-II (Descriptive Questions)					(04 marks)		
Class Test-III (Objective Questions)					(04 marks)		
Class Test-IV (Descriptive Questions)					(04 marks)		
Overall performance throughout the Semester (includes Attendance, behaviour, Discipline, Participation in Different Activities)					(05 marks)		
CO-PO MAPPING MATRIX							
POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	S		M		M		
PO2		L		M	S		
PO3	M		W				
PO4	S	S	S	S	S		
PO5		S		S			

Programme: BBA (FIA)		Year: First	Semester: First
Course/Paper: 3 (A))			
Course Code: F010103T		Course Title: Business Ethics and Governance	
Course outcomes: On completion of the course, students will be able to: 1. To develop understanding of business ethics and values 2. To give an overview about Gandhian philosophy and social responsibility 3. To provide relationship between ethics and corporate excellence 4. Appraise the framework governing insider trading, whistle blowing, clause 49. 5. Identify common factors in all the corporate scandals and measure undertaken to control such factors.			
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Unit	Topics	No. of Lectures=30	
I	Introduction: Concept and nature of ethics; ethics, values and behaviour; development of ethics, relevance of ethics and values in business, Arguments against business ethics.	5	
II	Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work-life balance, Ethos of Vedanta in management, Hierarchism as an organizational value.	8	
III	Ethics and corporate excellance: Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, TQM. Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins, Concept of knowledge management and wisdom management.	6	
IV	Corporate Governance and Codes and Standards: Conceptual framework of corporate and corporate governance, Insider trading, Rating agencies, Whistle blowing, Corporate governance reforms, Initiatives in India including clause 49 Major corporate scandals in India and abroad, Guidelines and codes of best practice in developing and emerging markets	5	
V	Corporate Social Responsibility- Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.	6	
Suggested Readings:			

1. Fernando, A. C. Corporate Governance- Principles, Policies and Practices
2. Bhanu Murthy, K. V. & Krishna, U. Politics Ethics and Social Responsibilities of Business
3. Sharma J. P. Corporate Governance, Business Ethics & CSR
4. Mallin, C. A. Corporate Governance

Note- **Latest edition of the text books should be used.**

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

	Assessment and Presentation of Assignment					(04 marks)	
	Class Test-I (Objective Questions)					(04 marks)	
	Class Test-II (Descriptive Questions)					(04 marks)	
	Class Test-III (Objective Questions)					(04 marks)	
	Class Test-IV (Descriptive Questions)					(04 marks)	
	Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)					(05 marks)	
CO-PO MAPPING MATRIX							
POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	W	W	W	W	W		
PO2	W	W	W	W	W		
PO3	M	M	M	M	M		
PO4	M	S	S	M	M		
PO5	M	M	M	M	M		

Programme: BBA FIA		Year: First	Semester: First
Course/Paper: 3 (B)			
Course Code: F010103T		Course Title: Computer Applications	
Course outcomes: 1. Develop an understanding of the computer its important in business. 2. Develop an understanding of components, generation and types of computer system. 3. Describe spreadsheet and its important functions. 4. Describe the common features of software and files. 5. Develop an understanding of the concept of database management system.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of lectures=30
I	Computer: An Introduction, Computers in Business. Elements of Computer system, Indian computing Environment, Management of data processing systems in Business organizations, Programme development cycle, flow charting, Input Output analysis Programming Concept, Software Development process.		9
II	Components of a computer system, Generation of computer and computer languages, personal computers in Business, PC-software Packages, An Introduction to Disk. Operating system and windows, GUI, Other system softwares.		9
III	Text Processing, software, Introduction to spreadsheet software, creation of spreadsheet application, Range, formulas, function database functions in spreadsheet, Graphics on spreadsheet, modes of data processing, Report generation, Presentation graphics, Creating a presentation.		9
IV	Computer software system, software development process, files design & Report design, Data files types, Master & Transaction file. Data Hierarchy & data file structure, Use offices in Programming.		9
V	Relevance of Database management system, database manager, data communication, networking, LAN & WAN, Real Time Sharing, On line & offline processing.		9
Suggested Readings:			

1. P. K. Sinha & P. Sinha, Computer Fundamentals, BPB Publication
2. V. Rajaraman, Computer Fundamentals, PHI
3. Tannenbaum, Computer Applications and Networks
4. 'O' Brien, Management Information Systems

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment	(04 marks)
Class Test-I (Objective Questions)	(04 marks)
Class Test-II (Descriptive Questions)	(04 marks)
Class Test-III (Objective Questions)	(04 marks)
Class Test-IV (Descriptive Questions)	(04 marks)
Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)	(05 marks)

CO PO MAPPING MATRIX								
POs/ COs	PO1	PO2	PO3	PO4	PO5			
CO1	W		M	S				
CO2	W		M	S				
CO3		W	M	S				
CO4		W	M	S				
CO5			M	S	W			

Programme: BBA (FIA)	Year: First	Semester: Second
Course/ paper-4 (A)		
Course Code: F010201T	Course Title: Organisational Behavior	
Course outcomes:		
The aim of the course is to build knowledge and understanding of Organisational Behavior among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Organisational Behavior. The outcome of the course will be as follows –		
<div>1. Provide a basic knowledge of organisational behaviour.</div> <div>2. Demonstrate their understanding with respect to various theories of personality, perception, learning and motivation.</div> <div>3. Explain the behaviour dynamics in the context of inter-group problems and contemporary issues in managing teams.</div> <div>4. Identify the various styles of leadership and the role of leaders in developing an organisation and society at large.</div> <div>5. 5. Analyse the importance of organisational change, power and politics and quality work-life in competitive world.</div>		
Credits: 3	Compulsory	
25+75	Max. Marks:	Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures=30
I	Introduction: Nature and scope of OB, Challenges and opportunities for OB, Organization Goals, Models of OB, Impact of Global and Cultural diversity on OB.	5
II	Individual Behavior: concept, Personality, Perception and its role in individual decision making, Learning, Motivation, Hierarchy of needs theory, Theory X and Y, Motivation-Hygiene theory, Vroom's Expectancy theory	7
III	Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window, Leadership, Its Theories and prevailing leadership styles in Indian Organisations. Group Behavior: Definition and classification of Groups, Types of Group Structures, Group decision making, Teams Vs Groups, Contemporary issues in managing teams, Inter-group problems in organizational group dynamics, Management of conflict.	7

IV	Fundamental concept: Leadership styles; Theories- Trait theory, Behavioural theory, Fiedler's contingency theory; Harsey and Blanchard's situational theory; Managerial grid; Likert's four systems of leadership, Situational leadership, Transactional and Transformational leadership.	5
V	Management of Change: Change and Organisational development, Resistance to change, Approaches to managing organizational change, Organisational effectiveness, Organisational culture, Power and Politics in Organisation, Quality of work life, Recent advances in OB.	6

Suggested Readings:

1. Bennis, W.G., Organisation Development
2. Breech Islwar, Oragnaistion-The Framework of Management
3. Dayal, Keith, Organisational Development
4. Sharma, R.A., Organisational Theory and Behavior
5. Prasad, L.M., Organisational Behavior

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment	(04 marks)	
Class Test-I (Objective Questions)	(04 marks)	
Class Test-II (Descriptive Questions)	(04 marks)	
Class Test-III (Objective Questions)	(04 marks)	
Class Test-IV (Descriptive Questions)	(04 marks)	
Overall performance throughout the Semester (includes Attendance, behaviour, Discipline, Participation in Different Activities)	(05 marks)	

CO-PO MAPPING MATRIX

POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	S	M	M	S	M		
PO2	W	M	M	M	S		
PO3	M	S	S	S	M		
PO4	S	M	W	S	S		
PO5	M	S	S	S	W		

Programme: BBA FIA	Year: First	Semester: Second
Course/paper: 4 (B)		
Course Code: F010201T	Course Title: Business Finance	
Course outcomes: 1. Develop an understanding of the conceptual framework of financial management. 2. Evaluate investment decision and its impact on long-term financial policies for business. 3. Describe financial decision and its implication on decision making of business 4. Describe the common factors influencing dividend policy. 5. 5. Develops an understanding of the concept of working capital and its management.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:10+25	
Unit	Topics	NO. OF LECTURES=30
I	Introduction to Business Finance: Concept of Business Finance and Financial management, Finance functions, objectives of financial management- Profitability verses Shareholder wealth maximization. Time Value of Money- Compounding & Discounting.	6
II	Investment Decisions: Capital Budgeting-Payback, NPV, IRR and ARR methods and their practical applications.	8
III	Financing Decision: Capitalization Concept, Basis of Capitalization, consequences and remedies of over and under capitalization, Cost of Capital, WACC, Determinants of Capital structure, Capital structure theories.	8
IV	Dividend Decision: Concept & relevance of dividend decision, Dividend Models-Walter's, Gordon's and MM Hypothesis, Dividend policy-determinants of dividend policy	8
V	Management of Working Capital: Concepts of working capital, Approaches to the financing of current Assets, Management of different components of working capital.	8
Suggested Readings:		
1. Maheshwari S. N., Financial Management 2. Khan and Jain, Financial Management 3. Singh H. K., Business Finance		

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment	(04 marks)
Class Test-I (Objective Questions)	(04 marks)
Class Test-II (Descriptive Questions)	(04 marks)
Class Test-III (Objective Questions)	(04 marks)
Class Test-IV (Descriptive Questions)	(04 marks)
Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)	(05 marks)

CO PO MAPPING MATRIX

POs/ COs	PO1	PO2	PO3	PO4	PO5			
CO1		S	M	W				
CO2		S	M	W				
CO3		S	M	W				
CO4		S	M	W				
CO5		S	M	W				

Programme: BBA (FIA)	Year: First	Semester: Second
Course/ paper-5 (A)		
Course Code: F010202T	Course Title: Human Resource Development	
Course outcomes: The aim of the course is to build knowledge and understanding of Human Resource Development among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Human Resource Development. After completing this course, students will be able to: 1. Develop a basic knowledge about HRD concepts and other aspects. 2. Provide knowledge about potential appraisal. 3. To give an overview about Job Enrichment and Quality circles. 4. To make aware with human resource accounting. 5. Develop an insight into the managerial skills required to effectively manage and develop people in an organization.		
Credits: 3	Compulsory	
Max.Marks:25+75	Min.PassingMarks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures=30
I	HRD: Concept, importance, benefits and its distinction from HRM, focus of HRD system, structure of HRD System, Role of HRD manpower. Management Development: Concept, need, management development methods.	5
II	Potential Appraisal: Concept, need, objectives, methods and obstacles. Training: Meaning, role, assessing needs for training, organising training programmes, training methods, evaluation of training.	7
III	Job Enrichment: Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign. Quality Circles: Concept, structure, training in quality circle, problem solving techniques, role of management, trade union and workers, quality circles in India.	7
IV	HRA: Introduction, scope, limitations, methods. Management of careers. Stress Management: Definition, potential, sources of stress, consequences of stress, managing stress.	6
V	Current Issues in HRM Human Resource Outsourcing, Work-life balance, Managing Inter-Country Differences, Dual Career Couples, Employee and Ergonomics.	5
Suggested Readings: 1. Dipak Kumar Bhattacharya, Human Resource Management 2. Arun Monappa, Managing Human Resource 3. P.Subba Rao, Essential of HRM and Industrial Relations 4. C.B. Memoria, Personnel Management		
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:		

Assessment and Presentation of Assignment						(04 marks)
Class Test-I (Objective Questions)						(04 marks)
Class Test-II (Descriptive Questions)						(04 marks)
Class Test-III (Objective Questions)						(04 marks)
Class Test-IV (Descriptive Questions)						(04 marks)
Overall performance throughout the Semester (includes Attendance, behaviour, Discipline, Participation in Different Activities)						(05 marks)
CO PO MAPPING MATRIX						
Pos/ COs	CO1	CO2	CO3	CO4	CO5	
PO1	S	M	M	S	W	
PO2	S	S	S	S	S	
PO3	M	M	M	M	M	
PO4	M	W	S	M	M	
PO5	M	M	S	W	W	

Programme: BBA (FIA)		Year: First	Semester: Second
Course / Paper - 5 (B)			
Course Code: F010202T		Course Title: Marketing Theory and Practices	
Course outcomes: On completion of the course, students will be able to:			
1. Identify the theory of marketing and develop a feasible marketing plan process			
2. Examine the role of market segmentation in achieving strategic marketing goals.			
3. Build the combination of marketing elements to achieve the desired objectives.			
4. Determine how to create the appropriate mix of elements in the promotional strategy.			
5. Discuss the concept of marketing strategy formulation and implementation.			
Credits: 3		Compulsory	
25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practicals (in hours per week):, L-T-P:2-0-0			
Unit	Topics		No. of Lectures=30
I	Introduction: Introduction to Marketing: Definition, nature, scope & importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing.		5
II	Market Planning & Analysis: Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning		8
III	Marketing Mix & related Marketing Decisions Marketing Mix: Product – Product Mix, New Product development, types of product, Product life cycle, Branding and packaging. Distribution – Concept, importance, different types of distribution Channels. Marketing Mix: Price – Meaning, objective, factors influencing pricing, methods of pricing		6
IV	Marketing Promotional Tools Promotion Tools-Advertising, Personal Selling, Publicity and Sales		5

	Promotion; Distribution Channel, Decisions-Types and Functions of Intermediaries, Selection and Management of Intermediaries.						
V	Emerging trends in Marketing Cultivating customer relationships, Emerging Trends and Issues in Marketing: Consumerism, Rural Marketing, Social Marketing, Direct and Online Marketing, Green Marketing, Marketing performance & control, Rural Marketing, International Marketing, Direct & Online Marketing .					6	
Suggested Readings:							
1. Kotler, P. Marketing Management: Analysis, Planning, Implementation & Control. 2. Kotler, Armstrong, Agnihotri & Haque Principles of Marketing- A South Asian Perspective. Note- Latest edition of the text books should be used.							
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:							
	Assessment and Presentation of Assignment					(04marks)	
	Class Test-I (Objective Questions)					(04marks)	
	Class Test-II (Descriptive Questions)					(04marks)	
	Class Test-III (Objective Questions)					(04marks)	
	Class Test-IV (Descriptive Questions)					(04marks)	
	Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)					(05marks)	
CO-PO MAPPING MATRIX							
POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	W	W	W	W	W		
PO2	W	W	W	W	W		
PO3	M	M	M	M	M		
PO4	M	S	S	M	M		
PO5	W	W	W	W	W		

Programme: BBA		Year:	Semester:
FIA	First	Second	
Course/paper: 6(A)			
Course Code: F010203T		Course Title: Business Mathematics	
Course outcomes: 1. Apply the matrix and Determinants in business decision making. 2. Calculate compounding and discounting techniques and their use in financial decision making. 3. State permutation and combination and decision-making process. 4. Determine differentiation and integration and their use in decision making. 5. State liner programming problems and their uses.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Unit	Topics		No of lecture s=30
I	Matrix: Introduction, Square Matrix, Row Matrix, Column Matrix, Diagonal Matrix, Identity Matrix, Addition, Subtraction & amp; Multiplication of Matrix, Use of Matrix in Business, Mathematical Induction. Inverse of Matrix, Rank of Matrix, Solution to a system of equation by the ad-joint matrix methods & Guassian Elimination Method.		5
II	Percentage, Ratio and Proportion, Average, Mathematical Series Arithmetic, Geometric & Harmonic, Simple Interest & Compound Interest.		5
III	Set theory: Notation of Sets, Singleton Set, Finite Set, Infinite Set, Equal Set Null Set, Subset, Proper Subset, Universal Set, Union of Sets, Inter-section of Sets, Use of set theory in business, Permutation & Combination.		5
IV	Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business.		5
V	Linear Programming Problem: - Linear Programming; Simple static model, Linkages, Concept of linear programming — Graphic Method.		5

Suggested Readings:

1. Mehta & Madnani, Mathematics for Economics
2. Zamiruddin, Business Mathematics
3. Thukral, J. K. (latest). Business Mathematics, Mayur Publication.
4. Singh J. K. Business Mathematics. Himalaya Publishing House.
5. Raghavachari, Mathematics for Management

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment						(04 marks)		
Class Test-I (Objective Questions)						(04 marks)		
Class Test-II (Descriptive Questions)						(04 marks)		
Class Test-III (Objective Questions)						(04 marks)		
Class Test-IV (Descriptive Questions)						(04 marks)		
Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)						(05 marks)		
CO O MAPPING MATRIX								
POs / COs	PO1	PO2	PO3	PO4	PO5			
CO1		S	M	W				
CO2		S	M	W				
CO3		S	M	W				
CO4		S	M	W				
CO5		S	M	W				

5

Programme: BBA (FIA)	Year: First	Semester: Second
Course/ paper-6 (B)		
Course Code: F010203T	Course Title: Advertising Management	
Course outcomes: After completing the course the students will be able to-		
1. Explain and understand various concept/terms used in advertising industry.		
2. Apply various environmental factors and advertising models into advertising field.		
3. Determine marketing communications companies particularly advertising agencies a dedicated, properly trained, skilled, and value-oriented advertising professional.		
4. Identify sales prospects and determination of various sales forecasting and sales planning.		
5. Designing advertising plan to increase the productivity in the organisations.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures=30
I	Advertising: Introduction, Scope, importance in business: Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising.	5
	Integrated Communication Mix (IMC)-meaning, importance; Communication meaning, importance, process, communication mix-components, role in marketing, Branding-meaning, importance in advertising.	8
II		
III	Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget- approaches allocation of budget.	8

IV	Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix. Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising-importance, international Vs local advertising.	7			
V	Definition, objectives, Types of Advertising, Newspaper, Magazines, Journals, Outdoor Ads, Theatre Ads, Radio, TV Advertisement. Product placement. Ethics in Advertisement and ASCI	7			
Suggested Readings: <ul style="list-style-type: none">• Advertising and Promotion George E. Beich & Michael A. Belch. T.M.H.• Advertising Management, Concept and Cases Manendra Mohan,TMH• Advertising Management Rajeev Batra, PHI					
Suggested Continuous Evaluation Methods: <p>In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.</p>					
Suggested equivalent online courses: <p>.....</p>					
Further Suggestions: <p>.....</p>					
CO PO MATRIX					
Pos/ COs	CO1	CO2	CO3	CO4	CO5
PO1	M	M	S	W	S
PO2	S	M	S	W	S
PO3	M	M	S	W	M
PO4	W	S	M	S	W
PO5	S	M	S	W	M

Programme: BBA (FIA)		Year: Second	Semester: Third
Course/Paper: 7 (A)			
Course Code: F010301T		Course Title: Management & Cost Accounting	
Course outcomes: After completing this course a student will have the ability to: 1. Understand the concept to give the basic knowledge about the Management and cost accounting 2. To understand about the operations of organisations through the application of Cost and Management accounting techniques 3. Understand the terminologies associated with elements of costing 4. To familiarize students with the basic concepts of cost and various methods and techniques of costing 5. Analyze cost-volume-profit techniques to determine optimal managerial decisions.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures=30
I	Introduction: Meaning, Nature and Scope of Management Accounting, Functions Relationship of Management Accounting, Financial Accounting and Cost Accounting		6
II	Cost Accounting: Nature and Scope of Cost Accounting, Cost concepts and classifications, Methods and Techniques, Installation of a Costing System;Accounting for Material, Labour and Overheads		7
III	Product Costing: Single unit costing-preparation of cost sheet, Process costing,Contract costing (Elementary numerical problems)		6
IV	Different types of costing : Marginal Costing and Absorption Costing, Break-even analysis ,Contract and Job costing, Process costing, Operating Costing.Activity based costing.		6
V	Cost accounts : Reconciliation of Cost accounts with financial account , Cost Control, Cost Audit , Cost Volume Analysis		5

Suggested Readings:							
1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting 2. Khan & Jain, Management Accounting 3. Gupta, S.P., Management Accounting							
Note- Latest edition of the text books should be used.							
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:							
Assessment and Presentation of Assignment					marks) (04		
Class Test-I (Objective Questions)					marks) (04		
Class Test-II (Descriptive Questions)					marks) (04		
Class Test-III (Objective Questions)					marks) (04		
Class Test-IV (Descriptive Questions)					marks) (04		
Overall performance throughout the Semester (includes Attendance, behaviour, Discipline, Participation in Different Activities)					(05 marks)		
CO-PO MAPPING MATRIX							
POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	S		M		M		
PO2		L		M	S		
PO3	M		W				
PO4	S	S	S	S	S		
PO5		S		S			

Programme: BBA (FIA)	Year: Second	Semester: Third
COURSE/PAPER 7B		
Course Code: F010301T	Course Title: BUSINESS LAW	
Course outcomes: On successful completion of course, students will develop ability to:		
<div><div>1. understand the concept of Indian contract Act</div><div>2. understand the concept of Sales of Goods Act</div><div>3. to understand the concept of Negotiable Instrument Act</div><div>4. understand the concept of Companies Act 2013</div><div>5. understand the concept of Information Technology Act</div></div>		
Credits: 3	Compulsory	
25+75	Max. Marks:	Min. Passing Marks:10+25
Total No. of Lectures: -Tutorials-Practicals(in hours per week):L;T:P: 2-0-0		
Unit	Topics	No. of
		Lectures=30
I	The Indian Contract Act 1872: Scope of the Act, Essential of A Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts	7
II	The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale	6
III	The Negotiable Instruments Act, 1881: Nature and Types of negotiable instruments, Negotiation and Assignment, Holder-in-Due Course, Dishonour and Discharge of Negotiable Instrument; Arbitration	6
IV	The Companies Act, 2013, Nature and Type of Companies, Formation of Companies, Memorandum and Articles of Association, Prospectus, Share capital, Membership, Meetings and Winding-Up	6
V	The Information Technology Act: Definition, Digital Signature, Electronic Governance, Attribution, Acknowledgment and Dispatch of Electronic Records, Sense Electronic Records and Sense Digital Signatures, Regulation of Certifying Authorities, Digital Signature Certificates, Duties of Subscribers, Penalties and Offences.	5

