

International School of business management

List of programs in international School of business management and their POs & PSOs & COs

A. International School of business management *provides B.COM degree in following programmes:*

1. B.Com Honours

Programme Outcomes Of B.COM.

- PO1. This program could provide Industries, Banking Sectors, Insurance Companies, Financing companies, Transport Agencies, Warehousing etc., well trained professionals to meet the requirements.
- PO2. After completing graduation, students can get skills regarding various aspects like Marketing Manager, Selling Manager, over all Administration abilities of the Company.
- PO3. Capability of the students to make decisions at personal & professional level will increase after completion of this course.
- PO4. Students can independently start up their own Business.
- PO5. Students can get thorough knowledge of finance and commerce
- PO6. The knowledge of different specializations in Accounting, costing, banking and finance with the practical exposure helps the students to stand in organization

B.COM - Program Specific Outcomes:

- **PSO1- Financial Accounting:** To enable the students to learn principles and concepts of Accountancy. Students are enabled with the Knowledge in the practical applications of accounting. To enable the students to learn the basic concepts of Partnership Accounting, and allied aspects of accounting. The student will get thorough knowledge on the accounting practice prevailing in partnership firms and other allied aspects. To find out the technical expertise in maintaining the books of accounts. To encourage the students about maintaining the books of accounts for further reference.
- **PSO2- Marketing and Salesmanship-** This course enables the students, the practical knowledge and the tactics in the marketing. To study and critically analyze the basic concepts and trends in Marketing. To aware of the recent changes in the field of marketing.
- **PSO3- Computer Concepts and applications** - To make students familiar with computer environment & operating systems To introduce students with accounting packages like tally. To develop skill and knowledge among students in applications of internet in education of commerce.
- **PSO4- Business Mathematics and Statistics-** To use and understand useful functions in business as well as the concept of EMI. To understand the different concept of population and sample and to make students familiar with Calculation of various types of averages and variation. To learn the applications of matrices in business. To understand the students to solve LPP to maximize the profit and to minimize the cost. To use regression analysis to estimate the relationship between two variables and to use frequency distribution to make decision. To understand the techniques and concept of different types of index numbers.
- **POS5 - Business Environment and Entrepreneurship-** To make the students aware about the Business and Business Environment. To develop entrepreneurial awareness among students. To motivate students to make

their mind set for thinking entrepreneurship as career.

- **POS6- Banking and Finance** - To familiar the students with the fundamentals of banking and thorough knowledge of banking operations. To build up the capability of students for knowing banking concepts and operations. To make the students aware of banking business and practices. To make understandable to the students regarding the new concepts introduced in the banking system.
- **POS7 Corporate Accounting** - This course aims to enlighten the students on the accounting procedures followed by the Companies. Student's skills about accounting standards will be developed. To make aware the students about the valuation of shares. To impart knowledge about holding company accounts, amalgamation, absorption and reconstruction of company

Course Outcome – B.Com

Course Outcome

Paper Code	BM 111
Paper Title	Principles of Economics
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about economics
CO 3	To have understanding about techniques and tools of economics

Course Outcome

Paper Code	BM 161
Paper Title	Monetary Theory and Institutions
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	1. To create an understanding regarding the topic
CO 2	2. To gain knowledge about money and monetary standards
CO 3	3. To have understanding about Value of money
CO 4	4. Role of commercial banks in india

Course Outcome

Paper Code	BM 163
Paper Title	Book Keeping and Fundamentals of Accounting
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the basic entries to record the transaction
CO 2	To gain knowledge about Final Accounts
CO 3	To have understanding about Depreciation
CO 4	To have understanding about Bills of Exchange

Course Outcome

Paper Code	BM 165
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Paper Title	Business Organization & Management
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding modern concept of Management
CO 2	To gain knowledge about Plant Location and Layout
CO 3	To Industrial Combination and Rationalization
CO 4	Able to analyze nature and Significance of Planning

Course Outcome

Paper Code	BM 169
Paper Title	Business Regulatory Framework
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about Special Contracts
CO 3	To have understanding about Law of Contract (1872)
CO 4	Able to analyze Negotiable Instrument Act 1881

Course Outcome

Paper Code	CP 105
Paper Title	Elementary Of Computers
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	give a general understanding of how a computer works
CO 2	Aware about operating system, various Computer Languages and number system
CO 3	Give a general understanding of Internet, information technology, e-commerce and Networks

Course Outcome

Paper Code	ES 101
Paper Title	Environmental Studies
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about Man and Environment
CO 3	To have understanding about Natural Resources

CO 4	Able to analyze Environmental Pollution
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Course Outcome

Paper Code	HS 101
Paper Title	Human Values & Ethics
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To help the students appreciate the essential complementarity between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.
CO 2	To facilitate the development of a Holistic perspective among students towards life, profession and happiness, based on a correct understanding of the Human reality and the rest of existence. Such a holistic perspective forms the basis of Value based living in a natural way.
CO 3	To highlight plausible implications of such a Holistic understanding in terms of ethical human conduct, trustful and mutually satisfying human behaviour and mutually enriching interaction with Nature.

Course Outcome

Paper Code	BM 162
Paper Title	Information Technology and Business Communication
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To gain knowledge about report writing
CO 2	To have understanding about IT in Business
CO 3	Able to know about computer Fundamentals

Course Outcome

Paper Code	BM 164
Paper Title	Financial Accounting
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about Accounting standards
CO 3	To have understanding about partnership accounting
CO 4	To have understanding about Company accounting

Course Outcome

Paper Code	BM 168
Paper Title	Commercial Documentation and Report Writing
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about Principals of Report writing
CO 3	To have understanding about Board's Report and Disclosures
CO 4	Able to Prepare Feasibility reports.

Course Outcome

Paper Code	BM 170
Paper Title	General Law and Practice
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about constitution of India
CO 3	To have understanding about various acts applicable in India

Course Outcome

Paper Code	BM 172
Paper Title	Business Statistics
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about Univariate data
CO 3	To have understanding about Bivariate data
CO 4	Able to know about Index Number

Course Outcome

Paper Code	BM 261
Paper Title	Auditing
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic

CO 2	To gain knowledge about Vouchers
CO 3	To have understanding about Qualified Report
CO 4	Able to understand verification and valuation of assets

Course Outcome

Paper Code	BM 263
Paper Title	Direct Tax –Income Tax
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about Taxation on Salary
CO 3	To have understanding about taxation on house property
CO 4	Able to analyse Business profession income and capital Gains

Course Outcome

Paper Code	BM 265
Paper Title	Company Law
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about company law
CO 3	To have understanding about audit
CO 4	Able to analyse different aspects of company working laws

Course Outcome

Paper Code	BM 269
Paper Title	Costing & Management Accounting
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about ratio analysis