Suggested Readings:

1. Avatar Singh, Company Law
2. Khergamwalla, JS, The Negotiable Instrument Act
3. Ramaya A, A Guide to Companies Act
4. Tuteja SK, Business Law for Managers

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment	(04 marks)
Class Test-I (Objective Questions)	(04 marks)
Class Test-II (Descriptive Questions)	(04 marks)
Class Test-III (Objective Questions)	(04 marks)
Class Test-IV (Descriptive Questions)	(04 marks)
Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)	
	(05 marks)

CO-PO MAPPING MATRIX								
POs/ COs	CO1	CO2	CO3	CO4	CO5			
PO1	S	S	S	S	S			
PO2	M	M	M	M	M			
PO3	M	M	M	M	M			
PO4	W	W	W	W	W			
PO5	M	M	M	M	M			

Programme: BBA (FIA)	Year: Second	Semester: Third
COURSE/PAPER 8A		
Course Code: F010302T	Course Title: Production Management	
Course outcomes: On successful completion of course, students will develop ability to:		
<div>1. Student will be able to understand the role of Production in overall Business Strategy of the firm - the application of OM policies and techniques to the service sectors as well as manufacturing firms</div> <div>2. Student will be able to understand the concept and application of Forecasting techniques.</div> <div>3. Student will be able to understand/analyse the application of Production design.</div> <div>4. Student will be able to understand the concept of Production planning & control.</div> <div>5. Student will be able to analyse/identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems.</div>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:10+25	
Total No. of Lectures: -Tutorials-Practicals (in hours per week): L:T:P: 2-0-0		
Unit	Topics	No. of
		Lectures=30
I	Introduction to Production Management: History of Production Management; Definitions of Production Management; Production Process; Production: The Heart of an Organization; Objectives of Production Management; Scope of Production Management; Importance of Technology in Production	6
II	Concept of Forecasting: Purpose of Sales Forecasting, Basic Elements of Forecasting, Importance of Forecasting, Objectives of Forecasting, Classification of Forecasting; Qualitative and Quantitative Techniques of Forecasting	6
III	Product Selection; Definitions of Product Design and Development: Need for Product Design and Development, Origin of the Product Idea and Selection from Various Alternatives, Choosing among Alternative Products, Modifying the Existing Products, Sources of Product	6
IV	Nature of Production Planning and Control (PPC): Types of Plans, Elements of Production Planning, Strategy of Production Planning, Aggregate Planning; Main Functions of Production Planning and Control (PPC)	6

V	Material and Inventory Management: Types of production planning, process of production planning and control (PPC) – routing, scheduling and loading. Master production schedule, aggregate production planning. Types of inventories, inventory control techniques- EOQ, ABC, VED, FSN, HML and SDE (Simple numerical problems on Inventory control techniques). Just-in-time (JIT) and KANBAN	6
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Suggested Readings:

1. Production Management by Telsang Martand S Chand Publication
2. Chase, R.B., Shankar, R. & Jacobs, F.R. -- Operations & Supply Chain Management (Tata McGraw Hill, 14th Edition)
3. Aswathappa, K. & Bhat, K.S.-- Production and Operations Management (Himalaya Publishing House, 2nd Edition)

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment	(04 marks)
Class Test-I (Objective Questions)	(04 marks)
Class Test-II (Descriptive Questions)	(04 marks)
Class Test-III (Objective Questions)	(04 marks)
Class Test-IV (Descriptive Questions)	(04 marks)
Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)	(05 marks)

CO-PO MAPPING MATRIX								
POs/COs	CO1	CO2	CO3	CO4	CO5			
PO1	S	S	S	S	S			
PO2	M	M	M	M	M			
PO3	M	M	M	M	M			
PO4	M	W	M	M	M			
PO5	M	M	M	M	M			

Programme: BBA FIA		Year: Second	Semester: Third
Course/Paper: 8 (B)			
Course Code: F010302T		Course Title: Business Policy	
Course outcomes:			
1. Develops an understanding of the business policy and development.			
2. Develops an understanding of responsibility and task of top management.			
3. Describe corporate planning			
4. Describe corporate strategy and its important.			
5. Develops an Understanding of the concept of synergy.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total no. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of lectures=30
I	Introduction: Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism of policy making.		5
II	Responsibilities & Tasks of Top Management: Objectives of Business, Characteristics, Classification, Types of objectives and their overall Hierarchy, Setting of objectives, Key areas involved.		7
III	Corporate Planning; Concept of long-term planning, Strategic Planning, Nature, Process & Importance.		5
IV	Corporate Strategy Concept, Components, Importance, and Strategy Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis.		8
V	Concept of Synergy: Types, Evaluation of Synergy, Capability Profiles, Synergy as a Component of Strategy & its relevance.		5
Suggested Readings:			
1. Gluek & Jaunch, Corporate Strategy			
2. Hatton & Hatton, Strategic Management			
3. Christian, Anderson, Bower Business Policy			
4. McCarthy, Inin Chiello, Curran Business Policy & Strategy			
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment			
and Class Tests. The marks shall be as follows:			
	Assessment and Presentation of Assignment	(04 marks)	
	Class Test-I (Objective Questions)	(04 marks)	
	Class Test-II (Descriptive Questions)	(04 marks)	

Class Test-III (Objective Questions)						(04 marks)		
Class Test-IV (Descriptive Questions)						(04 marks)		
Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)						(05 marks)		
CO PO MAPPING MATRIX								
POs/ COs	PO1	PO2	PO3	PO4	PO5			
CO1	W	M		S				
CO2	W	M	M	S	M			
CO3		M	W	S				
CO4		M	W	S				
CO5		M		S	W			

Programme: BBA (FIA)		Year: Second	Semester: Third
Course/Paper: 9 (A)			
Course Code: F010303T		Course Title: Business Communication	
Course outcomes: On completion of the course, students will be able to: <div><div>1. Explain the meaning and importance of business communication</div><div>2. Differentiate between formal and informal type of organisational communication</div><div>3. Demonstrate the preparation of various documents used for internal communication like memos, circulars, notices, letters etc.</div><div>4. Develop good written communication needed to interact with third parties like statutory authorities and job applicants.</div><div>5. Perceive the role of non-verbal gestures like body language, cultural diversity in business communication and defend it through real life case studies.</div></div>			
Credits: 3		Compulsory	
Max.		Min. Passing Marks:10+25	
Marks: 25+75			
Total No. of Lectures-Tutorials-Practicals (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures=30
I	Introduction: Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication		5
II	Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Group discussion, Mock Interviews, Seminars, Individual and Group Presentations		8
III	Essential of effective communication: Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies; Oral & Non- verbal communication: Principles of Oral Presentation, Factors affecting Presentation, effective Presentation skills, conducting Surveys; Body Language, Para Language, Effective Listening, Interviewing skill, Writing Resume, Letter and Application;		6
IV	Communicating with statutory authorities: Communicating with statutory authorities and bodies like Stock exchange, RBI, SEBI, Preparation of Resume, Job application, Drafting of interview letters, Call letters, Final appointment orders.		5

V	Communication etiquettes: Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations					6
Suggested Readings:						
1. Taylor, S. and Chandra, V., “Communication for Business: A Practical Approach”, 2. Bhatia , R.C., Business Communication 3. Bovee, C. and Thill, J., “Business Communication Today 4. Sethi, A and Adhikari, B. “Business Communication Note- Latest edition of the text books should be used.						
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:						
	Assessment and Presentation of Assignment					(04 marks)
	Class Test-I (Objective Questions)					(04 marks)
	Class Test-II (Descriptive Questions)					(04 marks)
	Class Test-III (Objective Questions)					(04 marks)
	Class Test-IV (Descriptive Questions)					(04 marks)
	Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)					(05 marks)
CO-PO MAPPING MATRIX						
POs/ COs	CO1	CO2	CO3	CO4	CO5	
PO1	W	W	W	W	W	
PO2	W	W	W	W	W	
PO3	W	W	W	W	W	
PO4	S	S	S	S	S	
PO5	S	S	S	S	S	

Programme: BBA(FIA)		Year: Second	Semester: Third
Course/Paper: 9 (B)			
Course Code:		Course Title: Business Environment	
Course outcomes: After completing this course a student will be able to:			
1. Develop understanding about business environment & related aspects			
2. Identify Economic systems based on its peculiarities			
3. Comprehend Industrial policies of India & its implications			
4. Appraise role of Government in regulating & developing business			
5. Analyse role of International trade & business for economies and of WTO in promoting world trade			
Credits: 3		Compulsory	
Max.Marks:25+75		Min.PassingMarks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures Total=30
I	Introduction: Concept, Significance and Component, Business environment, Factor affecting Business Environment, Micro and Macro environment.		5
II	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy- Public Sector & Private Sector		5
III	Industrial Policy-Brief historical perspective; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization		5
IV	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA		7
V	Overview of International Business Environment, Trends in World Trade: WTO-Objectives and role in international trade.		8
Suggested Readings:			
1. Francis Cherunilum, Business Environment			
2. K. Aswathapa, Business Environment			
Note- Latest edition of the text books should be used.			
Suggested Continuous Evaluation Methods:			
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Suggested equivalent online courses:			
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Further Suggestions:			
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CO-PO MATRIX							
PO / CO	CO1	CO2	CO3	CO4	CO5		
PO1	S	S	S	S	S		
PO2	L	L	L	L	L		
PO3							
PO4	M	M	M	M	M		
PO5							

Programme: BBA (FIA)	Year: Second	Semester: Third
COURSE/PAPER 10A		
Course Code: F010401T	Course Title: SUPPLY CHAIN MANAGEMENT	
Course outcomes: On successful completion of course, students will develop ability to:		
<div>1. Students will be able to understand the concept of SCM</div> <div>2. Students will be able to understand the market powers of SCM</div> <div>3. Students will be able to understand the concept of Market benchmarking.</div> <div>4. Students will be able to understand new developments in SCM</div> <div>5. Knowledge about the latest trends in SCM and logistics</div>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:10+25	
Total No. of Lectures: -Tutorials-Practicals (in hours per week): L:T:P: 2-0-0		
Unit	Topics	No. of
		Lectures=30
I	Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions	6
II	Introduction, Three Components of SCM, Demand Management, Demand Forecasting; Introduction, Supply Management, Evolution of ERP, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM, Use of Other Planning Strategies	7
III	Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure	6
IV	Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E- Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management	6
V	Supply Chain and CRM- Linkage, IT infrastructure used for Supply Chain and CRM, Functional components for CRM, Green supply chain management, Supply Chain sustainability	5
Suggested Readings:		
<div>1. Supply Chain Management by Michel H Hungo</div> <div>2. Supply Chain Management by Sunil Chopra</div>		
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:		
Assessment and Presentation of Assignment		(04 marks)
Class Test-I (Objective Questions)		(04 marks)

Class Test-II (Descriptive Questions)						(04 marks)		
Class Test-III (Objective Questions)						(04 marks)		
Class Test-IV (Descriptive Questions)						(04 marks)		
Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)								
						(05 marks)		
CO-PO MAPPING MATRIX								
POs/ COs	CO1	CO2	CO3	CO4	CO5			
PO1	S	S	S	S	S			
PO2	S	S	S	S	S			
PO3	M	M	M	M	M			
PO4	M	M	M	M	M			
PO5	W	M	M	M	M			

Programme: BBA (FIA)	Year: Second	Semester: Fourth
Course/ paper- 10 (B)		
Course Code: F010401T	Course Title: Research Methodology	
Course outcomes: After completing this course a student will have the ability to:		
1. Define the basic framework of research. 2. Analyse the various research designs used in the research. 3. Identify the various sources of data collection and learn the several methods of data analysis 4. Explain the different scaling techniques to conducting research. 5. Demonstrate the techniques of data analysis in research more appropriately.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures=30
I	Introduction: Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation; Research Design: Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error	5
II	Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling.	5
III	Measurement & Scaling: Primary scales of Measurement-Nominal, Ordinal, and Interval & Ratio. Scaling techniques-paired comparison, rank order, constant sum, semantic differential, itemized ratings,Likert Scale; Questionnaire-form & design. Fundamentals of Scale Evaluation-Reliability, Validity and Generalizability Sampling: Sampling techniques, determination of sample size using statistical techniques, Cronbach’s Alpha test for reliability (using the software).	6
IV	Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test.	9
V	Presentation: Diagrams; graphs; chars. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precautions for writing report.	5
Suggested Readings:		
1. C.R. Kothari, Research Methodology 2. Banerjee S. and Roy Ramendu, Fundamentals of Research Methodology		

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:							
Assessment and Presentation of Assignment					(04 marks)		
Class Test-I (Objective Questions)					(04 marks)		
Class Test-II (Descriptive Questions)					(04 marks)		
Class Test-III (Objective Questions)					(04 marks)		
Class Test-IV (Descriptive Questions)					(04 marks)		
Overall performance throughout the Semester (includes Attendance, behaviour, Discipline, Participation in Different Activities)					(05 marks)		
CO-PO MAPPING MATRIX							
POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	S		M		L		
PO2		S		M	M		
PO3	M		W				
PO4	S	S	S	S	S		
PO5		M		S			

Programme: BBA(FIA)		Year: Second		Semester: Fourth			
Course/Paper: 11 (A)							
Course Code: F010402T		Course Title: Specialised Accounting					
Course outcomes: After completing this course a student will be able to:							
<div>1. Develop Understanding towards aspects related to NPO, JV & Consignment accounts</div> <div>2. Appraise accounting for Banking & Insurance companies</div> <div>3. Comprehend accounting for Departmental & Branch accounts and Hire-Purchase & Installment Payment System and Royalty accounts</div> <div>4. Examine various aspects related to partnership accounts</div> <div>5. Examine aspects related to dissolution of Partnership</div>							
Credits: 3			Compulsory				
Max.Marks:25+75			Min.PassingMarks:				
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0							
Unit	Topics					No. of Lectures Total=30	
I	Accounting of Non-trading Institutions, Joint Venture and Consignment					8	
II	Accounts of Banking companies and General Insurance companies					6	
III	Department account and Branch account.Accounts related to Hire Purchase and Installment payment transactions, Royalty Accounts					6	
IV	Partnership Accounts: Final Account, Reconstitution of Partnership firms: admission, retirement and death of a partner					5	
V	Dissolution of Partnership (Excluding insolvency of Partner)					5	
Suggested Readings:							
<div>1. Agarwal, B.D., Advanced Accounting</div> <div>2. Chawla & Jain, Financial Accounting</div> <div>3. Chakrawarti, K.S., Advanced Accounts</div> <div>4. Shukla, M.B., Financial Analysis and Business Forecasting</div> <div>5. Jain & Naranag, Advanced Accounts</div>							
Note- Latest edition of the text books should be used.							
Suggested Continuous Evaluation Methods:							
Suggested equivalent online courses:							
Further Suggestions:							
CO-PO MATRIX							
PO / CO	CO1	CO2	CO3	CO4	CO5		
PO1	S	S	S	S	S		

PO2	M	M	M	M	M		
PO3	S	M	S	M	L		
PO4	M	L	M	L	M		
PO5	S	L	S	L	S		

Programme: BBA (FIA)	Year: Second	Semester: Fourth
Course/ paper-11 (B)		
Course Code: F010402T	Course Title: Consumer Behaviour	
Course outcomes: On the successful completion of the course, the student would be able to:		
1. understand various models of consumer behaviour.. 2. Examine the role of perception in consumer behaviour. 3. Create a combination of marketing elements to achieve the desired objectives. 4. Determine how to create the appropriate mix of elements in the promotional strategy after knowing consumer behaviour. 5. Discuss the consumer retention strategy and its implementation.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
		No. of Lectures
Unit	Topics	Total=30
I	CB, Consumer research process, CB models: Economic model, Psycho-analytic model, Sociological model, Howard & Seth model, Nicosia model, Engel-Kollat-Blackwell model.	6
II	Individual determinants: Perceptual process, consumer learning process Introduction: Concept, importance and scope of CB, need for studying, consumer attitude formation, attitude measurement, meaning and nature of personality, self-concept.	6
III	Influences & Consumer Decision making: Family, reference group, personal, social and cultural influence on CB	6
IV	Consumer Decision making process, Consumer Communication process, consumer satisfaction., Consumer Behavior and Organization Buyer Behavior	6
V	Industrial Buying Behaviour: Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services.	6
Suggested Readings:		
1. Suja. R. Nair, Consumer Behaviour in Indian Perspective 2. Schiffman & Kanuk, Consumer Behaviour 3. Louden & Bitta, Consumer Behaviour 4. Bennet & Kasarji, Consumer Behaviour		

Suggested Continuous Evaluation Methods:						
.....						
Suggested equivalent online courses:						
.....						
Further Suggestions:						
.....						
CO PO MATRIX						
Pos/ COs	CO1	CO2	CO3	CO4	CO5	
PO1	W	W	S	W	M	
PO2	S	M	M	S	S	
PO3	M	M	S	W	M	
PO4	M	S	M	S	W	
PO5	S	M	S	M	S	

Programme: BBA (FIA)	Year: Second	Semester: Fourth
Course/Paper - 12 (A)		
Course Code: F010403T	Course Title: Investment Analysis & Portfolio Management	
Course Outcomes: After completing this course, a student will be able to: 1. Understand basic knowledge about the investment analysis and portfolio management 2. Understand the basic understanding of various investment alternatives and how to value those investments 3. Aims to give insights into the dynamics of fundamental analysis and gain the subject knowledge by exposing the valuations and value investing strategies. 4. Aim to introduce the intuition and a basic understanding of regarding the investments field and investment environment 5. 5.Analyze, value and forecast the securities performance using various models		
Credits: 3	Compulsory	
Max. Marks:	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures=30
I	Investments: Nature, scope, objective and Process of investments analysis,concept of return and risk analysis, measurement of return and risk: Systematic and Unsystematic Risk.	7
II	Investment Alternatives: Investment instrument of Capital Market and Money Market, Valuation of Fixed and Variable securities Non Security forms of Investment, Government Securities, Mutual Fund, Real Estate and Gold.	5
III	Fundamental Analysis: Economic analysis industry analysis and company analysis Technical Analysis: Trends, indicators, indices and moving average applied in technical analysis. Efficient Market Hypothesis: weak, semi-strong and strong market and its testing techniques	6
IV	Portfolio Management: Meaning, importance and objectives of portfolio and portfolio management, Risk and Return- Definitiontypes and importance.Portfolio Analysis: Risk Measurement; Estimating rate of return and standard deviation of portfolio returns; Effects of Combining securities;	7
V	Pricing of capital Assets: Capital Market Theory, CAPM model-capital market line, security market line. Arbitrage pricing theory. Portfolio Revision & Performance Valuation: Need for revision of portfolio, portfolio performance evaluation, managed portfolio & its performance evaluation	5

Suggested Readings:

1. Security analysis and Portfolio Management by Punithavathy Pandian
2. Charles P. Jones: "Investments: Analysis and Management", Wiley and Sons, USA, 11th Edition, 2010.
3. Frank K. Keilly and Keith C. Brown: "Investment Analysis and Portfolio Management", South Western/Thomson Learning, USA, 9th Edition, 2008.

Note- **Latest edition of the text books should be used.**

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

	Assessment and Presentation of Assignment					(04 marks)		
	Class Test-I (Objective Questions)					(04 marks)		
	Class Test-II (Descriptive Questions)					(04 marks)		
	Class Test-III (Objective Questions)					(04 marks)		
	Class Test-IV (Descriptive Questions)					(04 marks)		
	Overall performance throughout the Semester (includes Attendance, Behaviour,Discipline, Participation in Different Activities)					(05 marks)		
CO-PO MAPPING MATRIX								
POs/ COs	CO1	CO2	CO3	CO4	CO5			
PO1	S	W	S	W	M			
PO2	S	M	M	S	S			
PO3	M	M	S	M	M			
PO4	M	S	M	S	M			
PO5	S	M	S	M	S			

Programme: BBA (FIA)	Year: Second	Semester: Fourth
Course/ paper- 12 (B)		
Course Code: F010403T	Course Title: Company Law	
Course outcomes: After completing this course a student will have the ability to: 1. Appraise the company law and how it governs the day to day affairs of companies. 2. Analyze the framework of Company law and how it applies to the companies. 3. Explain the types of share capitals and directors of the companies. 4. Identify and evaluate contemporary legal issues. 5. Demonstrate the powers, duties and the procedure of winding up.		
Credits: 3	Core Compulsory / Elective: Compulsory	
25+75	Max. Marks:	Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-2-1		
Unit	Topics	No. of Lectures
I	Introduction: Definition and Kinds of Company, Promotion and Incorporation of Companies	5
II	Memorandum of Association, Articles of Association, Prospectus.	7
III	Shares, Share Capital, Members, Transfer and Transmission of shares, Directors- Managing Director, Whole Time Director	5
IV	Capital Management; Borrowing powers, mortgages and charges, debentures, Company Meetings-kinds, quorum, voting, resolutions, minutes	7
V	Majority Powers and minority rights, Prevention of oppression and mismanagement, winding up of companies, its Kinds and Conduct	6
Suggested Readings:		
1. Grower L.C.B., Principles of Modern Company Law		
2. Ramaiya A., Guide to the Companies Act		
3. Singh, Avtar, Company Law		
4. Kuchhal, S.C., Modern Indian Company Law		
5. Kapoor, N.D., Company Law		
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:		
Assessment and Presentation of Assignment	(04 marks)	
Class Test-I (Objective Questions)	(04 marks)	

Class Test-II (Descriptive Questions)						(04 marks)	
Class Test-III (Objective Questions)						(04 marks)	
Class Test-IV (Descriptive Questions)						(04 marks)	
Overall performance throughout the Semester (includes Attendance, behaviour, Discipline, Participation in Different Activities)						(05 marks)	
CO-PO MAPPING MATRIX							
POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	S		M		M		
PO2		L		M	S		
PO3	M		W				
PO4	S	S	S	S	S		
PO5		S		S			

Programme/Class: BBA (FIA)	Year: Third	Semester: Fifth
Course/ paper- 13 (A)		
Course Code: F010501T	Course Title: Income Tax	
Course outcomes: After completing this course a student will be able to:		
<div>1. Develop an understanding of the way in which taxation law is administered in relation to Basic concepts of income and Agricultural income.</div> <div>2. Apply the method of computing the income under the head ‘salary’, ‘house property’ and Profit and gains from business and profession.</div> <div>3. Apply the method of computing the income under the head ‘Capital gains' and ‘Other Sources’.</div> <div>4. Evaluate and develop conceptual understanding of calculating Tax Liability and Total Income of an Individual and Partnership firms.</div> <div>5. 5. Learn and apply the ways of filing of return of income through software and Assessment procedure.</div>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures=30
I	Taxation Policy of Raja Todarmal. Introduction, Important Definitions: Assessee, Person, Income, Total Income, Assessment Year & Previous Year. Agricultural Income & its assessment. Residence & Tax Liability (Basis of Charge). Capital & Revenue. Exempted Incomes.	5
II	Income from Salaries, Income from House Property. Profits and Gains of Business and Profession, Depreciation	10
III	Capital gains, Income from Other Sources, Set off and carry forward of losses and Clubbing of Income, Deductions from Gross Total Income, rebates and reliefs.	7
IV	Computation of Tax Liability of an Individual and Partnership firms, Computation of Total Income of an Individual and Partnership firms.	4
V	Procedure of Assessment and Income Tax Authorities, Advance Payment of Tax and Deduction of Tax at Source, PAN, Manual and On-line filing of Returns of Income.	4

Suggested Readings:

1. Singhanai V.K: Students' Guide to Income Tax; Taxmann, Delhi.
2. Mehrotra H.C: Income Tax Law & Accounts; Sahitya Bhawan, Agra. (Hindi and English)
3. Girish Ahuja and Ravi Gupta: Systematic approach to income tax; Sahitya Bhawan Publications, New Delhi. (Hindi and English)
4. Jain, R.K., Income Tax Law and Accounts (Hindi and English), SBPD Publications, Agra.

Note: Latest edition of the text books should be used.

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment						marks) (04	
Class Test-I (Objective Questions)						marks) (04	
Class Test-II (Descriptive Questions)						marks) (04	
Class Test-III (Objective Questions)						marks) (04	
Class Test-IV (Descriptive Questions)						marks) (04	
Overall performance throughout the Semester (includes Attendance, behaviour, Discipline, Participation in Different Activities)						(05 marks)	
CO-PO MAPPING MATRIX							
POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	S		M		M		
PO2		L		M	S		
PO3	M		W				
PO4	S	S	S	S	S		
PO5		S		S			

Programme: BBA (FIA)		Year: Third	Semester: Fifth
Course/ paper-13 (B)			
Course Code: F010501T		Course Title: Marketing Communication	
Course outcomes:			
After completing the course the students will be able to:-			
1. Understanding and skills in marketing communication.			
2. Identify an integrated marketing communication approach in the development of an overall advertising and promotional plan.			
3. Enhance creativity, critical thinking and analytical ability in media planning and			
4. Apply various environmental factors and advertising models into marketing communication field.			
5. Analyze effectiveness of marketing communication.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week):			
L-T-P: 2-0-0			
Unit	Topics		No. of lectures=30
I	Marketing Communication: Meaning and its objectives, Integrated Marketing Communication (IMC): concepts and process, IMC promotion Mix, Advertising - Meaning, objectives its role and functions, Classification of advertising, economic, socialand ethical issues in advertising, DAGMAR approach, STP strategies in advertising, Advertising Agencies,		6
II	Process in Advertising: Consumer and mental process in buying, AIDA model, Hierarchy of effects model, Information processing model, Advertising Budget – Top down and Build up approach, methods of advertising – Affordable method, arbitrary allocation method, percentage of sales method, competitive parity method, Objective and Task method.		6
III	Advertising Creativity: Meaning of creativity, Creative strategy, Creative tactics, Advertising Appeals, USP theory of creativity, Copywriting: Meaning and Definition of Copywriting, The Copywriter, Copywriting for Print, Copywriting guidelines, Radio Copywriting, TV Copywriting, Writing for the Web, Tips for writing good web content		7
IV	Media Planning and Strategy: Media Types and their characteristics; Setting Media objectives; Steps involved in media planning,		5
V	evaluation of media, media scheduling strategy, Evaluation of advertising effectiveness – need and purpose of evaluation, pre-testingand post testing techniques, Advertising research, decision areas in international advertising.		6
Suggested Readings:			
1. George E Belch & Michael A Belch: Advertising and promotion- An integrated MarketingCommunication Perspective-McGraw Hill Education			
2. Chunawala & Sethia : Foundations of Advertising Theory & Practice; Himalaya Publishing House			
3. Copley Paul: Marketing Communications Management Concepts & theories, Cases and Practices;Butterworth Heinemann Publication.			
4. Aaker, David A. et al., Advertising Management, PHI,			

Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, GroupDiscussions. This will instill in student a sense of decision making and practical learning.						
Suggested equivalent online courses:						
Further Suggestions:						
	CO PO MATRIX					
	Pos/ COs	CO1	CO2	CO3	CO4	CO5
	PO1	S	M	S	W	M
	PO2	S	M	M	W	S
	PO3	M	M	S	W	M
	PO4	W	S	M	S	W
	PO5	S	M	S	M	M

Programme: BBA (FIA)		Year: Third	Semester: Fifth
Course/Paper: 14 (A)			
Course Code: F010502T		Course Title: Entrepreneurship and small business management	
Course outcomes: After completing this course a student will have the ability to:			
1. To provide knowledge about entrepreneurial concept			
2. To provide knowledge about entrepreneurship development, EDPs and support system			
3. To give an overview about Institutional support to entrepreneurs and arrangement of finance			
4. To give an overview about project and project report preparation			
5. To give an overview about the small businesses			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures=30
I	Entrepreneurship Concept, Role & Importance in Indian Economy, Theories of Entrepreneurship, Entrepreneurs – Evolution of concept, Types of entrepreneurs, traits of entrepreneur, entrepreneurs Vs managers, Entrapreneurs, problems faced by entrepreneurs, Women Entrepreneurs, Rural Entrepreneurs		12
II	Entrepreneurial Development and Institutional Support System: Entrepreneurship development, Concept and Significance, Entrepreneurial Development Programmes (EDP), problems of EDP.		7
III	Institutional support: Institutional support to entrepreneurs, Arrangement of finance and support from financial institutions		6
IV	Business Idea: Environmental analysis, Search for business idea, Identification of projects, Selection of project, Project formulation, Project report, project appraisal.		10
V	Small Business: Definitions, MSMED Act 2006, Strategic Planning and its steps for small business, Incentives and subsidies available to small business, forms of ownership, Registration as SSI		10

Suggested Readings:

1. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hisrich Michael Peters Dean Shepherd, McGraw Hill
2. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co
3. Kumar, Arya; Entrepreneurship; Pearson Education
4. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing
5. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing

Note- **Latest edition of the text books should be used.**

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment						(04 marks)	
Class Test-I (Objective Questions)						(04 marks)	
Class Test-II (Descriptive Questions)						(04 marks)	
Class Test-III (Objective Questions)						(04 marks)	
Class Test-IV (Descriptive Questions)						(04 marks)	
Overall performance throughout the Semester (includes Attendance, behaviour, Discipline, Participation in Different Activities)						(05 marks)	
CO-PO MAPPING MATRIX							
POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	S		M		L		
PO2		S		M	M		
PO3	M		W				
PO4	S	S	S	S	S		
PO5		M		S			

Programme / Class: BBA	Year: Third	Semester: Fifth
Course/ paper-14 (B)		
Course Code: F010502T	Course Title: Sales Management	
Course outcomes:		
After the successful completion of the course, the students would be able to:		
1. To understand concepts and skills in sales management.		
2. To provide knowledge about personal selling and focus light on the different perspectives of managing sales force.		
3. To apply about sales force planning and implementation in organization.		
4. To identify sales distribution strategies in order to improve market share.		
5. Identify sales prospects and determination of various sales forecasting techniques, sales budgets and sales planning.		
Credits: 3		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction to Sales Management: Concept, Evolution of sales function, Objectives of sales management positions, Functions of Sales manager and their relation with other executives.	5
II	Salesmanship: Theories of personal selling, Types of Sales executives, Qualities of sales executives, Personal selling process, Showroom&exhibition	7
III	Sales Organization and Relationship: Purpose of sales organization, Types of sales organization structures, Sales department external relations, Distributive network relations. SalesForce Management: Recruitment and Selection, Sales Training, Sales compensation.	8

IV	Distribution Network Management: Types of Marketing Channels, Factors affecting the choice of channel, Types of middleman and their characteristics, Concept of physical distribution system.	5
V	Sales promotion Techniques, Goal Setting and Sales Forecasting, Sales Budget, Sales Force Planning.	5

Suggested Readings:

1. Cundiff, Still, Govoni, Sales Management
2. Pradhan, Jakate, Mali, Salesmanship & Publicity
3. S.A. Chunawalla, Sales Management
4. William, J. Stanton and Rosann Spiro. Management of Sales Force. 10th ed. Irwin McGraw Hill.
5. Richard, R. Still, Edward W. Cundiff and Norman P. Govoni. Sales Management. 5th ed. Prentice Hall of India, New Delhi.

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will in still in student a sense of decision making and practical learning.

Suggested equivalent online courses:

Further Suggestions:

CO PO MATRIX

Pos/ COs	CO1	CO2	CO3	CO4	CO5
PO1	S	M	S	W	M
PO2	S	M	M	W	S
PO3	M	M	S	W	M
PO4	W	S	M	S	W
PO5	S	M	S	M	M

Programme: BBA (FIA)		Year: Third	Semester: Fifth
Course/ paper-15 (A)			
Course Code: F010503T		Course Title: Industrial Relations & Labour Laws	
Course outcomes: This course will help students identify and develop an overview of industrial relations. It also helps in acquiring knowledge and understanding of Industrial Labour and General Laws. After completion of this course, students will be able to: <ul style="list-style-type: none">· Demonstrate the knowledge of Industrial Relation framework· Acquire competency to understand the importance of Employee Relation within the perspective of Industrial Relation· Develop an insight into the adequate knowledge about relevant Laws of HR management· Develop abilities to interpret and implement the Labour Laws within organization· Explain how to use Collective Bargaining and Grievance redressal Mechanism			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures Total=30
I	Industrial Relations: Role - Importance - Trade Unions - Industrial disputes and their Resolutions.		4
II	Participative Management: Structure - Scope - Collective Bargaining, Works Committee - Joint Management Councils - Pre-Requisite for successful participation - Role of Government in Collective Bargaining.		7
III	Industrial unrest: Employee dissatisfaction - Grievances - Disciplinary Action - Domestic Enquiry - Strikes - lockout - Prevention of Strikes - Lockouts. Discipline: Positive, negative discipline, disciplinary procedure, Absenteeism, Turnover, Dismissal and Discharge.		7
IV	Factories Act: Meaning, Definition – Welfare – Safety – Health Measures. Workmen’s Compensation Act and International Labor Organization - Role and Function, General provisions of Bonus Act and Gratuity Act.		6
V	Concept, Types, Factors influencing wages, Wage Theories and Wage Differentials. The Minimum Wages Act, 1948, The Payment of Wages Act, 1936, The Payment of Bonus Act, 1965, The Equal Remuneration Act, 1976, The Payment of Gratuity Act, 1972, The Employees’ Provident Fund and Miscellaneous Provisions Act, 1952.		6
Suggested Readings: 1. Sreenivasan M.R - Industrial Relations & Labour legislations. 2. Aswathappa K - Human Resource and Personnel Management. 3. Subba Rao P - Human Resource Management and Industrial Relations. 4. Monoppa - Industrial Relations. 5. S.C. Srivastava, Industrial Relation of Labour Laws.			

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

Further Suggestions:

CO PO MATRIX						
Pos/ COs	CO1	CO2	CO3	CO4	CO5	
PO1	S	M	S	L	M	
PO2	S	S	M	L	S	
PO3	M	M	S	L	M	
PO4	L	S	M	S	L	
PO5	S	M	S	M	M	

Programme: BBA(FIA)	Year: Third	Semester: Fifth
Course/Paper: 15 (B)		
Course Code: F010503T	Course Title: Company Accounts	
Course outcomes: After completing this course a student will be able to: 1. Prepare financial statements of joint-stock companies 2. Perform accounting treatment related to managerial remuneration & disposal of profits 3. Prepare required accounting statements for amalgamation of companies 4. Comprehend internal recontruction & Liquidation of companies 5. 5. Compute various aspects related to Holding companies		
Credits: 3	Compulsory	
Max.Marks:25+75	Minimum Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Joint Stock Companies: Its types and share capital, Issue, Forfeiture and Re-issue of shares, Redemption of Preference shares, Issue and Redemption of Debenture.	7
II	Final Accounts: Including Computation of managerial Remuneration and disposal of profit.	6
III	Accounting for Amalgamation of companies as per Accounting Standard 14	5
IV	Accounting for Internal reconstruction, Liquidation of Company.	6
V	Consolidated Balance Sheet of Holding Companies with one Subsidiary only, Statement of Affairs and Deficiency/Surplus, Receivers Receipt and Payment A/c.	6
Suggested Readings: 1. Gupta R.L. Radhaswamy M, Company Accounts 2. Maheshwari, S.N., Corporate Accounting 3. Monga J.R., Ahuja, Girish, and Sehgal Ashok, Financial Accounting 4. Shukla, M.C., Grewal T.s. and Gupta, S.C. Advanced Accounts Note- Latest edition of the text books should be used.		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses:		
Further Suggestions:		
CO-PO MATRIX		

PO / CO	CO1	CO2	CO3	CO4	CO5		
PO1	S	S	S	S	S		
PO2	M	M	M	M	M		
PO3							
PO4							
PO5	L	L	L	L	L		

Programme: BBA FIA	Year: Third	Semester: Sixth
Course/Paper: 16 (A)		
Course Code: F010601T	Course Title: Project Management	
Course outcomes: 1. Students will be able to understand the characteristics of Project and Project Management Knowledge. 2.The students will understand the managerial process along with tools & techniques used in Project management Knowledge. 3. Describe project costing. 4. Students will understand the scheduling and monitoring process in Project. They will be able to apply PERT and CPM method for project scheduling. 5. Students will understand the perspectives in which optimum decisions are to be taken in case of risks with planned activities in project.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of lectures=30
I	Definitions & Characteristics of Project, Types of Projects, Project Life Cycle, Project Management Process: Introduction, Tools & Techniques of Project Management. Project Team and Scope of Project Management, Project Organization.	9
II	Project Identification & Selection: Identification, Generation of ideas, Approaches to Project Screening and Selection, Project Rating Index. Market & Demand Analysis Techniques: Survey & Trend Projection Methods. Project Risk Management.	9
III	Project Costing: Fundamental components of Project Cost, Types of Costs: Direct, Indirect, Recurring, Non-Recurring, Fixed, Variable, Normal, Expedite costs.	6
IV	Project Financing and Budgeting: Sources of Finance, Social Cost Benefit Analysis (SCBA) of Project, Project Scheduling and Network Analysis: Steps in Project Scheduling and Network design, Introduction to CPM and PERT.	9

V	Monitoring and Control: Planning- Monitoring and Control Cycle. Project Management Information System. Milestone Analysis and Tracking Gantt chart. Earned Value Analysis (EVA): Planned Value (PV), Earned Value (EV), Cost Variance (CV), Schedule Variance (SV), Cost performance Index (CPI), Schedule performance Index (SPI). Project Termination: Types of Terminations, Project Termination Process.	12
Suggested Readings:		
1. Project Management- A Managerial Approach: Jack R. Meredith Broyhill Samuel J. Mantel, Jr (John Wiley & Sons) 2. Project Management: Mr. Sanjiv Marwah- (Wiley Dream tech) 3. Project- Preparation, Appraisal, Budgeting and Implementation: Chandra Prasanna - (TMH). 4. Project Management CoreText Book:MR Gopalan (Wiley) 5. Quantitative Techniques in Management: ND Vohra (TMH)		
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment		
and Class Tests. The marks shall be as follows:		
	Assessment and Presentation of Assignment	(04 marks)
	Class Test-I (Objective Questions)	(04 marks)
	Class Test-II (Descriptive Questions)	(04 marks)
	Class Test-III (Objective Questions)	(04 marks)
	Class Test-IV (Descriptive Questions)	(04 marks)
	Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)	(05 marks)

Programme: BBA (FIA)	Year: Third	Semester: Sixth
Subject: Business Administration		
Course Code: F010601T	Course Title: Goods & Service Tax	
Course outcomes: After completing this course a student will have the ability to:		
<div><div></div><div>1. To provide knowledge about indirect taxes before GST</div><div>2. To provide knowledge about supply of GST and the concept of Intra state and Inter-state taxation.</div><div>3. To provide knowledge about registration process under GST.</div><div>4. To provide knowledge about documentation process under GST.</div><div>5. To give an overview about Input tax credit, payment of tax,e- way bill etc.</div></div>		
Credits: 3	Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75	Min. Passing Marks:10+25	
Total No. of Lectures: 45		
Unit	Topics	No. of Lectures
I	Introduction: Constitutional framework of Indirect Taxes before GST(Taxation Powers of Union & State Government); Concept of VAT: Meaning, Variants and Methods; Major Defects in the structure of Indirect Taxes prior to GST, Overview of GST, Structure of GST (SGST, CGST, UTGST & IGST); GST Council.	11
II	Supply of Goods and Services: Definition of supply; Place of Supply: Intra-State and Inter-State supply; Composite and Mixed supply; Import and Export; Supplies of goods and services liable to be reverse charged; Time of supply; Nil rated supplies, Zero-rated supplies,Exempted supplies & Non- GST supplies.	9
III	Registration: Registration-Persons liable to registration; Compulsory registration; Procedure of Registration; Exemption from Registration; Composition Scheme.	6
IV	Documentation- Tax Invoice; Bill of Supply; Receipt Voucher; Payment Voucher; Refund Voucher; Debit Note; Credit Note. Returns: GSTR 1 and GSTR 2, Monthly / Quarterly Return, Annual Return; Time and procedure of filing of Returns.	6
V	Input Tax Credit: Introduction, Concept of Input Service Distributor, Legal Formalities for an ISD, Distribution of Credit, Claiming Input Tax Credit for inputs goods, Claiming Input Tax Credit for Capital Goods Payment of Tax- (a) Through Input Tax Credit (b) By cash / bank after generation of online Challan. E-Way Bill: Introduction, Preparation of E-Way Bill, ImportantPoints for Transporter GST Portal: Introduction, GST Eco- system, GST Suvidha Provider (GSP), Uploading Invoices	13

Suggested Readings:

1. Anandaday Mishra, GST Law & Procedure, Taxman.
2. Goods and Service Tax Acts.
3. Relevant Goods and Services Tax Rules. Nitya Tax Associates Basics of GST Taxman
4. Publication on GST by the Institute of Chartered Accountants of India (www.icai.org)

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment						marks) (04	
Class Test-I (Objective Questions)						marks) (04	
Class Test-II (Descriptive Questions)						marks) (04	
Class Test-III (Objective Questions)						marks) (04	
Class Test-IV (Descriptive Questions)						marks) (04	
Overall performance throughout the Semester (includes Attendance, behaviour, Discipline, Participation in Different Activities)						(05 marks)	
CO-PO MAPPING MATRIX							
POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	S		M		M		
PO2		L		M	S		
PO3	M		W				
PO4	S	S	S	S	S		
PO5		S		S			

Programme: BBA (FIA)	Year: Third	Semester: Sixth
Subject: Course / Paper -17 (A)		
Course Code: F010602T	Course Title: Auditing	
Course outcomes: On completion of the course, students will be able to:		
<div><div></div><div>1. Examine the latest knowledge of auditing and understand the latest tools and techniques in internal & external auditing.</div><div>2. Identify, in general terms, the procedure involved in auditing and other assurance services.</div><div>3. Analyze the regulatory requirements of conducting audit of limited companies and discuss the form, content and importance of auditors’ reports provided at the end of the audit or assurance service.</div><div>4. Develop the understanding of the features of some special areas of audit.</div><div>5. Discuss current developments in auditing and other assurance services.</div></div>		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:10+25	
Total No. of Lectures (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of
		Lectures=30
I	Introduction: Introduction: Meaning and objectives of Auditing, Types of Audit, Internal Audit, Audit Programme, Audit Notebook, RoutineChecking and Test Checking	5
II	Internal Check System: Internal Control, Audit Procedure: Vouching, Verification of Assets and Liabilities.	8
III	Audit of Limited Companies: Company Auditor - Appointment, Powers, Duties and Liabilities. Auditor’s Report and Audit Certificate.	6
IV	Audit of Public Sector Undertaking and Banks: Special features concerning Audit of departmental undertakings, Statutory Corporations and Government Companies, Procedure of appointment of Auditors, Special features relating to the audit of Banks, Audit of Insurance Companies and audit of non-profit companies	5

V	Special Areas of Audit: Audit of Banking Companies, Audit of Insurance Companies, Audits of Educational Institutions, Audit of Cooperative Societies, Efficiency Audit, Social Audit etc. Recent trends in Auditing: Nature and Significance of Cost Audit, Tax Audit, Management Audit Direct & Online Marketing.					6	
Suggested Readings: 1. Singh, A. K. & Gupta L (2010). Principles of Auditing 2. Tandon, B. N., Sudharsanam, S. & Sundharabahu, S.. A Handbook of Practical Auditing. 3. Gupta, K. & Arora, A. Fundamentals of Auditing 4. Ghatalia, S.V. Practical Auditing 5. Institute of Chartered Accountants of India. Auditing and Assurance Standard Note- Latest edition of the text books should be used.							
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:							
	Assessment and Presentation of Assignment					(04 marks)	
	Class Test-I (Objective Questions)					(04 marks)	
	Class Test-II (Descriptive Questions)					(04 marks)	
	Class Test-III (Objective Questions)					(04 marks)	
	Class Test-IV (Descriptive Questions)					(04 marks)	
	Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)					(05 marks)	
CO-PO MAPPING MATRIX							
POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	S	S	S	S	S		
PO2	S	S	S	S	S		
PO3	M	M	M	M	M		
PO4	M	W	W	M	M		
PO5	W	W	W	W	W		

Programme: BBA (FIA)	Year: Third	Semester: Sixth
Course/Paper: 17 (B)		
Course Code: F010602T	Course Title: International Trade	
Course Outcomes: After completing this course, a student will be able to:		
1. To provide knowledge about basics of international trade and it theories. 2. To give an overview of foreign trade. 3. 3.To provide knowledge about international economic institutions. 4. 4.Students will get an overview about India foreign trade 5. 5.To give an overview of India’s trade policy.		
Credits: 3	Compulsory	
Max. Marks:	Min. Passing Marks:	
Total No. of Lectures: 30		
Unit	Topics	No. of Lectures=30
I	Introduction: Basics of international trade, international trade theories, drivers of international trade, restraining forces, recent trends in world trade.	6
II	Foreign trade Foreign trade & economic growth, balance of trade, balance of payments, free trade, forms and restrictions.	6
III	International economic institutions IMF, World Bank, WTO (in brief), Regional economic groupings - NAFTA, EU, ASEAN, SAARC.	6
IV	India’s foreign trade: Recent trends in India’s foreign trade, institutional infrastructure for export promotion in India, projects & consultancy exports.	6
V	Trade Policy: India’s Trade policy, export assistance, marketing plan for exports.	6
Suggested Readings: Varshney & Bhattacharya, International Marketing		
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:		
	Assessment and Presentation of Assignment	(04 marks)
	Class Test-I (Objective Questions)	(04 marks)

	Class Test-II (Descriptive Questions)					(04 marks)		
	Class Test-III (Objective Questions)					(04 marks)		
	Class Test-IV (Descriptive Questions)					(04 marks)		
	Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)					(05 marks)		
CO-PO MAPPING MATRIX								
POs/ COs	CO1	CO2	CO3	CO4	CO5			
PO1	S	W	S	W	M			
PO2	S	M	M	S	S			
PO3	M	M	S	M	M			
PO4	M	S	M	S	M			
PO5	S	M	S	M	S			

Programme: BBA (FIA)	Year: Third	Semester: Sixth
Course/Paper: 18 (A)		
Course Code: F010603T	Course Title: Strategic Management	
Course outcomes: After completing the course the students will be able to:- 1. Understanding concepts of Strategic Management. 2. To develop learning and analytical skills among the students to solve business problems and provide strategic solutions. 3. The course aims to acquaint the students with nature, scope and dimensions of Business Policy and Strategy Management Process. 4. Evaluate the concept of transfer pricing and the methods of measuring performance in relation to divisions. 5. Apply competitive Strategies in the organizations as per current situations.		
Credits: 3	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures= 30
I	What is Strategy? What is Strategic Intent; Mission; Objectives and Goals; Policies; Program; Budget; Process of strategic management, Levels of strategy	6
II	Identifying strategic alternatives of business; Environmental appraisal – Internal environment; Key Success Factors; Role of Resources, Capabilities and Core Competencies; Competitive Advantage to Competitive Strategies; VRIO Model, External environmental analysis – PESTEL.	6
III	Concept of Value Chain, SWOT Analysis; Tools and Techniques for Strategic Analysis – TOWS Matrix; Generic Strategies;	6
IV	Competitive Strategies - Porter’s 5 Forces Model; The Experience Curve, Grand Strategy, BCG Matrix; Functional Strategies, Global entry strategies., Organization Structure; Resource Allocation; Projects and Procedural issues.	6
V	Integration of Functional Plans. Leadership and corporate culture; Evaluation and Control: Organizational Systems and Techniques of Strategic Evaluation and Control of Performance and Feedback.	6

Suggested Readings:

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

Suggested Continuous Evaluation Methods:

In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.

Suggested equivalent online courses:

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Further Suggestions:

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	CO PO MATRIX					
	Pos/ COs	CO 1	CO 2	CO 3	CO 4	CO 5
	PO1	M	M	S	W	M
	PO2	S	M	M	W	S
	PO3	M	M	S	W	M
	PO4	W	W	M	S	W
	PO5	S	M	S	M	M

Programme: BBA (FIA)		Year: Third	Semester: Sixth
Course/Paper: 18 (B)			
Course Code: F010603T		Course Title: Training and Development	
Course outcomes: On completion of the course, students will be able to: 1. Understand the role and function of training and development in organizations. 2. Define the learning theories and principles and their implications for the effectiveness of training programs. 3. Determine training needs and objectives before undertaking of training Programs and to determine if training is a solution to performance problems. 4. Identify the difficulties of transfer of training and finding out the ways to overcome them. 5. Develop the required knowledge and skills by learning the different management development training programs.			
Credits: 3		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics	No. of	
		Lectures=30	
I	Introduction: Introduction: Concepts and Rationale of Training and Development; Difference between Training, Development & Education, overview of training and development systems; organizing training department; training and development policies; Requisites of Effective Training	5	
II	Training Needs Assessment (TNA): Meaning of TNA, Purpose and Methods of TNA, the Need Assessment Process – Organizational Analysis, Person Analysis, Task Analysis, Output of TNA. Learning Theories.	8	
III	Designing, Conducting of Training Program: Areas of training, Types of training, System’s Approach to Training, Training Methods, Designing a training program, contents & scheduling, study material, selecting a trainer, deciding method of training, Types of Teaching Aids in Training	6	
IV	Evaluation of training program: Training Evaluation & Methods of Training Evaluation, Training Effectiveness Models - Kirkpatrick Model of Training Effectiveness, CIRO Model.	5	

V	Executive Development: Importance of Executive Development, Steps in the organization of a management Development Program/ Executive Development Program, Methods/ Techniques of Management Development Program, Special Issues in Training & Development – Legal Issues, Cross Cultural Preparation, Managing Workforce Diversity, Sensitivity Training, Succession Planning.	6					
Suggested Readings:							
1. Blanchard, P. N. & Thacker, J. W. Effective Training: Systems, Strategies, and Practices 2. Lynton, R.P. & Pareek, U. Training for Development 3. Goldstein. Training in Organizations. Thomson Learning 4. Jankiram, B. Training & Development Note- Latest edition of the text books should be used.							
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:							
	Assessment and Presentation of Assignment	(04 marks)					
	Class Test-I (Objective Questions)	(04 marks)					
	Class Test-II (Descriptive Questions)	(04 marks)					
	Class Test-III (Objective Questions)	(04 marks)					
	Class Test-IV (Descriptive Questions)	(04 marks)					
	Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)	(05 marks)					
CO-PO MAPPING MATRIX							
POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	W	W	W	W	W		
PO2	W	W	W	W	W		
PO3	M	M	M	M	M		
PO4	M	S	S	M	M		
PO5	M	M	M	M	M		
PO3	M	M	M	M	M		
PO4	M	S	S	M	M		
PO5	M	M	M	M	M		

DISCIPLINE SPECIFIC COURSES
(offered at SFC)

Programme: BBA (FIA)	Year: First	Semester: 1/2
Course/Paper: Discipline Specific		
Course Code:	Course Title: Macro-Economics	
Course outcomes: On completion of the course, students will be able to: 1. Inspect how economy as a whole in a country operates and who are the economic agents for the whole economy 2. Measure macroeconomic variables and National Income Accounts. 3. Grasp the meaning of Keynesian theory of Income and employment. 4. Analyze the working and measurement of major macro variables in a particular economy such as GDP, Inflation, Investment, Consumption, Exchange Rate etc. 5. Explain the working and measurement of major macro variables in an open economy such as Balance of Payment, Current and Capital accounts.		
Credits: 2		Compulsory
Max. Marks: 25+75		Min. Passing Marks:10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of
		Lectures=30
I	Unit I: Introduction Basic issues studied in macroeconomics; stock and flow concept, circular flow of economic activity, economic agents; static, comparative static and dynamic.	6
II	Unit II: National Income Accounting Measurement of gross domestic product; income, expenditure. Real versus nominal GDP; price indices.	6
III	Unit III: The Closed Economy in the Short Run Classical and Keynesian systems; simple Keynesian model of income determination; multiplier, IS-LM	6

IV	Unit IV: Inflation Inflation: meaning, demand and supply side factors, consequences of inflation, anti- inflationary policies, natural rate theory, monetary policy-output and inflation, Phillip’s curve (short run and long run)	6					
V	Unit V: Open Economy National Income Accounting for an open economy; Balance of payments: Current and Capital accounts.	6					
Suggested Readings:							
1. N Gregory Mankiw (2010). Macroeconomics (7 th ed.). Worth Publishers 2. Froyen, R.P. (2011) Macroeconomics-theories and policies (8 th ed.). Pearson: 3. Dornbusch and Fischer (2010). Macroeconomics (9 th ed.). Tata McGraw Hill							
Note- Latest edition of the text books should be used.							
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:							
	Assessment and Presentation of Assignment	(04 marks)					
	Class Test-I (Objective Questions)	(04 marks)					
	Class Test-II (Descriptive Questions)	(04 marks)					
	Class Test-III (Objective Questions)	(04 marks)					
	Class Test-IV (Descriptive Questions)	(04 marks)					
	Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)	(05 marks)					
CO-PO MAPPING MATRIX							
POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	W	W	W	W	W		
PO2	W	W	W	W	W		
PO3	M	M	M	M	M		
PO4	M	S	S	M	M		
PO5	M	M	M	M	M		

Programme: BBA (FIA)	Year: Second	Semester: 3/4
Course/Paper: Discipline Specific		
Course Code:	Course Title: Financial Statement Interpretation & Reporting	
Course outcomes: On completion of the course, students will be able to: 6. Explain financial reporting scenario in international markets and its differences with India 7. Define framework for International Financial Reporting Standards 8. Develop understanding about conceptual knowledge of IFRS 2 to 13 9. Develop understanding about recent developments in financial reporting standards 10. Interpret financial Statements, viz., Income statements, Balance sheets and Cash flow statements		
Credits: 2		Compulsory
Max. Marks: 25+75		Min. Passing Marks:10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of
		Lectures=30
I	Unit I: Financial Reporting: An Introduction Introduction, Causes of International Differences, Major differences in Financial Reporting, Indian GAAP, US GAAP, IAS and IFRS, International organizations engaged in accounting harmonization. International Classification of Financial Reporting, International Harmonization of Accounting, The Requirements of International Accounting Standards, Role of IFRS in Cross Border Capital Allocation.	5
II	Unit II: IFRS Framework International Financial Reporting Standard (IFRS) meaning of standardization. The structure of IFRS. Process of IFRS Standard Setting, Constraints, Hierarchy of Standards. IFRS adoption or convergence in different countries, IFRs 1 (First time adopters).	8
III	Unit III: IFRS Coverage International Financial Reporting Standards 2 – 13 (a brief study), Case studies on compliance with IFRS by Indian Companies and MNCs.	6
IV	Unit IV: Developments in Financial Reporting Value Added Statement, Economic Value Added, Market Value Added, Shareholder’s Value Added, Human Resource Reporting (conceptual framework only).	5

V	Unit V: Interpreting Financial Statements Interpreting Financial Statements: interpreting Income statements, interpreting Balance sheets and interpreting Cash flow statements.					6
Suggested Readings:						
1. Buffet, Warren; “Interpretation of Financial statement”; Mary Buffet Publications 2. Morley, Mike; “IFRS Simplified: A fast and easy-to-understand overview of the new International Financial Reporting Standards”. 3. Tiffin, Ralph; “The Complete Guide to International Financial Reporting Standards “; Viva Publications Note- Latest edition of the text books should be used.						
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:						
	Assessment and Presentation of Assignment				(04 marks)	
	Class Test-I (Objective Questions)				(04 marks)	
	Class Test-II (Descriptive Questions)				(04 marks)	
	Class Test-III (Objective Questions)				(04 marks)	
	Class Test-IV (Descriptive Questions)				(04 marks)	
	Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)				(05 marks)	
CO-PO MAPPING MATRIX						
POs/ COs	CO1	CO2	CO3	CO4	CO5	
PO1	W	W	W	W	W	
PO2	W	W	W	W	W	
PO3	M	M	M	M	M	
PO4	M	S	S	M	M	
PO5	M	M	M	M	M	

Programme: BBA (FIA)		Year: Third	Semester: 5
Course/Paper: Discipline Specific			
Course Code:		Course Title: Corporate Analysis & Valuation	
Course outcomes: On completion of the course, students will be able to: 1. Develop an understanding of the financial statements for analysis. 2. Apply appropriate tools for executing the financial analysis. 3. Develop an understanding of the Discounted Cash flow valuation methodology. 4. Comprehend the methodology of relative valuation and draw a comparison with the DCF methodology. 5. Assess the factors impacting firm valuation.			
Credits: 2		Elective	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics	No. of	
		Lectures=30	
I	Unit I: Analysis of Corporate Financial Statements: Income statements and Balance sheets through ratio analysis and analyzing the Chairman’s statement, Directors’ report,management discussion & analysis, report on corporategovernance, auditor’s report to evaluate the financial soundness ofthe company. Understanding financial statements of manufacturing and service organizations. Common size analysis and relevant ratios.	6	
II	Unit II: Introduction to Valuation: Value and price, Balance sheet-based methods, Income statement-based methods, Multiples, Goodwill-based methods. Cash flow discounting-based methods.	6	
III	Unit III: Discounted Cash flow Valuation: Deciding the appropriate cash flow for discounting the free cash flow to the firm, free cash flow to equity. Forecasting Cash flows: simple model for forecasting income and cash flows. Earnings, Tax effect, Reinvestment needs, dividend.	6	
IV	Unit IV: Relative Valuation: Valuation of a company with no growth, constant growth, variable growth and infinite life. Estimating discount rates-cost of equity, cost of equity, cost of debt, tax shield, weighted average cost of capital. The estimation of equity risk premium, calculation of beta, instability of beta, adjusted beta, levered and unlevered beta, bottoms up beta.	6	
V	Unit V: Company Valuation and its various associated factors: Standard multiples, comparable companies, potential pitfalls; estimating multiples using regression. Valuation of brands and intellectual capital. Interest rates and company valuation. Impact of inflation on valuation. Reconciling relative and discounted cash flow valuation.	6	

Suggested Readings:

1. Chandra, P. (2011). Corporate Valuation and Value Creation, (1st ed). TMH
2. Foster, George Financial Statement Analysis, 2nd ed., Pearson Education Pvt Ltd
3. Damodaran, A. (2008). Damodaran on Valuation, Security Analysis for investment and Corporate Finance (2nd ed.). Wiley India Pvt. Ltd.

Note- **Latest edition of the text books should be used.**

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

	Assessment and Presentation of Assignment					(04 marks)	
	Class Test-I (Objective Questions)					(04 marks)	
	Class Test-II (Descriptive Questions)					(04 marks)	
	Class Test-III (Objective Questions)					(04 marks)	
	Class Test-IV (Descriptive Questions)					(04 marks)	
	Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)					(05 marks)	
CO-PO MAPPING MATRIX							
POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	W	W	W	W	W		
PO2	W	W	W	W	W		
PO3	M	M	M	M	M		
PO4	M	S	S	M	M		
PO5	M	M	M	M	M		

Programme: BBA (FIA)	Year: Third	Semester: 5
Course/Paper: Discipline Specific		
Course Code:	Course Title: Corporate Accounting	
Course outcomes: On completion of the course, students will be able to:		
1. Develop an understanding of various issues involving accounting for share capital.		
2. Prepare financial statements of joint-stock companies.		
3. Explain valuation of corporate goodwill.		
4. Perform valuation of shares.		
5. Prepare accounting statements with respect to the amalgamation of companies.		
Credits: 2		Elective
Max. Marks: 25+75		Min. Passing Marks:10+25
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures=30
I	Unit I: Accounting for Share Capital Equity Share Capital – Issue, Forfeiture, and Re-issue of Forfeited Shares; Issue of Bonus Shares and Right Shares; Buy-back of Shares. Concept of Book Building, Dematerialization, and Employees Stock option Scheme. Issue of Shares to Vendors, Promoters, and Issue of Sweat Equity Shares. SEBI Guidelines. Issue and Redemption of Preference Shares. Accounting for Debentures: Types of Debentures; Issue and Redemption of Debentures	8
II	Unit II: Preparation of Financial Statements of a Joint Stock Company Preparation of Profit & Loss Account and Balance Sheet. Treatment of Taxation and Provision for Taxation in Final Accounts of Companies. Treatment of Dividend and Bonus to Shareholders. Treatment of Pre-incorporation Profit or Loss. Form of Balance Sheet as per the Companies Act.	7
III	Unit III: Valuation of Goodwill Meaning and Features; Types of Goodwill; Factors affecting Goodwill; Goodwill Valuation Methods- Valuation based on Average Profits and Super Profits.	4
IV	Unit IV: Valuation of Shares Valuation of Shares: Concept of Valuation of Shares; Need for Valuation; Factors affecting Valuation of Shares; Valuation of Equity Shares based on Net Assets and Profitability; Net Asset Valuation of Participating Preference Shares; Fair Value of a Share.	6
V	Unit V: Accounting for Amalgamation of Companies	5

Meaning; Types of Amalgamation; Calculation of Purchase Consideration; Accounting Treatment in the books of Transferor and Transferee Companies. Accounting for Reconstruction of a Company: Accounting for External Reconstruction; Alteration of Share Capital; Reduction of Share Capital; Accounting for Internal Reconstruction; Reconstruction through Re-issue of Surrendered Shares.	
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Suggested Readings:

1. Monga, J.R., Fundamentals of Corporate Accounting, Mayur Paper Backs, New Delhi.
2. Sehgal, Ashok and Deepak Sehgal, Corporate Accounting, Taxman Publication, New Delhi.
3. S.N. and S. K. Maheshwari, Corporate Accounting, Vikas Publishing House.

Note- **Latest edition of the text books should be used.**

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

	Assessment and Presentation of Assignment					(04 marks)	
	Class Test-I (Objective Questions)					(04 marks)	
	Class Test-II (Descriptive Questions)					(04 marks)	
	Class Test-III (Objective Questions)					(04 marks)	
	Class Test-IV (Descriptive Questions)					(04 marks)	
	Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)					(05 marks)	
CO-PO MAPPING MATRIX							
POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	W	W	W	W	W		
PO2	W	W	W	W	W		
PO3	M	M	M	M	M		
PO4	M	S	S	M	M		
PO5	M	M	M	M	M		

Programme: BBA (FIA)		Year: Third	Semester: 5
Course/Paper: Discipline Specific			
Course Code:		Course Title: Strategic Corporate Finance	
Course outcomes: On completion of the course, students will be able to:			
1. Develop an understanding of corporate finance.			
2. Demonstrate various ways in which cost can be minimized.			
3. Identify Factors affecting capital structure.			
4. Appraise Valuation scenarios and factors impacting valuation.			
5. Evaluate the types of risk and their management.			
Credits: 2		Elective	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of
			Lectures=30
I	Unit I: Introduction Introduction to strategic corporate finance: Strategy Vs Planning, significance of strategy in financial decisions, Different types of financial strategy for Shareholders Wealth Maximization, overall corporate value addition and Economic Value Addition.		8
II	Unit II: Strategic Cost Management Strategic Cost Management: Traditional costing Vs Strategic Costing, Relevant costs Vs Irrelevant costs, Different types of strategic costing and their relevance- Target Costing, Activity based Costing, Life Cycle Costing.		7
III	Unit III: Capital Structure Fundraising: identification of different sources of development capital, determination of capital structure and factors affecting the capital structure, cost of capital and cost saving strategy, production of a business plan and financial forecasts to enable potential funders to assess the proposition.		4
IV	Unit IV: Company Valuation Company Valuation: an overview of valuation, valuation principles and practices more, the impact of “what if” scenarios, the key financial and commercial factors affecting the business. Value enhancement tools & techniques, the link between valuation and corporate finance. Due Diligence: financial due diligence for both purchasers and financial institutions.		6
V	Unit V: Risk Management Strategic risk management, the substitutability of capital structure and risk management choices, such as process control efforts, financial, physical, and operational hedging, value-based management.		5
Suggested Readings:			

1. Aswath Damodaran: Corporate finance theory and practice; John Willey & Sons, Inc.
2. Damodaran: Strategic Risk Taking: A Framework for Risk Management; Prentice Hall.
3. I M Pandey: Financial Management; Vikas Publishing House

Note- **Latest edition of the text books should be used.**

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

	Assessment and Presentation of Assignment	(04 marks)	
	Class Test-I (Objective Questions)	(04 marks)	
	Class Test-II (Descriptive Questions)	(04 marks)	
	Class Test-III (Objective Questions)	(04 marks)	
	Class Test-IV (Descriptive Questions)	(04 marks)	
	Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)	(05 marks)	

CO-PO MAPPING MATRIX

POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	W	W	W	W	W		
PO2	W	W	W	W	W		
PO3	M	M	M	M	M		
PO4	M	S	S	M	M		
PO5	M	M	M	M	M		

Programme: BBA (FIA)		Year: Third	Semester: 5
Course/Paper: Discipline Specific			
Course Code:		Course Title: International Finance	
Course outcomes: On completion of the course, students will be able to:			
6. Analyze the multinational financial and international flow of fund and scope of International Finance.			
7. Understand the working of forex exchange market.			
8. Evaluate the financial management of Multinational firms.			
9. Learn the various functional area of a multinational corporation including country risk analysis.			
10. Discuss the Swaps, options and depository receipts as risk management tools.			
Credits: 2		Elective	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of
			Lectures=30
I	Unit I: Introduction		8
	Nature and Scope of International Finance, International Business activities and methods, International Financial Management Vs Domestic Financial Management, Issues in functioning of Multinational Corporations, Balance of Payment, Debit and Credits.		
II	Unit II: Exchange Rate Determination and Management of Foreign Exchange Exposure		7
	Functions of Foreign Exchange market, Bid Price, Ask price, spread, cross rates, spot rates and reciprocal rates in Foreign Exchange market. Theories of Foreign Exchange rate – Purchasing power parity, Interest rate parity, International fisher effect, Foreign exchange risk – Transaction exposure, Translation exposure, Economics exposure and their management.		
III	Unit III: Financial Management of Multinational Firm		4
	Foreign Direct Investment (FDI), Factors affecting FDI, cost of capital. Multinational capital Budgeting – application and interpretation, multinational cash management		
IV	Unit IV: Country Risk Analysis		6
	Nature of Country risk, objectives of Country risk rating, techniques to assess of country risk, economic risk indicators, raters of country risk, Management of Country Risk.		
V	Unit V: Managing Foreign Operations		5
	Derivatives, Swaps – Interest rate and currency swaps, foreign currency options and futures, Depository receipts – ADR and GDR and Eurocurrency markets.		
Suggested Readings:			

1. Apte, P.G, International Financial Management, Tata McGraw Hill, New Delhi
2. Vij, Madhu, International Financial Management, Excel Book, New Delhi.
3. Machiraju, H.R, International Financial Management, Himalayan Publishing House, New Delhi.
4. Siddaiah, T., International Financial Management, Pearson Education.
5. Shapiro, Allen C., Multinational Financial Management, J. Wiley& Sons.

Note- Latest edition of the text books should be used.

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

	Assessment and Presentation of Assignment	(04 marks)	
	Class Test-I (Objective Questions)	(04 marks)	
	Class Test-II (Descriptive Questions)	(04 marks)	
	Class Test-III (Objective Questions)	(04 marks)	
	Class Test-IV (Descriptive Questions)	(04 marks)	
	Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)	(05 marks)	

CO-PO MAPPING MATRIX

POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	W	W	W	W	W		
PO2	W	W	W	W	W		
PO3	M	M	M	M	M		
PO4	M	S	S	M	M		
PO5	M	M	M	M	M		

Programme: BBA (FIA)		Year: Third	Semester: 6
Course/Paper: Discipline Specific			
Course Code:		Course Title: Investment Banking & Financial Services	
Course outcomes: On completion of the course, students will be able to:			
1. Analyze concepts and significance of investment banking in Indian financial system.			
2. Evaluate the issue management process of raising fund from market and regulatory concerns.			
3. Compare and contrast concepts related to leasing, hire purchase, factoring and housing finance arrangement in financial system.			
4. Apply knowledge to gained about perform analysis of various financial securities.			
5. This course is to help students to learn the various financial services and their role in the overall financial system.			
Credits: 2		Elective	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures=30
I	UNIT- 1: Introduction of Financial system		8
	Introduction: An Overview of Indian Financial System, Investment Banking in India, Recent Developments and Challenges ahead, Institutional structure and Functions of Investment / Merchant Banking; SEBI guidelines for Merchant Bankers, Registration, obligations and responsibilities of Lead Managers, Regulations regarding Continuance of association of lead manager with an issue		
II	UNIT-II: Issue Management		7
	Issue Management: Public Issue: classification of companies, eligibility, issue pricing, promoter’s contribution, minimum public offer, prospectus, allotment, preferential allotment, private placement, Book Building process, designing and pricing, Green Shoe Option; Right Issue: promoter’s contribution, minimum subscription, advertisements, contents of offer document, Bought-out Deals, Post issue work & obligations, Investor protection, Broker, sub broker and underwriters		
III	UNIT –III: Leasing and Hire Purchase		4
	Leasing and Hire Purchase : Concepts of leasing, types of leasing – financial & operating lease, direct lease and sales & lease back, advantages and limitations of leasing, Lease rental determination; Finance lease evaluation problems (only Lessee’s angle), Hire Purchase interest &Installment, difference between Hire Purchase & Leasing, Choice criteria between Leasing and Hire Purchase mathematics of HP, Factoring, forfaiting and its arrangement, Housing Finance : Meaning and rise of housing finance in India, Fixing the amount of loan, repricing of a loan, floating vs. fixed rate, Practical problems on housing finance.		

IV	Evolution of Financial Services-Meaning of Financial Services, Types of Financial Services, Fund based and Non-fund based, Significance of Financial Services, Growth of Financial Services in India, Emerging Trends in Financial Services and constraints in growth of financial services.	6
V	Categories of Financial Products–Insurance, Banks, Stocks,Mutual Funds, Pension Plans, other Savings Products, Financial Services Marketing Environment –Micro and Macro Environmental Forces, Marketing Mix for Financial Services, Promotional Strategies, Customer Relations and	5

Suggested Readings:

1. Khan, M.Y., Financial Services, Tata McGraw Hill.
2. M.Y.Khan, 'Financial Services', Tata McGraw –Hill.
3. Machiraju, 'Indian Financial System', Vikas Publishing House, 2 nd Edition.
4. J.C.Verma, 'A Manual of Merchant Banking', Bharath Publishing House, New Delhi,
5. K. Sriram, 'Hand Book of Leasing, Hire Purchase & Factoring, ICFAI, Hyderabad.

Note- Latest edition of the text books should be used.

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

	Assessment and Presentation of Assignment	(04 marks)	
	Class Test-I (Objective Questions)	(04 marks)	
	Class Test-II (Descriptive Questions)	(04 marks)	
	Class Test-III (Objective Questions)	(04 marks)	
	Class Test-IV (Descriptive Questions)	(04 marks)	
	Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)	(05 marks)	

CO-PO MAPPING MATRIX

POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	W	W	W	W	W		
PO2	W	W	W	W	W		
PO3	M	M	M	M	M		
PO4	M	S	S	M	M		
PO5	M	M	M	M	M		

Programme: BBA (FIA)		Year: Third	Semester: 6
Course/Paper: Discipline Specific			
Course Code:		Course Title: Corporate Restructuring	
Course outcomes: On completion of the course, students will be able to:			
1. Develop an understanding of various form of corporate restructuring and its impact on shareholders wealth maximization.			
2. Demonstrate various ways in which synergy is created and examine various forms of takeover defenses.			
3. Identify Factors affecting valuation and develop a mechanism of choosing between various methods of valuation.			
4. Evaluate financially, the post-merger performance and its impact on company valuation.			
5. Appraise various alternatives to an M & A and evaluate various methods of financing an M & A.			
Credits: 2		Elective	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of
			Lectures=30
I	Unit I: Introduction Corporate Restructuring: Concept & Meaning, Need & Types, Structures & Problems. Some relevant case studies.		6
II	Unit II: Mergers & Acquisitions Mergers and Acquisitions: Introduction to mergers, types of mergers, theories of mergers & acquisitions; Cross-border mergers and acquisitions, issues and challenges in cross border M&A. Handling cross-culture and taxations issues in cross-border M&A. Analysis of Post-Merger Performance. Synergy and Its Valuation Demerger, types of de-merger, reverse merger, buyback of shares, leverage buy-out strategy, merger strategy - growth, synergy, operating synergy, financial synergy, diversification. Takeover and its types, takeover strategy, takeover bids, legal framework for mergers and acquisitions, leverages and buyouts; Hostile tender offers and various anti-takeover strategies.		6
III	Unit III: Valuation Deal Valuation and Evaluation: Factors affecting valuation basics, methods of valuation, cash flow approaches, economic value added (EVA), sensitivity analysis, valuation under takeover regulation, valuation for slump sale, cost-benefit analysis and swap ratio determination.		6
IV	Unit IV: Post Merger Evaluation and Integration Post-Merger Evaluation: Financial Evaluation of Mergers & Acquisitions, Impact on shareholders' Wealth; Methods of payment and financing options in mergers & acquisitions, financing decision, Merger, Acquisition and Competition law 2002, SEBI (Securities & Exchange Board of India) Takeover Code 2011 and criteria for negotiating friendly takeover.		6

V	Unit V: Alternatives to an M & A Alternatives to an M & A- Joint Ventures and Strategic alliances with relevant case studies.	6
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Suggested Readings:

1. Weston, Fred; Chung, Kwang S. & Siu, Jon A.: Takeovers, Restructuring and Corporate Governance, (2nd ed.). Pearson Education
2. Gupta, Manju (2010): Contemporary Issues in Mergers and Acquisitions. Himalaya Publishing
3. Sundarsanam (2006); Creating Value from Mergers and Acquisitions, (1st ed.) Pearson Education
4. Ramanujan. S. (1999); Mergers: The New Dimensions for Corporate Restructuring, McGraw Hill
5. Narayankar, Ravi, (2013): Merger and Acquisitions Corporate Restructuring, Strategy and Practices, (2nd ed.). International Book House Pvt. Ltd.
6. www.mergersindia.com

Note- **Latest edition of the text books should be used.**

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

	Assessment and Presentation of Assignment	(04 marks)	
	Class Test-I (Objective Questions)	(04 marks)	
	Class Test-II (Descriptive Questions)	(04 marks)	
	Class Test-III (Objective Questions)	(04 marks)	
	Class Test-IV (Descriptive Questions)	(04 marks)	
	Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)	(05 marks)	

CO-PO MAPPING MATRIX

POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	W	W	W	W	W		
PO2	W	W	W	W	W		
PO3	M	M	M	M	M		
PO4	M	S	S	M	M		
PO5	M	M	M	M	M		

Programme: BBA (FIA)		Year: Third	Semester: 6
Course/Paper: Discipline Specific			
Course Code:		Course Title: Business Tax Planning	
Course outcomes: On completion of the course, students will be able to:			
6. Develop an understanding of the provisions of corporate taxation in practical terms.			
7. Analyze tax planning methods to minimize tax liability with reference to new business and financial management decisions.			
8. Demonstrate the knowledge of potential opportunities for tax savings and tax planning.			
9. Examine the taxation procedures associated with corporate restructuring and corporate management.			
10. Evaluate the relief available to assessees in case of double taxation of income.			
Credits: 2		Elective	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of
			Lectures=30
I	Unit I: Introduction Tax planning, tax management, tax evasion, tax avoidance, Corporate tax in India: types of companies, Residential status of companies andtax incidences, tax liability and minimum alternative tax, tax on distributed profits of companies.		7
II	Unit II: Tax planning with reference to new business and financial management Tax planning with reference to setting up a new business: Location aspect, nature of business, form of business. Tax planning with reference to financial management decision - capital structure, dividend including deemed dividend and bonus shares.		7
III	Unit III: Tax planning with reference to management decisions and employee remuneration Tax planning with reference to specific management decisions - Make or buy, own or lease, repair or replace. Tax planning with reference to employee remuneration,		8
IV	Unit IV: Tax planning with reference to business restructuring Tax Planning with reference to business restructuring- Amalgamation, Demerger, Slump Sale, Transfer between holding and subsidiary companies.		4
V	Unit V: International taxation Tax deducted at source, Advance Tax, double taxation relief, Transfer pricing.		4
Suggested Readings:			

1. Dr. Monica Singhania, Dr. Vinod K. Singhania, Corporate tax planning and Business Tax Procedures, Taxmann Publications.
2. Dr. Girish Ahuja and Ravi Gupta, Simplified Approach to Corporate Tax Planning & Management, Bharat law House.
3. S.P Goyal, Direct tax planning: Sahitya Bhawan.
4. Finance Act for the relevant Assessment Year.

Note- Latest edition of the text books should be used.

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

	Assessment and Presentation of Assignment					(04 marks)	
	Class Test-I (Objective Questions)					(04 marks)	
	Class Test-II (Descriptive Questions)					(04 marks)	
	Class Test-III (Objective Questions)					(04 marks)	
	Class Test-IV (Descriptive Questions)					(04 marks)	
	Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)					(05 marks)	
CO-PO MAPPING MATRIX							
POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	W	W	W	W	W		
PO2	W	W	W	W	W		
PO3	M	M	M	M	M		
PO4	M	S	S	M	M		
PO5	M	M	M	M	M		

Programme: BBA (FIA)		Year: Third	Semester: 6
Course/Paper: Discipline Specific			
Course Code:		Course Title: Management of Financial Institutions	
Course outcomes: On completion of the course, students will be able to: 1. Develop an understanding of various aspects related to management of financial institutions. 2. Demonstrate various ways in which synergy is created and examine various form of flow of funds. 3. Identify Factors affecting institutional risk management. 4. Evaluate financially, credit and risk management techniques. 5. Appraise various alternatives available for measurement of risk.			
Credits: 2		Elective	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures=30
I	Unit I: Introduction Financial Intermediation; Kinds of Intermediation; Financial Institution and its kinds; An overview of the Indian financial system; Regulation of Banks, NBFCs & FIs; Products offered by Banks and FIs. CRR & SLR management; Capital Adequacy: Capital adequacy norms; Basel agreement-II&III; effect of capital requirements on bank operating policies.		6
II	Unit II: Flow of Funds in Financial Market Statement of Financial Sector: Flow of Funds Accounts – Sector wise and Instrument wise. Statements of Financial Institution: Analyzing Bank’s Financial Statement: The balance sheet; income statement; Cash Flow Statement; profitability, liquidity and solvency analysis; Performance Analysis of banks: CAMELS Risk system; KPIs; Data Envelopment Analysis. Asset Liability Management: RBI guidelines on asset liability management.		6
III	Unit III: Institutional Risk Institutional Risk Management: Interest Rate Risk; Market Risk; Credit Risk; Liquidity Risk; Operational Risk. Determination of Interest Rate. Theories of Interest Rates: Classical Theory; Loanable Funds Theory; Liquidity Preference Theory; Term Structure of Interest Rates. Interest Rate Risk Management: Measurement of Interest Rate Risk; Duration and its kinds; Convexity. Managing Interest Rate Risk: Repricing Gap Model, Maturity Matching Model, Duration Gap Model, Cash Flow Matching Model; Convexity Adjustments		6

IV	Unit IV: Risk Management Credit Risk Management: Types of Assets, NPA & its types, Management of NPA, Measurement of Credit Risk – Qualitative and Quantitative models. Modelling Credit Risk; Term Structure of Credit Risk; Managing Credit Risk: Credit Analysis and kinds of Loans; Pricing of Loans.	6
V	Unit V: Liquidity Risk Management Liquidity Risk Management: Measurement of Liquidity Risk; Measures of Liquidity Exposure; Causes of Liquidity risk: Asset-Side and Liability-Side; Managing Liquidity Risk: Purchased Liquidity management and Stored Liquidity management; Liquidity Planning; Deposit Insurance; Discount Window.	6

Suggested Readings:

1. Saunders & Cornett – “Financial Institutions Management – A risk management approach” Tata McGraw Hill
2. Resti & Sironi – “Risk management and shareholders’ value in banking” John Wiley
3. Rose & Hudgins – “Bank management and financial services”
4. IIBF- “Bank Financial Management”
5. Paul & Suresh – “Management of Banking and Financial Services”
6. Subramanyam – “Investment Banking”
7. Madhu Vij - “Management of financial institutions”

Note- **Latest edition of the text books should be used.**

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

	Assessment and Presentation of Assignment					(04 marks)	
	Class Test-I (Objective Questions)					(04 marks)	
	Class Test-II (Descriptive Questions)					(04 marks)	
	Class Test-III (Objective Questions)					(04 marks)	
	Class Test-IV (Descriptive Questions)					(04 marks)	
	Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)					(05 marks)	
CO-PO MAPPING MATRIX							
POs/ COs	CO1	CO2	CO3	CO4	CO5		
PO1	W	W	W	W	W		
PO2	W	W	W	W	W		
PO3	M	M	M	M	M		
PO4	M	S	S	M	M		
PO5	M	M	M	M	M		

DETAILED COURSE OUTLINES
Vocational (Minor)
(to be provided by offering schools, SFC course outlines included)

Vocational Subject	Course Name	Course Code	Credits	Semester	Offering School
Media and Communication Studies	Introduction to Mass Communication		3	I	SMCS
	Basics of Advertising		3	II	SMCS
	Development Communication		3	III	SMCS
	Communication Research		3	IV	SMCS
Investigation of Documents	Basics of Handwriting Examination		3	I	SBAS
	Identification of Forged Documents		3	II	SBAS
	Identification of Forged signature		3	III	SBAS
	Examination of Security Documents		3	IV	SBAS
Mathematics	Probability and Statistics (2 credit) + Practical in R (1 credit)		3	I	SBAS
	Stock Market Analysis (2 Credit) + Practical in Excel (1 credit)		3	II	SBAS
	Financial Mathematics (2 credit) + Practical in Excel		3	III	SBAS
	Multivariate Statistical Techniques (2 credit) + Practical in R (1 credit)		3	IV	SBAS
Cyber Crime	Types of cyber crimes		3	I	SBAS
	Investigation of cyber- crime related issues		3	II	SBAS
	Cyber bullying and defamation		3	III	SBAS
	Cryptocurrency		3	IV	SBAS
Basics of Bio-Science	Human Physiology-I		3	I	SBAS
	Human Physiology-II		3	II	SBAS
	Ethical Guidelines in Clinical Trial		3	III	SBAS
	Basic Biotechnology		3	IV	SBAS
Agriculture	Organic farming/roof gardening/vertical gardening		3	I	SoAg
	Hydroponics		3	II	SoAg
	Bonsai Cultivation		3	III	SoAg
	Mushroom Cultivation		3	IV	SoAg
Office	Front Desk Management		3	I	SOH
	Record Keeping		3	II	SOB/SOH

Management	Data Management		3	III	SOB
	Inventory Management		3	IV	SOB
Accounting	Financial Accounting		3	I	SFC
	Cost Accounting		3	II	SFC
	Computerized Accounting		3	III	SFC
	Advance Financial Accounting		3	IV	SFC
Financial Advisory	Financial Services		3	I	SFC
	Investment Management and Planning		3	II	SFC
	Insurance Advisory		3	III	SFC
	Mutual Funds Investment Advisory		3	IV	SFC
Taxation	Basics of Income Tax		3	I	SFC
	Advance Income Tax		3	II	SFC
	GST		3	III	SFC
	Corporate Tax		3	IV	SFC

Programme: All Undergraduate Degree	Year: First	Semester: First
Subject: Vocational (Accounting)		
Course Code:	Course Title: FINANCIAL ACCOUNTING	
Course outcomes: On successful completion of course, students will develop ability to:		
1. To understand the fundamentals, basic theory and concepts of financial accounting		
2.To understand the basic documents & & procedure of Accounting		
3.To understand the basic subsidiary books of accounting		
4. To have an understanding of preparation and presentation of financial statements		
5.To acquire knowledge about various techniques used for analysing financial statements and		
Credits: 3		Core Compulsory / Elective: Compulsory
Max. Marks: 25+75		Min. Passing Marks:10+25
Total No. of Lectures: 45		
Unit	Topics	No. of Lectures
I	– Introduction: - Meaning, Feature, Objective and Importance of Book Keeping, Accountancy: Meaning, Scope, Objective and Importance of Accountancy, Principle, concept and conventions of account, Basic Accounting Terminologies, Accounting Standard, IFRS.Double Entry System, Classification of Accounts and Accounting equations Ruleswith illustrations	9
II	Source Documents Required for Transaction Meaning of Transaction, Voucher, Cash andCred memo, Debit and Credit note, Pay-in-slip, Withdrawal slip, Cheques, Bank pass book, Bank Statement etc.Journal and Subsidiary Book Meaning, Importance and Specimen of Journal Meaning, need and specimen of differen Subsidiary Books and types, Illustrations.	9

III	.Ledger: Meaning, need and contents, Specimen of ledger, posting of entries from Subsidiary Books to ledger, balancing of ledge accounts, Illustrations. Meaning and Purpose Specimen of Trial Balance, Meaning and effects of errors, Types of errors, Errors affecting and not affecting Trial Balance, Rectification entries, Illustrations	9
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IV	Financial statements of Proprietary concern:- Presentation of Financial Statement: Preparation of final accounts (Profit & Loss Account and Balance Sheet) according to companies act 2013 (vertical format), Excel Application to make Balance sheet, Case studies and Workshops,	9
V	. Preparation of Cash Flow Statement and its analysis. One project report to be submitted on Final account & cash flow statement of Finance company	9

Suggested Readings:

Advanced Accounts- M.C. Shukla, T.S. Grewal, S.C. Gupta, S. Chand
Publication- New Delhi.

2. Financial Accounting for B.com- CA (Dr.) P.C. Tulsian S.C. Gupta, S.
Chand Publication- New Delhi.

3 Financial Accounting- Dr. Jintendra Ahirrao

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment	(04 marks)
Class Test-I (Objective Questions)	(04 marks)
Class Test-II (Descriptive Questions)	(04 marks)
Class Test-III (Objective Questions)	(04 marks)
Class Test-IV (Descriptive Questions)	(04 marks)
Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline,	(05 marks)

CO-PO MAPPING MATRIX					
POs/ COs	CO1	CO2	CO3	CO4	CO5
PO1	H	H	H	H	M
PO2	M	H	M	H	L
PO3	M	H	M	M	M
PO4	M	M	L	H	M
PO5	M	M	M	M	M

Programme: All Undergraduate Degree		Year: First	Semester: Second
Subject: Vocational (Accounting)			
Course Code:		Course Title: COST ACCOUNTING	
Course outcomes: On successful completion of course, students will develop ability to:			
1. Students will be able to understand the basic cost concepts & its elements.			
2.Students will be able to understand the concept of Material			
3.Students will be able to understand the concept of Labour			
4.Students will be able to understand the concept of Overhead			
5.Students will be able to prepare report on various cost performa			
Credits: 3		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures: 45			
Unit	Topics		No. of Lectures
I	Introduction:- Meaning and Scope of Cost Accounting. • Objectives of Cost Accounting, Cost Accounting Versus Financial Accounting, Importance of Cost Accounting., Objections to Cost Accounting. • Elements of Cost, Components of Total Cost. • Classification of Costs. Installation of a Costing System. Methods of Costing. Techniques of Costing. Systems of Costing.		9
II	Direct Materials • Materials Control. Purchasing of Materials. • Receiving of Materials. Inspection of Materials. • Storage of Materials. Issuing of Materials. • Maintenance of Inventory Records. (i) Incoming Materials. (ii) Outgoing Materials.		10
III	. Direct Labour and Direct Expenses Direct and Indirect Labour. Control over Labour Costs. Personnel Department. Engineering and Work Study Department. Time-keeping Department. Pay-master's Department. Cost Accounting Department. Treatment of Holiday Pay, Idle Time Overtime etc. in Cost Accounts. Labour Turnove Direct Expenses		9

IV	Overheads - Control • Classification of Overheads. • Comments on Certain Items of (i) Factory Overheads. (ii) Office and Administrative Overheads. (iii) Selling and Distribution Overheads.	9
V	Students will be required to prepare reports for an organization in respect of the following: Cost sheet of the firm for a selected period. □ Maintenance of Bin Cards.Maintenance of Stores Ledger.Treatment of Material Losses. Recording Attendance Time.Recording Job Time.Treatment of Material Losses.Classification and Codification of Different Items of Overheads	8
Suggested Readings: 1.M.N. Arora, Cost Accounting,HPH. 2. Dr Venkataramana R and others (7 lecturers) - Cost Management,VBH 3. B Mariappa, Costing Methods,HPH		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based Assignment and Class Tests. The marks shall be as follows:		
Assessment and Presentation of Assignment		(04 marks)
Class Test-I (Objective Questions)		(04 marks)
Class Test-II (Descriptive Questions)		(04 marks)
Class Test-III (Objective Questions)		(04 marks)
Class Test-IV (Descriptive Questions)		(04 marks)
Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline,		(05 marks)

CO-PO MAPPING MATRIX					
POs/ COs	CO1	CO2	CO3	CO4	CO5
PO1	H	M	M	H	L
PO2	M	H	M	H	L
PO3	L	H	L	L	M
PO4	M	M	L	M	L
PO5	M	M	M	M	L

Programme: All Undergraduate Degree	Year: Second	Semester: Third
Subject: Vocational (Accounting)		
Course Code:	Course Computerized Accounting	
Course outcomes: On successful completion of course, students will develop ability to:		
1. Student will be able to understand Concept of Accounting		
2. Student will be able to understand the Fundamental Of Tally ERP9		
3.Student will be able to create Accounting Master on Tally ERP		
4.Student will be able to understand Inventory Management on Tally ERP		
5. Student will be able to understand Vocher entry on Tally ERP		
Credits: 3	Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75	Min. Passing Marks:10+25	
Total No. of Lectures:45		
Unit	Topics	No. of Lectures
I	Basics of Accounting Definition, Principles of Accounting, Types of Account and Golden Rules of Accounts, recording of transactions, posting, balancing & preparation of final A/c.	9
II	Fundamentals of Tally ERP9 1. Setting up of company in Tally ERP 9 2. Company features & configurations Module III: Creating Accounting Masters in Tally ERP 9	9
III	Creating Accounting Masters in Tally ERP 9 1. Accounting groups 2. Ledgers 3. Maintaining charts of Accounts	9
IV	Inventory Management masters in Tally ERP 9 1. Stock groups, Stock items 2. Unit of measures 3. Godowns	9

V	Voucher Entries 1. Accounting Vouchers 2. Inventory Vouchers 3. Order Vouchers	9
Suggested Readings: 		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on Assignment and Class Tests. The marks shall be as follows:		
Assessment and Presentation of Assignment		(04 marks)
Class Test-I (Objective Questions)		(04 marks)
Class Test-II (Descriptive Questions)		(04 marks)
Class Test-III (Objective Questions)		(04 marks)
Class Test-IV (Descriptive Questions)		(04 marks)
Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline,		(05 marks)

CO-PO MAPPING MATRIX					
POs/ COs	CO1	CO2	CO3	CO4	CO5
PO1	H	H	H	H	M
PO2	M	H	M	H	L
PO3	L	H	M	M	M
PO4	L	L	M	M	L
PO5	M	M	M	M	L

Programme: All Undergraduate Degree	Year: Second	Semester: Fourth
Subject: Vocational (Accounting)		
Course Code:	Course Title: ADVANCED FINANCIAL ACCOUNTING	
Course outcomes: On successful completion of course, students will develop ability to:		
1.Learners will ne able to understand thr basic concept of Accounting		
2Learners will ne able to understand the Hire purchase system		
3. Learners will ne able to understand the Troyality Accounting		
4 Learners will ne able to understand the concept of conversion of Partnership to Company and prepare report on various accounting performas		
5.Learner will be able to prepare a report on various Financial standards		
Credits: 3		Core Compulsory / Elective: Complusory
Max. Marks: 25+75		Min. Passing Marks:10+25
Total No. of Lectures:45		
Unit	Topics	No. of Lectures
I	INTRODUCTION TO FINANCIAL ACCOUNTING Introduction – Meaning and Definition – Objectives of Accounting – Functions of Accounting – Users of Accounting Information – Limitations of Accounting – Accounting Principles – Accounting Concepts and Accounting Conventions- Accounting Standards: List of Indian Accounting Standards (Ind. AS) and list of IFRS	8
II	HIRE PURCHASE SYSTEM Meaning of Hire Purchase and Instalment Purchase System- difference between Hire Purchase and Instalment Purchase – Important Definitions – Hire Purchase Agreement – HirePurchase Price – Cash Price – Hire Purchase Charges – Net Hire Purchase Price – Net Cash Price – Calculation of Interest – Calculation of Cash Price – Journal Entries and Ledger Accounts in the books of Hire Purchaser and Hire Vendor (Asset Accrual Method only).	10

III	ROYALTY ACCOUNTS Meaning and definition – Technical Terms – Royalty – Landlord – Tenant – Minimum Rent – Short Workings – Recoupment of Short Working under (Fixed Period) restrictive and non-restrictive (Floating Period) Recoupment within the Life of the Lease – Treatment of Strike and Stoppage of work – Accounting Treatment in the books of Lessee and lessor – journal entries and Ledger Accounts including minimum rent account	10
IV	CONVERSION OF PARTNERSHIP FIRM INTO A LIMITED COMPANY Meaning – Need for conversion - Purchase Consideration – Mode of Discharge of Purchase Consideration – Methods of calculation of Purchase Consideration – Net Payment Method – Net Assets Method –Journal Entries and Ledger Accounts in the books of Vendor – Treatment of items: Dissolution Expenses, Unrecorded Assets and Liabilities, Assets and Liabilities not taken over by the Purchasing Company, Contingent liabilities, Incorporation entries and preparation of balance sheet of the purchasing company under vertical format.	12
V	Student will be required to prepare report on :1.Collection & recording of Royalty agreement with regard to any suitable situation. 2.. Collection and recording of Hire Purchase Agreement. 3.. Ascertainment of Cash Price and Interest with imaginary figures under Hire Purchase System.	5
Suggested Readings: 1. Arulanandam & Raman – Financial Accounting – I, HPH 2. Jawaharlal & Seema Srivastava :Financial Accounting, HPH 3. Dr. S.N. Maheswari: Financial Accounting, Vikas Publications 4 4. S P Jain and K. L. Narang: Financial Accounting- I, Kalyani Publishers		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based Assignment and Class Tests. The marks shall be as follows:		
Assessment and Presentation of Assignment		(04 marks)

Class Test-I (Objective Questions)	(04 marks)
Class Test-II (Descriptive Questions)	(04 marks)
Class Test-III (Objective Questions)	(04 marks)
Class Test-IV (Descriptive Questions)	(04 marks)
Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline,	(05 marks)

CO-PO MAPPING MATRIX					
POs/ COs	CO1	CO2	CO3	CO4	CO5
PO1	H	H	H	H	M
PO2	M	H	L	H	L
PO3	L	H	M	M	M
PO4	M	L	H	M	M
PO5	M	M	M	M	L

Programme: All Undergraduate Degree		Year: First	Semester: First
Subject- Vocational (Financial Advisory)			
Course Code:		Course Title: Financial Services	
Course outcomes: After completing this course a student will have the ability to:			
1.Develop a basic understanding of concept, emergence and development of financial services.			
2.Explain concept, attributes and functioning of Credit rating,			
3.Explain concept, attributes and functioning of Cosumer Finance.			
4.Classify and analyse the mechanics, operations and procedures in Factoring financial services			
5.Classify and analyse the mechanics, operations and procedures in leasing Financial services			
Credits: 3		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures
I	Unit I: Financial Services: An Overview Financial Services: Concept – functions of financial services market, growth of financial services in India. Credit cards: Concept, Classification, facilities and services, credit card frauds, benefits and drawbacks. A case study on Credit Card services and fraud		5
II	Unit II: Credit rating: concept, features and advantages, growth factors for credit rating system, regulatory framework. A case on credit rating rating of credit card puchaser.		5
III	Unit III: Consumer finance meaning, types, consumer finance practice in India, pricing, consumer credit scoring, case for and against consumer finance. hire purchase and installment credit system, A Case study on Hire purchase system.		6
IV	Unit IV: Factoring definition, mechanism, characteristics, players in factoring services, functions of a factor, factoring costs, factoring vs bills discounting, RBI guidelines on factoring – cost-benefit, analysis of factoring, A case on Factoring processing SBI unit.		9
V	Unit V: Leasing concept, types, financial lease vs financial lease, tests for financial lease, Leasing process, tax aspects of leasing , funding aspects of leasing – MPBF. A case on financial and operating lease of company		5
Suggested Readings:			
1.Khan, M.Y., Financial Services, Tata McGraw Hill.			

2. Guruswamy, S. Financial Services, Tata McGraw

Hill. 3. Goel, S. Financial Services, PHI.

4. Singh J.K. Venture Capital Financing in India. Dhanpat Rai & Co. (P) Ltd

This course can be opted as an elective by the students of following subjects: **Open for all**

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment	(04 marks)
Class Test-I (Objective Questions)	(04 marks)
Class Test-II (Descriptive Questions)	(04 marks)
Class Test-III (Objective Questions)	(04 marks)
Class Test-IV (Descriptive Questions)	(04 marks)
Overall performance throughout the Semester (includes Attendance, behaviour, Discipline, Participation in Different Activities)	(05 marks)

CO-PO MAPPING MATRIX

POs/ COs	CO1	CO2	CO3	CO4	CO5
PO1	S		M		L
PO2		S		M	M
PO3	M		W		
PO4	S	S	S	S	S
PO5		M		S	

Programme: All Undergraduate Degree		Year: First	Semester: Second
Subject- Vocational (Financial Advisory)			
Course Code:		Course Title: Investment management and Planning	
Course outcomes: After completing this course a student will have the ability to: 1.Select various investment alternatives according to risk and return associated with them 2.Distinguish between the different components and measures of risk and return. 3.Describe the valuation of different types of securities. 4.Analyse and evaluate financial markets, how securities and mutual funds are traded and 5. Assessment of Income nd Tax planning of Individual and business person.			
Credits: 3		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures
I	Unit I: Investment & Investment Alternative Concept of Investment, Investment Objectives, Investment Vs. Speculation Investment Process, Type of Investors. Investment Alternatives Government Securities, Debt Securities, Equity Shares, Mutual Funds Money Market Securities, and Other Alternatives.		5
II	Unit II: Risk & Return Concept and Measurement of Risk and Return, Components of Investment Risk- Market Risk, Interest Rate Risk, Inflation Risk, Business Risk and Financial Risk etc. Case on risk and return of Investment portfolio		7
III	Unit III: Investment Analysis Fundamental Analysis - Economic Analysis, Industry Analysis and Company Analysis. Technical Analysis - Dow Theory, Market Indicators, Individual Security Analysis, Chartism etc. EMH – Weak Form, Semi- Strong Form, Strong Form. Unit IV: Basics of Valuation		5
IV	Unit IV: Investment Planning Preparing an investment plan, Factors affecting choice of investments, Importance of asset allocation in selecting investment alternatives, Best Investment plans in present scenario-Mini project		7
V	Unit V: Tax Planning Strategies for Reducing Individual Income tax, Case Studies of Salaried individal and business person for Investment planning and tax planning		6
Suggested Readings:			
1. Pandian P.Security Analysis and Portfolio Management. Vikas Publishing House, New Delhi.			
2. Singh, Y. P. Fundamentals of Investment Management. Galgotias Publishing House.			
3.Singh, P. Security Analysis and Portfolio Management. Himalaya Publishing House, New Delhi.			

This course can be opted as an elective by the students of following subjects: Open for all	
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:	
Assessment and Presentation of Assignment	(04 marks)
Class Test-I (Objective Questions)	(04 marks)
Class Test-II (Descriptive Questions)	(04 marks)
Class Test-III (Objective Questions)	(04 marks)
Class Test-IV (Descriptive Questions)	(04 marks)
Overall performance throughout the Semester (includes Attendance, behaviour, Discipline, Participation in Different Activities)	(05 marks)

CO-PO MAPPING MATRIX					
POs/ COs	CO1	CO2	CO3	CO4	CO5
PO1	S		M		M
PO2		L		M	S
PO3	M		W		
PO4	S	S	S	S	S
PO5		S		S	

Programme: All Undergraduate Degree		Year: second	Semester: Third
Subject- Vocational (Financial Advisory)			
Course Code:		Course Title: Insurance advisory	
Course outcomes: After completing this course a student will be able to: 1.Understand the conceptual framework of insurance. 2.Appraise the working of insurance industry in India. 3.Analyse the various types of insurance contracts 4 Examine the pratices of Insurance In India 5 Examine the legal and regulatory aspects of Insurance			
Credits: 3		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures
I	Unit I:Introduction to Insurance Introduction to risk and insurance, Origin and growth of insurance business, Principles of insurance, Management of insurance organizations.		6
II	Unit II :Insurance Industry in India Growth of insurance industry in India, Structure, functioning and regulation of insurance industry in India, Prominent life and general insurance companies in India, Recent trends in Indian insurance industry.		6
III	UNIT III : Life Insurance Policies and other Insurance Important types of life insurance policies e.g. Endowment plans, Money back plans, Term plans, ULIP plans.		8
IV	Unit IV: Principal and practice of Insurance Introduction To Insurance, Basic Principles of Insurance, Types of Insurance, Insurance Documents and Policy Terms and Conditions		6
V	Unit V: LEGAL AND REGULATORY ASPECTS OF INSURANCE Insurance Regulations & Guidelines, Anti-Money Laundering, Redressal of Policy-holders' Grievances. Casestudy on Money laundering		4
Suggested Readings: 1. Vaughan, E. J., & Vaughan, P. M. Fundamentals of Risk and Insurance. Willey. 2.Trieschmann, J. Risk Management and Insurance. Southwestern College Publisher.			

3. Gupta, O. S. Life Insurance. Frank Brothers, New Delhi.

Note: Latest edition of the text books should be used.

This course can be opted as an elective by the students of following subjects: **Open for all**

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment	(04 marks)
Class Test-I (Objective Questions)	(04 marks)
Class Test-II (Descriptive Questions)	(04 marks)
Class Test-III (Objective Questions)	(04 marks)
Class Test-IV (Descriptive Questions)	(04 marks)
Overall performance throughout the Semester (includes Attendance, behaviour, Discipline, Participation in Different Activities)	(05 marks)

CO-PO MAPPING MATRIX

POs/ COs	CO1	CO2	CO3	CO4	CO5
PO1	S		M		M
PO2		L		M	S
PO3	M		W		
PO4	S	S	S	S	S
PO5		S		S	

Programme: All Undergraduate Degree	Year: Second	Semester: Fourth
Subject- Vocational (Financial Advisory)		
Course Code:	Course Title: Mututal fund Investment advisory	
Course outcomes: After completing this course a student will be able to: 1.Appreciate the concept of Mututal funds and its working mechanism 2.Describe the various functions and involvement of assets management companies. 3.Explain the risk and return concept by investor while investing in Mututal funds.. 4.Critically analyze the Muutal fund scheme performance with live case 5.Evaluate the Mutual funds scheme selection with live case		
Credits: 3	Core Compulsory / Elective:Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	Unit-I Introduction Mutual funds definition, products and schemes, Working mechanism of mutual funds	6
II	Unit-II SEBI and AMC companies SEBI's requirements on AMC, functions of AMC, portfolio management process and operational efficiency of mutual funds, UTI, AMFI, MMMFs, A case study on Assets management companies, AMC.	7
III	Unit-III Risk and Retun Risk , return and performance of mutual funds. llustrates the meaning and computation of NAV	6
IV	Unit- IV Mututal Fund Scheme performance Mutul fund scheme performance and SIP portfolio. A case study on Indian Mututal funds sector	6
V	Unit-V Mutul fund scheme selection Mutul fund scheme selection, A case study on selection of Mututal fund scheme(long term and short term)	5
Suggested Readings: 1.Khan, M.Y., Financial Services, Tata McGraw Hill." https://www.personalfn.com/fns/mutualfund/case-studies		
Note: Latest edition of the text books should be used.		
This course can be opted as an elective by the students of following subjects: Open for all		
allotted Assignment and Class Tests. The marks shall be as follows:		
Assessment and Presentation of Assignment		(04 marks)

Class Test-I (Objective Questions)	(04 marks)
Class Test-II (Descriptive Questions)	(04 marks)
Class Test-III (Objective Questions)	(04 marks)
Class Test-IV (Descriptive Questions)	(04 marks)
Attendance, behaviour, Discipline, Participation in	(05 marks)

CO-PO MAPPING MATRIX					
POs/ COs	CO1	CO2	CO3	CO4	CO5
PO1	S		M		M
PO2		L		M	S
PO3	M		W		
PO4	S	S	S	S	S
PO5		S		S	

Programme: All Undergraduate Degree		Year: First	Semester: I
Subject: Vocational (Taxation)			
Course Code:		Course Title: Basics of Income Tax	
Course outcomes: After completing this course a student will be able to:			
1. Develop an understanding of the way in which taxation law is administered in relation to Basic concepts of income and Agricultural income.			
2. Develop a basic understanding to the concept of Residential Status and Tax liability.			
3. Apply the method of computing the income under the head ‘salary’.			
4. Apply the method of computing the income under the head ‘House Property’ and 'Profit and			
5. Apply the method of computing the income under the head ‘Capital gains' and ‘Other Sources’.			
Credits: 3		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures: 45			
Unit	Topics		No. of Lectures
I	Taxation Policy of Raja Todarmal. Introduction, Important Definitions Assessee, Person, Income, Total Income, Assessment Year & Previous Year. Agricultural Income & its assessment		7
II	Residential status & Tax Liability (Basis of Charge). Capital & Revenue expenses and incomes. Exempted Incomes under section 10.		7
III	Income from Salaries, retirement, calculation of gratuity, pension & commuted pension		9
IV	Income from House Property. Income from Profits and Gains of Business and Profession, Depreciation		13
V	Income from Capital gains, Income from Other Sources, Set off and carry forward of losses and Clubbing of Income, Deductions from Gross Total Income, rebates and reliefs.		9
Suggested Readings:			
1. Singhanai V.K: Students' Guide to Income Tax; Taxmann, Delhi.			
2. Mehrotra H.C: Income Tax Law & Accounts; Sahitya Bhawan, Agra. (Hindi and English)			
3. Girish Ahuja and Ravi Gupta: Systematic approach to income tax; Sahitya Bhawan Publications, New Delhi. (Hindi and English)			
4. Jain, R.K., Income Tax Law and Accounts (Hindi and English), SBPD Publications, Agra.			
Note- Latest edition of the text books should be used.			
This course can be opted as an elective by the students of following subjects: Open for all			
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:			
Assessment and Presentation of Assignment			(04 marks)
Class Test-I (Objective Questions)			(04 marks)
Class Test-II (Descriptive Questions)			(04 marks)

Class Test-III (Objective Questions)	(04 marks)
Class Test-IV (Descriptive Questions)	(04 marks)
Overall performance throughout the Semester (includes Attendance, behaviour, Discipline, Participation in Different Activities)	(05 marks)

CO-PO MAPPING MATRIX (SFC UG Programs)					
POs/ COs	CO1	CO2	CO3	CO4	CO5
PO1	S		M		L
PO2		S		M	M
PO3	M		S		
PO4	L	S	L	S	S
PO5		M		S	S

Programme: All Undergraduate Degree		Year: First	Semester: II
Subject: Vocational (Taxation)			
Course Code:		Course Title: Advance Income Tax	
Course outcomes: After completing this course a student will be able to:			
1. Evaluate and develop conceptual understanding of calculating Tax Liability and Total Income of an Individual, HUF, Partnership firms and companies.			
2. Develop an understanding about the assessment procedure and tax authorities.			
3. Develop an understanding on the recent changes in Income Tax			
4. Learn and apply the ways of filing of return of income through software and Assessment			
5. Develop an understanding on online registration for PAN and issues in filing the return.			
Credits: 3		Core Compulsory / Elective: Compulsory	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures: 45			
Unit	Topics		No. of Lectures
I	Computation of Tax Liability and total Income of an Individual, Hindu Undivided Family and Partnership firms.		15
II	Procedure of Assessment and Income Tax Authorities, Advance Payment of Tax and Deduction of Tax at Source.		7
III	Recent Changes in Income Tax, Advanced Level Issues in Income Tax,		6
IV	TDS Filing with Tally ERP9, Payroll & Income Tax with Tally ERP9, Computation of Presumptive income & E Filing of ITR04, Computation of Partnership Firm & E Filing of ITR05 and Computation of Companies Return & E Filing of ITR06.		9
V	Online Registration for PAN, Problems in Return Filing: Latest (ITR1 to ITR 7), latest Problems in Audit.		8
Suggested Readings:			
1. Singhanai V.K: Students' Guide to Income Tax; Taxmann, Delhi.			
2. Mehrotra H.C: Income Tax Law & Accounts; Sahitya Bhawan, Agra. (Hindi and English)			
3. Girish Ahuja and Ravi Gupta: Systematic approach to income tax; Sahitya Bhawan Publications, New Delhi. (Hindi and English)			
4. Jain, R.K., Income Tax Law and Accounts (Hindi and English), SBPD Publications, Agra.			
Note- Latest edition of the text books should be used.			
This course can be opted as an elective by the students of following subjects: Open for all			
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:			
Assessment and Presentation of Assignment			(04 marks)
Class Test-I (Objective Questions)			(04 marks)

Class Test-II (Descriptive Questions)	(04 marks)
Class Test-III (Objective Questions)	(04 marks)
Class Test-IV (Descriptive Questions)	(04 marks)
Overall performance throughout the Semester (includes Attendance, behaviour, Discipline, Participation in Different Activities)	(05 marks)

CO-PO MAPPING MATRIX (SFC UG Programs)					
POs/ COs	CO1	CO2	CO3	CO4	CO5
PO1	S		M		L
PO2		S		M	M
PO3	M		S		
PO4	L	S	M	S	S
PO5		M		S	

Programme: All Undergraduate Degree	Year: Second	Semester: IV
Subject: Vocational (Taxation)		
Course Code:	Course Title: Corporate Tax	
Course Outcomes: After completing this course, a student will be able to:		
1. Develop an understanding on the basic concepts of Corporate tax law in India.		
2. Analyse the concept of setting up of a new enterprise and its tax management.		
3. Demonstrate about the various types of tax planning with reference to specific management decisions.		
4. Understand about the special provisions relating to non residents and transfer pricing.		
5. Develop an understanding on business restructuring and transfer of assets.		
Credits: 3	Core Compulsory / Elective: Compulsory	
Max. Marks:	Min. Passing Marks:	
Total No. of Lectures: 45		
Unit	Topics	No. of Lectures
I	Brief overview of corporate tax in India, Types of companies, Residential status of companies and tax incidence, Tax liability and minimum alternate tax, Tax on distributed profits	8
II	Tax planning with reference to setting up of a new business; Locational aspect, nature of business, form of organization; Tax planning with reference to financial management decision; Capital structure, dividend	9
III	Tax planning with reference to specific management decisions; Make or buy; own or lease; repair or replace; Tax planning with reference to employees remuneration; Tax planning with reference to receipt of insurance compensation; Tax planning with reference to distribution of assets at the time of liquidation.	12
IV	Special provisions relating to non-residents; double taxation relief; Provisions regulating transfer pricing; Advance rulings; Advance pricing agreement	6

V	Tax planning with reference to business restructuring Transfer of assets between holding and subsidiary companies. Case study - How Google, Apple, Amazon and other global corporations save billions in taxes due to cross-border structuring Case study of tax havens International tax structuring - Use of SPVs and tax havens Vodafone Case and subsequent amendment	10
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Suggested Readings:

1. Singhania, Vinod K. and Monica Singhania. Corporate Tax Planning. Taxmann Publications Pvt. Ltd., New Delhi.
2. Ahuja, Girish. and Ravi Gupta. Corporate Tax Planning and Management. Bharat Law House, Delhi
3. Acharya, Shuklendra and M.G. Gurha. Tax Planning under Direct Taxes. Modern Law Publication, Allahabad.
4. Mittal, D.P. Law of Transfer Pricing. Taxmann Publications Pvt. Ltd., New Delhi.

Note- Latest edition of the text books should be used.

This course can be opted as an elective by the students of following subjects: **Open for all**

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:

	Assessment and Presentation of Assignment	(04 marks)	
	Class Test-I (Objective Questions)	(04 marks)	
	Class Test-II (Descriptive Questions)	(04 marks)	
	Class Test-III (Objective Questions)	(04 marks)	
	Class Test-IV (Descriptive Questions)	(04 marks)	
	Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)	(05 marks)	

CO-PO MAPPING MATRIX (SFC UG Programs)

POs/ COs	CO1	CO2	CO3	CO4	CO5
PO1	S	W		W	
PO2		M		S	
PO3	M		S		M
PO4		S	M		M
PO5	L		S	M	S

Programme: All Undergraduate Degree	Year: Second	Semester: III
Subject: Vocational (Taxation)		
Course Code:	Course Title: Goods and Service Tax	
Course Outcomes: After completing this course, a student will be able to:		
1. Develop an understanding on the basic concepts of GST.		
2. Analyse the concept of Input tax credit, return for regular and composite dealer.		
3. Demonstrate about the various types of accounts and records of invoices.		
4. Understand about the appellate tribunal, various offences, penalties and prosecution.		
5. Develop an understanding on GST filing with the help of Tally ERP9.		
Credits: 3	Core Compulsory / Elective: Compulsory	
Max. Marks:	Min. Passing Marks:	
Total No. of Lectures: 45		
Unit	Topics	No. of Lectures
I	Introduction to GST, Taxable Event Supply, Supply on Levy, Place of Supply, Value of Supply, Export & Import, E-Way Bills, Registrations	8
II	Input Tax Credit & ITC04: Transitional Provisions Job Work, Various Return Under GST Law: A. Return for Regular GST Dealer (Practical Demonstration and hands on Practice by Participants): 1- GSTR- BB, 2- GSTR-1, 3- GSTR-9, 4- GSTR 9C, 5- GSTR 2A & GSTR 3B. B.Return for Composite Dealer: 1- GSTR-4, 2- CPM-08	12
III	Account & Records Invoice: Tax Payments, Time of Supply Returns (All), Refunds of GST Paid, Return under GST, Annual Return and Annual Audit in GST	8
IV	Appellate Level in GST, Advance Ruling and Appellate Authority, Offences, Penalties, Prosecution in GST Litigation Management, Audit & Assessments, E commerce TCS, Demand & Recovery, Acts & Law	8

V	GST Filing with Tally ERP9: How will GST work in Tally ERP9?, Introduction to GST Invoice, Invoice format under GST Regime, File GSTR3B from Tally ERP9, File GSTR1 using Tally ERP9, Generate E way Bills using Tally ERP9, How to Pass Accounting Entries under GST, Point of Sale (POS)	9
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Suggested Readings:

1. Malhotra XE and Agarwal goods and services tax Agra India Sahitya Bhawan Publication English and Hindi
2. Bansal K. M. GST Customer law taxman Publication private limited University edition
3. RK Singh PK a bird's eye view of GST Asia law house
4. Singhanian VK student's guide to GST and customs law taxman Publication private limited University edition
5. Gupta & Maheshwari, Tyagi Goods and Services Tax, SBPD PUBLISHING HOUSE, AGRA

Note- Latest edition of the text books should be used.

This course can be opted as an elective by the students of following subjects: **Open for all**

Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment

and Class Tests. The marks shall be as follows:

	Assessment and Presentation of Assignment	(04 marks)	
	Class Test-I (Objective Questions)	(04 marks)	
	Class Test-II (Descriptive Questions)	(04 marks)	
	Class Test-III (Objective Questions)	(04 marks)	
	Class Test-IV (Descriptive Questions)	(04 marks)	
	Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)	(05 marks)	

CO-PO MAPPING MATRIX (SFC UG Programs)

POs/ COs	CO1	CO2	CO3	CO4	CO5
PO1	S	W		W	
PO2		M		S	
PO3	M		S		M
PO4		S	M		M
PO5			S	M	S

DETAILED COURSE OUTLINES

Co-Curricular (Minor)

(provided by Uttar Pradesh Higher Education Department)



Department of Higher Education

U.P. Government, Lucknow

National Education Policy-2020

Common Minimum Syllabus for all U.P. State Universities

Co-curricular course: Semester-1

Course Title: Food, Nutrition and Hygiene

Name	Designation	Affiliation
Steering Committee		
Mrs. Monika S. Garg, (I.A.S.), Chairperson Steering Committee	Additional Chief Secretary	Dept. of Higher Education U.P., Lucknow
Prof. Poonam Tandan	Professor, Dept. of Physics	Lucknow University, U.P.
Prof. Hare Krishna	Professor, Dept. of Statistics	CCS University Meerut, U.P.
Dr. Dinesh C. Sharma	Associate Professor	K.M. Govt. Girls P.G. College Badalpur, G.B. Nagar, U.P.

Syllabus Developed by:

S. No.	Name	Designation	Department	College/ University
1	Dr. Nitu Singh Subject Expert	Associate Professor	Home Science	H.N.B.G.P.G.College, Naini, Prayagraj
2	Dr. Shivani Verma Subject Expert	Associate Professor	Home Science	K.M.G.G.P.G.College, Badalpur, G.B.Nagar

Programme /Class: Certificate	Year: First	Semester: First
Co-Curricular Course		
Course Code: Z010101T	Course Title: Food, Nutrition and Hygiene	
Course outcomes:		
To learn the basic concept of the Food and Nutrition		
To study the nutritive requirement during special conditions like pregnancy and lactation		
To learn meal planning		
To learn 100 days Nutrition Concept		
To study common health issues in the society		
To learn the special requirement of food during common illness		
Credits: 2		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures
I	Concept of Food and Nutrition (a) Definition of Food, Nutrients, Nutrition, Health, balanced Diet (b) Types of Nutrition- Optimum Nutrition, under Nutrition, Over Nutrition (c) Meal planning- Concept and factors affecting Meal Planning	8
II	(d) Food groups and functions of food Nutrients: Macro and Micro RDA, Sources, Functions, Deficiency and excess of (a) Carbohydrate	7

	(c) Protein (d) Minerals Major: Calcium, Phosphorus, Sodium, Potassium Trace: Iron, Iodine, Fluorine, Zinc (e) Vitamins Water soluble vitamins: Vitamin B, C Fat soluble vitamins: Vitamin A, D, E, K (f) Water (g) Dietary Fibre	
III	1000 days Nutrition (a) Concept, Requirement, Factors affecting growth of child Prenatal Nutrition (0 - 280 days): Additional Nutrients' Requirement (b) and risk factors during pregnancy (c) Breast / Formula Feeding (Birth – 6 months of age)	8
IV	Complementary and Early Diet (6 months – 2 years of age) (a) Causes of common diseases prevalent in the society and Nutrition requirement in the following: Diabetes Hypertension (High Blood Pressure) Obesity Constipation Diarrhea Typhoid (b) National and International Program and Policies for improving Dietary Nutrition (c) Immunity Boosting Food	7
Suggested Readings: 1. Singh, Anita, "Food and Nutrition", Star Publication, Agra, India, 2018. 2. 1000Days-Nutrition_Brief_Brain-Think_Babies_FINAL.pdf 3. https://pediatrics.aappublications.org/content/141/2/e20173716 4. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5750909/ 5. Sheel Sharma, Nutrition and Diet Therapy, Peepee Publishers Delhi, 2014, First Edition.		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses: https://www.udemy.com/course/internationally-accredited-diploma-certificate-in-nutrition Diploma in Human Nutrition-Revised Offered by Alison		



Department of Higher Education

U.P. Government, Lucknow

National Education Policy-2020

Common Minimum Syllabus for all U.P. State Universities

Co-curricular course: Semester-2

Course Title: First Aid and Health

Name	Designation	Affiliation
Steering Committee		
Mrs. Monika S. Garg, (I.A.S.), Chairperson Steering Committee	Additional Chief Secretary	Dept. of Higher Education U.P., Lucknow
Prof. Poonam Tandan	Professor, Dept. of Physics	Lucknow University, U.P.
Prof. Hare Krishna	Professor, Dept. of Statistics	CCS University Meerut, U.P.
Dr. Dinesh C. Sharma	Associate Professor	K.M. Govt. Girls P.G. College Badalpur, G.B. Nagar, U.P.

Syllabus Developed by:

S. No.	Name	Designation	Department	College/ University
1	Dr. Monisha Banerjee	Professor & Dean, Research	Zoology	University of Lucknow, Lucknow
2	Dr. Dinesh C. Sharma	Associate Professor	Zoology	K.M. Govt. Girls P.G. College Badalpur, G.B. Nagar, U.P.

Co-curricular course

Programme/Class: Certificate		Year: First	Semester: Second
Co-Curricular Course			
Course Code: Z020201		Course Title: First Aid and First Aid and Health	
Course outcomes: <i>Learn the skill needed to assess the ill or injured person.</i> <i>Learn the skills to provide CPR to infants, children and adults.</i> <i>Learn the skills to handle emergency child birth</i> <i>Learn the Basic sex education help young people navigate thorny questions responsibly and with confidence.</i> <i>Learn the Basic sex education help youth to understand Sex is normal. It's a deep, powerful instinct at the core of our survival as a species. Sexual desire is a healthy drive.</i> <i>Help to understand natural changes of adolescence</i> <i>Learn the skill to identify Mental Health status and Psychological First Aid</i>			
Credits: 2 (1Theory+1 Practical)		Compulsory	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0			
Unit	Topics		No. of Lectures Total= 15 Theory+ 30 Practical
I	A. Basic First Aid Aims of first aid & First aid and the law. Dealing with an emergency, Resuscitation (basic CPR). Recovery position, Initial top to toe assessment. Hand washing and Hygiene Types and Content of a First aid Kit B. First AID Technique Dressings and Bandages. Fast evacuation techniques (single rescuer). Transport techniques. C. First aid related with respiratory system		2 (Theory) 10 (Practical)

	Basics of Respiration.	
	<p>No breathing or difficult breathing, Drowning, Choking, Strangulation and hanging, Swelling within the throat, Suffocation by smoke or gases and Asthma.</p> <p>D. First aid related with Heart, Blood and Circulation Basics of The heart and the blood circulation. Chest discomfort, bleeding.</p> <p>D. First aid related with Wounds and Injuries Type of wounds, Small cuts and abrasions Head, Chest, Abdominal injuries Amputation, Crush injuries, Shock</p> <p>E. First aid related with Bones, Joints Muscle related injuries Basics of The skeleton, Joints and Muscles. Fractures (injuries to bones).</p>	
II	<p>F. First aid related with Nervous system and Unconsciousness Basics of the nervous system. Unconsciousness, Stroke, Fits – convulsions – seizures, Epilepsy.</p> <p>G. First aid related with Gastrointestinal Tract Basics of The gastrointestinal system. Diarrhea, Food poisoning.</p> <p>H. First aid related with Skin, Burns Basics of The skin. Burn wounds, Dry burns and scalds (burns from fire, heat and steam). Electrical and Chemical burns, Sun burns, heat exhaustion and heatstroke. Frost bites (cold burns), Prevention of burns, Fever and Hypothermia.</p> <p>I. First aid related with Poisoning Poisoning by swallowing, Gases, Injection, Skin</p> <p>J. First aid related with Bites and Stings Animal bites, Snake bites, Insect stings and bites</p> <p>K. First aid related with Sense organs Basic of Sense organ. Foreign objects in the eye, ear, nose or skin. Swallowed foreign objects.</p> <p>L. Specific emergency satiation and disaster management Emergencies at educational institutes and work Road and traffic accidents. Emergencies in rural areas. Disasters and multiple casualty accidents. Triage.</p> <p>M. Emergency Child birth</p>	<p>2 (Theory) 10 (Practical)</p>
III	<p>Basic Sex Education Overview, ground rules, and a pre-test Basics of Urinary system and Reproductive system. Male puberty — physical and emotional changes Female puberty — physical and emotional changes Male-female similarities and differences Sexual intercourse, pregnancy, and childbirth Facts, attitudes, and myths about LGBTQ+ issues and identities Birth control and abortion Sex without love — harassment, sexual abuse, and rape Prevention of sexually transmitted diseases.</p>	<p>9 (Theory)</p>
IV	<p>Mental Health and Psychological First Aid What is Mental Health First Aid? Mental Health Problems in the India The Mental Health First Aid Action Plan Understanding Depression and Anxiety Disorders Crisis First Aid for Suicidal Behavior & Depressive symptoms</p>	<p>2 (Theory) 10</p>

	<p>What is Non-Suicidal Self-Injury?</p> <p>Non-crisis First Aid for Depression and Anxiety</p> <p>Crisis First Aid for Panic Attacks, Traumatic events</p> <p>Understanding Disorders in Which Psychosis may Occur</p> <p>Crisis First Aid for Acute Psychosis</p>	(Practical)
	<p>Suggested Readings:</p> <p>Indian First Aid Manual- https://www.indianredcross.org/publications/FA-manual.pdf Red Cross First Aid/CPR/AED Instructor Manual</p> <ul style="list-style-type: none"> • https://mhfa.com.au/courses/public/types/youthedition4 • Finkelhor, D. (2009). The prevention of childhood sexual abuse. Durham, NH: Crimes Against Children Research Center. www.unh.edu/ccrc/pdf/CV192.pdf • Kantor L. & Levitz N. (2017). Parents' views on sex education in schools: How much do Democrats and Republicans agree? PLoS ONE, 12 (7): e0180250. • Orenstein, P. (2016). Girls and sex: Navigating the complicated new landscape. New York, NY: Harper. • Schwietershausen, E. (2015, May 28). The Cut. www.thecut.com/2015/05/most-women-are-catcalled-before-they-turn-17.html • Wiggins, G. & McTighe, J. (2008). Understanding by design. Alexandria, VA: ASCD. • https://marshallmemo.com/marshall-publications.php#8 	
	<p>https://www.redcross.org/take-a-class/first-aid/first-aid-training/first-aid-onlinehttps://www.firstaidforfree.com/</p> <p>https://www.coursera.org/learn/psychological-first-aid</p> <p>https://www.coursera.org/learn/mental-health</p>	
	<p>Further Suggestions:.....</p>	



Department of Higher Education

U.P. Government, Lucknow

National Education Policy-2020

Common Minimum Syllabus for all U.P. State Universities

Co-curricular course: Semester-3

Course Title: Physical Education and Yoga





Name	Designation	Affiliation
Steering Committee		
Mrs. Monika S. Garg, (I.A.S.), Chairperson Steering Committee	Additional Chief Secretary	Dept. of Higher Education U.P., Lucknow
Prof. Poonam Tandan	Professor, Dept. of Physics	Lucknow University, U.P.
Prof. Hare Krishna	Professor, Dept. of Statistics	CCS University Meerut, U.P.
Dr. Dinesh C. Sharma	Associate Professor	K.M. Govt. Girls P.G. College Badalpur, G.B. Nagar, U.P.








Syllabus Developed by:

Name	Designation	Department	College/ University
Dr. Sheel Dhar Dubey	Assistant Professor	Physical education	DDU Govt. PG Collage, Lucknow
Dr. Gunjan Shahi	Assistant Professor	Physical education	MBP Govt. PG Collage, Lucknow

Syllabus: Physical Education and Yoga

Programme: Certificate	Year: First	Semester: Forth
Co-Curricular Course		
Course Code: Z040401	Course Title: Physical Education and Yoga	
Course outcomes: Students will learn the introduction of Physical Education, Concept of fitness and wellness, Weight management and lifestyle of an individual. The student will also learn about the relation of Yoga with mental health and value Education. In this course student will also learn about the aspects of the Traditional games of India.		
Credits: 2		Compulsory
Max. Marks: 25+75		Min. Passing Marks:
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		
Unit	Topics	No. of Lectures Total=30
I	Physical Education: Meaning, Definition, Aim and Objective. Misconception About Physical Education. Need, Importance and Scope of Physical Education in the Modern Society. Physical Education Relationship with General Education. Physical Education in India before Independence. Physical Education in India after Independence.	6 Theory

II	<p>Concept of Fitness and Wellness: Meaning, Definition and Importance of Fitness and Wellness. Components of Fitness. Factor Affecting Fitness and Wellness.</p> <p>Weight Management: Meaning and Definition of Obesity. Causes of Obesity. Management of Obesity. Health problems due to Obesity.</p> <p>Lifestyle: Meaning, Definition, Importance of Lifestyle. Factor affecting Lifestyle. Role of Physical activity in the maintains of Healthy Lifestyle.</p>	5 Theory 3 Practical
III	<p>Yoga and Meditation: Historical aspect of yoga. Definition, types scopes & importance of yoga. Yoga relation with mental health and value education. Yoga relation with Physical Education and sports. Definition of Asana, differences between asana and physical exercise. Definition and classification of pranayama. Difference between pranayama and deep breathing.</p> <p>Practical: Asana, Suraya-Namaskar, Bhujang Asana, Naukasana, Halasana, Vajrasana, Padmasana, Shavasana, Makrasana, Dhanurasana, Tad Asana. Pranayam: Anulom, Vilom.</p>	2 Theory 6 Practical
IV	<p>Traditional Games of India: Meaning. Types of Traditional Games-  Gilli- Danda  Kanche  Stapu  Gutte, etc. Importance/ Benefits of Traditional Games.</p> <p>How to Design Traditional Games.</p> <p>Recreation in Physical Education: Meaning, Definition of Recreation. Scope and Importance of Recreation. General Principles of Recreation. Types of Recreational Activities.</p>	2 Theory 6 Practical
<p>Aerobics and Zumba.(Fir India Movement)</p> <p>Suggested Readings: Singh, Ajmer, Physical Education and Olympic Abhiyan, “Kalayani Publishers”, New Delhi, Revised Addition, 2006</p> <p>Patel, Shri krishna, Physical Education, “Agrawal Publishers”, Agra, 2014-15</p> <p>Panday, Preeti, Sharirik Shiksha Sankalan, “ Khel Sanskriti Prakashan, Kanpur</p>		

<p>  Kamlesh M.L., “Physical Education, Facts and foundations”, Faridabad P.B. Publications.  B.K.S. Yengar, &quot;Light and Yog. Yoga Deepika&quot;, George Allen of Unwin Ltd., London,1981.  BrajBilari Nigam, Yoga Power &quot;TheKpath of Personal achievement&quot; Domen and Publishers, New Delhi, 2001.  Indira Devi, &quot;Yoga for You&quot;, Gibbs, Smith Publishers, Salt Lake City, 2002 Domenand Publishers, New Delhi - 2001.  Jack Peter, &quot;Yoga Master the Yogic Powers&quot;, Abhishek Publications, Chandigarh, 2004.  Janice Jerusalem, &quot;A Guide To Yoga&quot; Parragon Bath, Baiihe-2004.  नारंग,प्रियंका,परम्परागत भारतीय खेल," स्पोर्ट्स पब्ललके शन",नई दिल्ली, 2007 </p>
<p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> ➤ Assignments (10) ➤ Presentation (10) ➤ Attendance (5) ➤ Final exam (75)
<p>Suggested equivalent online courses:</p> <p>IGNOU.</p> <p>Rajarshi Tandan Open University.</p>
<p>Further Suggestions:.....</p>



Department of Higher Education

U.P. Government, Lucknow

National Education Policy-2020

Common Minimum Syllabus for all U.P. State Universities

Co-curricular course: Semester-4

Course Title: Human Values and Environment studies

Name	Designation	Affiliation
Steering Committee		
Mrs. Monika S. Garg, (I.A.S.), Chairperson Steering Committee	Additional Chief Secretary	Dept. of Higher Education U.P., Lucknow
Prof. Poonam Tandan	Professor, Dept. of Physics	Lucknow University, U.P.
Prof. Hare Krishna	Professor, Dept. of Statistics	CCS University Meerut, U.P.
Dr. Dinesh C. Sharma	Associate Professor	K.M. Govt. Girls P.G. College Badalpur, G.B. Nagar, U.P.

Syllabus Developed by:

S.No.	Name	Designation	Department	College University
1.	Dr. Ajai Prakash	Astt. Professor	Business Administration	University of Lucknow
2.	Dr. Manuka Khanna	Professor	Political Science	University of Lucknow
3.	Dr. Amita Kannuajia	Professor	Zoology	University of Lucknow
4.	Dr. Rashi Kesh	Sr. Astt. Professor	HRD, FMS	VBS Purvanchal University, Jaunpur
5.	Dr. Jyoti Prakash	Sr. Astt. Professor	Amity Institute of Biotechnology	Amity University, Lucknow

Syllabus: Human Values and Environment studies

Programme/Class: Certificate	Year: Second	Semester: Third
Co-Curricular Course		
Course Code: Z030301	Course Title: Human Values and Environment studies	
<p>Course outcomes:</p> <p>The mission of the course on Human Values and Environmental Studies is to create morally articulate solutions to be truthful and just and to become responsible towards humanity. The course seeks to establish a continuous interest in the learners to improve their thought process with intent to develop a new generation of responsible citizens capable of addressing complex challenges faced by the society due to disruptions in human interactions effecting human values. This course works towards</p> <ul style="list-style-type: none">Building fundamental knowledge of the interplay of markets, ethics, and law, Look at various challenges faced by individual to counter unethical issuesLook at core concepts for business ethicsLook at core concepts of anti-corruptionLook at core concepts for a morally articulate solution evolver to management issues in general, Issues of sustainable development for a better environment.To know how environmental degradation has taken place.Be aware of negotiations and international efforts to save environment. How to develop sustainably?Efforts taken up by UN in Sustainable Development.		

<p>Efforts taken by India in Sustainable Development.</p> <p>The course intends to create a sense of how to be more responsible towards the environment. Upon finishing of the course students will be able to come up with using ethical reasoning for decision making and frame ethical issues as well as operationalise ethical choices. The course integrates various facets of human values and environment.</p>		
Credits: 2		
Max. Marks: 100		Min. Passing Marks:40
<p>Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0</p> <p>As the course requires two areas of Human Values and Environment Studies institutions can even opt for a parallel delivery</p>		
Unit	Topics	No. of Lectures Total=30
	Human Values- Introduction- Values, Characteristics, Types ,Developing Value system in Indian Organisation , Values in Business Management , value based Organisation , Trans –cultural Human values in Management. Swami Vivekananda's philosophy of Character Building, Gandhi's concept of Seven Sins, APJ Abdul Kalam view on role of parents and Teachers.	02
	Human Values and Present Practices – Issues : Corruption and Bribe , Privacy Policy in Web and Social Media, Cyber threats ,Online Shopping etc. Remedies UK	02
	I Bribery Act, Introduction to sustainable policies and practices in Indian Economy.	03
	Principles of Ethics Secular and Spiritual Values in Management- Introduction- Secular and Spiritual values, features , Levels of value Implementation. Features of spiritual Values , Corporate Social Responsibility- Nature, Levels ,Phases and Models of CSR, Corporate Governance. CSR and Modern Business Tycoons Ratan Tata, Azim Premji and Bill Gates.	
II	Holistic Approach in Decision making- Decision making, the decision making process , The Bhagavad Gita: Techniques in Management , Dharma and Holistic Management.	03
	Discussion through Dilemmas –	03
	Dilemmas in Marketing and Pharma Organisations , moving from Public to Private – monopoly context , Dilemma of privatisation, Dilemma on liberalization, Dilemma on social media and cyber security , Dilemma on Organic food , Dilemma on standardization ,Dilemma on Quality standards. Case Studies	02
III	Ecosystem: Concept, structure & functions of ecosystem : producer, consumer, decomposer, foodweb, food chain, energy flow, Ecological pyramids Conservation of Biodiversity- In-situ & Ex- situ conservation of biodiversity Role of individual in Pollution control Human Population & Environment Sustainable Development India and UN Sustainable Development Goals Concept of circular economy and entrepreneurship	7
IV	Environmental Laws? International Advancements in Environmental Conservation Role of National Green Tribunal Air Quality Index	8

	Importance of Indian Traditional knowledge on environment Bio assessment of Environmental Quality Environmental Management System Environmental Impact Assessment and Environmental Audit	
<p style="text-align: center;">Suggested Readings:</p> <ol style="list-style-type: none"> 1. A foundation course in Human Values and Professional Ethics by RR. Gaur, R. Sangal et.al 2. JUSTICE: What's the Right Thing to Do? Michael J. Sandel. 3. Human Values by A. N. Tripathi New Age International 4. Environmental Management by N.K. Uberoi 5. https://www.un.org/sustainabledevelopment/sustainable-development-goals/ 6. https://www.india.gov.in/my-government/schemes 7. https://www.legislation.gov.uk/ukpga/2010/23/contents 8. Daniel Kahneman, Thinking, Fast and Slow; Allen Lane Nov 2011 ISBN: 9780141918921 <p>Suggested Continuous Evaluation Methods:</p> <p>In addition to the theoretical inputs the course will be delivered through case studies and dilemmas. Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning. The course participants can be evaluated on the following structure.</p> <ul style="list-style-type: none"> ➤ Assignments (10) ➤ Presentation (10) ➤ Attendance (5) ➤ Final exam (75) 		



Department of Higher Education U.P. Government, Lucknow

National Education Policy-2020
Common Minimum Syllabus for all U.P. State Universities

Co-curricular course: Semester-5

Course Title: Analytic Ability and Digital Awareness

Name	Designation	Affiliation
Steering Committee		
Mrs. Monika S. Garg, (I.A.S.), Chairperson Steering Committee	Additional Chief Secretary	Dept. of Higher Education U.P., Lucknow
Prof. Poonam Tandan	Professor, Dept. of Physics	Lucknow University, U.P.
Prof. Hare Krishna	Professor, Dept. of Statistics	CCS University Meerut, U.P.
Dr. Dinesh C. Sharma	Associate Professor	K.M. Govt. Girls P.G. College Badalpur, G.B. Nagar, U.P.

Syllabus Developed by:

S. N.	Name	Designation	Department	College/ University
1	Dr. Raj Kumar	Head	Mathematics, Faculty of Engg. & Technology	Veer Bahadur Singh Purvanchal Univ. Jaunpur- 222003 UP
2	Prof. Ashutosh Gupta	Director/ Professor	School of Science	U.P.Rajarshi Tandon Open University, Prayagraj
3	Prof. Manu Pratap Singh	Professor	Dept. of Computer Science	Dr. B. R. Ambedkar University, Agra
4	Dr. Brajesh Kumar	Associate Professor	Dept. of CS & IT	MJP Rohilkhand University, Bareilly

Co-Curricular Course name: Analytic Ability and Digital Awareness

Programme/Class: Bachelor of Science		Year: Third	Semester: Fifth
Subject: <u>Co-Curricular Course</u>			
Course Code: Z050501		Course Title: Analytic Ability and Digital Awareness	
Course outcomes (Analytic Ability):			
CO 1: Familiarize with analogy, number system, set theory and its applications, number system and puzzles.			
CO 2: To understand the basics of Syllogism, figure problems, critical and analytical reasoning.			
CO 3: Familiarize with word processing application and work-sheet.			
CO 4: To understand the basics of web surfing and cyber security.			
Credits: 2		Co-Curricular	
Max. Marks: 25+75		Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): 2-0-0			
Unit	Topic		No. of Lectures
I	Alphabet test, Analogy, Arithmetic Reasoning, Blood relations, Coding and Decoding, Inequalities, Logical Venn diagram, Seating Arrangements, Puzzles and Missing numbers		6L+2T+0P
II	Syllogism, Pattern completion and figure series, Embedded Figure and counting of figures, Cube & Dice, Paper cutting and folding, Data sufficiency, Course of Action, Critical Reasoning, Analytical and decision making		5L+2T+0P

III	<p>Computer Basics: Block diagram of Digital Computer, Classification of Computers, Memory System, Primary storage, Auxiliary memory, Cache memory, Computer Software (System/Application Software),</p> <p>MS Word Basics: The word screen, Getting to word documents, typing and Revising text, Finding and Replacing, Editing and Proofing tools, Formatting text characters, Formatting Paragraph, Document templates., Page set up, tables, Mail Merge, Macros, protecting documents, printing a document.</p> <p>MS-Excel Introduction, Worksheet basics, Creating worksheet, Heading information, Data & Text, Date & Time, Alphanumeric values, Saving & quitting worksheet, Opening and moving around in an existing worksheet, Toolbars and Menus, Excel shortcut and function keys, Working with single and multiple workbook, Working with formulae & cell referencing, Auto sum, coping formulae, Absolute & relative addressing, Worksheet with ranges, Formatting of worksheet, Previewing & Printing worksheet, Graphs and charts, Database, Creating and using macros, Multiple worksheets- concepts</p> <p>Introduction of Open Source Applications: LibreOffice, OpenOffice and Google Docs etc.</p>	2T+3P+3P
IV	<p>Web Surfing: An overview: working of internet, browsing the internet, E-Mail, Components of E-Mail Address book trouble shooting in E-mail, Browsers: Netscape Navigator, Microsoft Internet Explorer, Google Chrome, Mozilla Firefox, Tor, Search Engines like Google, DuckDuckGo etc., Visiting websites, Downloading.</p> <p>Cyber Security: Introduction to Information System, Type of information system, CIA model Security, Cyber Security, phishing, spamming fake news, general issues related to cyber security, Business Need, Ethical and Professional issues of security.</p>	
	<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Sharma, A., "How to prepare for Data Interpretation and Logical Reasoning for the CAT" McGraw Hill Education Pvt. Ltd., New Delhi, India, 2011, Ed. 5, ISBN 978 2007 070 481 2. Aggarwal, R.S., "A Modern Approach to Verbal and Non-verbal Reasoning" S. Chand Publishers New Delhi, India, 2010, ISBN 10: 8121905516 3. Madan, Sushila, Introduction to Essential tools, Jain Book Agency, New Delhi/India, 2009, 5th ed. 4. Goel, Anita, Computer Fundamentals, Pearson Education, India, 2012 5. Michael E. Whitman and Herbert J. Mattord, "Principles of Information Security," Sixth Edition, Cengage Learning, 2017 <p>Note: Course Books published in Hindi may be prescribed by the Universities.</p>	
	<p>This course can be opted as an elective by the students of following subjects: "Co-Curricular"</p>	
	<p>Suggested Continuous Evaluation Methods: Max. Marks: 25</p> <p>1. Assessment Type: Class Tests (Max. Marks 14)</p> <p>Suggested Usage: Include all types of questions- essay, short answer, objective; Design to test all levels of domain; Exam Blue Print be prepared to ensure inclusion of all types & levels of questions and proper sampling of content; Marking Criteria made known to students; Teacher should provide written feedback selectively and discuss answers in the class; Only Role/Code numbers, not names be written to avoid bias in marking; Display of model answer copies.</p> <p>After Completion of Unit I and Unit II, a first class test of max. marks of 7</p>	

	<p>shall be conducted. After Completion of Unit III and IV, a second class test of max. marks of 7 shall be conducted.</p> <p>If any student does not appear in any one or both class test, a makeup test shall be conducted of max. marks of 5 instead of total 14 marks.</p> <p>2. Assessment Type: Quizzes/ Objective Tests / Recognition Type (such as MCQs; True or False; Matching; Classifying) / Recall Type -Filling Blanks; One word / Phrase Answers (Max Marks: 5)</p> <p>Suggested Usage: Teachers be trained in construction, advantages, disadvantages and precautions while preparing different types of objective items; Go beyond factual information to High Order Thinking (HOT) Skills. It shall be “End of the class quiz”.</p> <p>3. Assessment Type: Assignments (Max Marks: 4)</p> <p>Suggested Usage: Some class assignments shall be given to students at the end of each Unit. Note making techniques be taught to students; Not just direct questions from notes, but application analysis and synthesis of that knowledge.</p> <p>4. Assessment Type: Group Discussion (Max. marks: 2)</p>	
	Course pre-requisites: None	
	Suggested equivalent online courses:	
	Further Suggestions: None	



Department of Higher Education U.P. Government, Lucknow

National Education Policy-2020
Common Minimum Syllabus for all U.P. State Universities

Co-curricular course: Semester-6

Course Title: Communication Skills and Personality Development

Name	Designation	Affiliation
Steering Committee		
Mrs. Monika S. Garg, (I.A.S.), Chairperson Steering Committee	Additional Chief Secretary	Dept. of Higher Education U.P., Lucknow
Prof. Poonam Tandan	Professor, Dept. of Physics	Lucknow University, U.P.
Prof. Hare Krishna	Professor, Dept. of Statistics	CCS University Meerut, U.P.
Dr. Dinesh C. Sharma	Associate Professor	K.M. Govt. Girls P.G. College Badalpur, G.B. Nagar, U.P.

Syllabus Developed by:

S.N.	Name	Designation	Department	College/ University
1	Dr. Rachana Singh	Associate Professor	Psychology	Agra College, Agra
2	Mrs. Abha Chaudhary	Senior Trainer - India	Grooming and Personality Development	Aero Aviation Academy, Chandigarh

Co-curricular Certificate course 'Communication Skills and Personality Development'

Programme: Certificate	Year: Third	Semester: Sixth
Co-Curricular Course		
Course Code: Z060601	Course Title: Communication Skills and Personality Development	
<p>To understand the concept of Personality.</p> <p>To learn what personal grooming pertains.</p> <p>To learn to make good resume and prepare effectively for interview.</p> <p>To learn to perform effectively in group discussions.</p> <p>To explore communication beyond language.</p> <p>To learn to manage oneself while communicating.</p> <p>To acquire good communication skills and develop confidence.</p>		
Credits: 2	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 2-0-0		

Unit	Topics	No. of Lectures Total=30
I	<p><i>PERSONALITY AND PERSONAL GROOMING</i></p> <p>Understanding Personality Definition and Meaning of Personality Types of Personality Components of Personality Determinants of Personality Assessment of Personality</p> <p>Grooming Self Dress for success Make up & skin care Hair care & styles for formal look Art of accessorizing Oral Hygiene</p>	<p>7</p> <p>All topics will include practical learning</p>
II	<p><i>INTERVIEW PREPARATION AND GROUP DISCUSSION</i></p> <p>Meaning and Types of Interview [Face to Face, Telephonic, Video] Interview procedure [Opening, Listening, Closure] Preparation for Interview Resume Writing LinkedIn Etiquette Meaning and methods of Group Discussion Procedure of Group Discussion. Group Discussion simulation Group discussion common error</p>	<p>8</p> <p>Mock Interviews Included</p>
III	<p><i>BODY LANGUAGE AND BEHAVIOUR</i></p> <p>Concept of human behavior Individual and group behavior Developing Self-Awareness Behaviour and body language Dimensions of body language: Proxemics Haptics Oculesics Paralanguage Kinesics Sign Language Chromatics Chronemics Olfactics</p> <p>Cultural differences in Body Language Business Etiquette & Body language Body Language in the Post Corona Era Virtual Meeting Etiquette Social Media Etiquette</p>	<p>7</p>

IV	<p style="text-align: center;">ART OF GOOD COMMUNICATION</p> <p>Communication Process Verbal and Non-verbal communication 7 C's of effective communication Barriers to communication Paralinguistics Pitch Tone Volume Vocabulary Word stress Pause Types of communication Assertive Aggressive Passive Aggressive Listening Skills Questioning Skills Art of Small Talk Email Writing</p>	8
Suggested Readings:		
1. Cloninger, S.C., "Theories of Personality: Understanding Person", Pearson, New York, 2008, 5 th edition.		
2. Luthans F, "Organizational Behaviour", McGraw Hill, New York, 2005, 12 th edition.		
3. Barron, R.A. & Brian D, "Social Psychology", Prentice Hall of India, 1998, 8 th edition.		
4. Adler R.B., Rodman G. & Hutchinson C.C., "Understanding Human Communication", Oxford University Press: New York, 2011.		
5. Suggestive digital platforms web links-		
Suggested Continuous Evaluation Methods:		
Suggested equivalent online courses: Further Suggestions:		

Industrial Training / Survey Project

Programme: BBA (FIA)	Year: Third	Semester: Fifth
Subject:		
Course Code:	Course Title: Industrial Training	
Course outcomes: On completion of the course, students would be able to:		
1. Enhance their employability skills and become job-ready along with real corporate exposure.		
2. Enrich knowledge in one particular subject and technology.		
3. Increase self-confidence of students and be able to find their own proficiency		
4. Cultivate leadership ability and responsibility to perform or execute the given task.		
5. Get hands on practice within a real job situation.		
Credits: 3	Core Compulsory / Elective: Compulsory	
Max. Marks:	Min. Passing Marks:	
Duration of Training-30 Days		
Unit	Area	Duration of training
1	The 30 days Industrial Training Company provides training in HR, Marketing, Finance, Accounting domain with a combination of theory as well as practice knowledge of field. The objective of their training program is to enhance knowledge of the students on any one of the Trending technology and socio-economic environment according to the industry standards without which the student degree is a mere degree. This is done by making students work on live projects which equip them with the required skill.	30 Days
This course can be opted as an elective by the students of following subjects: Open for all		
Final project report at the end of training by Internal Faculty-(Maximum 100 Marks)		
Internal presentation and viva by External Faculty (Maximum 100 Marks) at the end of the semester.		

CO PO MAPPING MATRIX

POs/ COs	CO1	CO2	CO3	CO4	CO5
PO1	M		W		S
PO2		S		M	M
PO3	S		W		
PO4	S			M	S
PO5		M	S	W	

Programme: BBA (FIA)	Year: Third	Semester: Sixth			
Subject:					
Course Code:	Course Title: Field Project				
Course outcomes: On completion of the course, a student will be					
1. Enabled to cope up with the latest developments in contemporary, national and global level through effective transaction of the curricular and co-curricular aspects.					
2. Develop skills, learn problem-solving tools and professionalism essential for being successful					
3. Sensitized to his / her changing roles in society through awareness raising activities.					
4. To enhance his / her knowledge in one particular subject and technology.					
5. Self-confident and help himself in finding his own proficiency					
Credits: 3/6	Core Compulsory / Elective: Compulsory				
Max. Marks:	Min. Passing Marks:				
Duration of Field project-30 Days					
Unit	Area	Duration of training			
1	The Field project can be done in any field of HR, marketing, Finance, accounts domain based on primary or secondary database study. The objective of their project is to enhance knowledge of the students on research report writing in. This is done by making students work on live projects which equip them with the required skill needed for the corporate world. The project report writing is done by student and in end viva will be conducted by external faculty to assess	30 Days			
This course can be opted as an elective by the students of following subjects: Open for all					
Final project report at the end of training by Internal Faculty-(Maximum 100 Marks) Internal presentation and viva by External Faculty (Maximum 100 Marks) at the end of the semester.					
CO-PO MAPPING MATRIX					
POs/ COs	CO1	CO2	CO3	CO4	CO5
PO1	M		W		S
PO2		S		M	M
PO3	S		W		
PO4	S			M	S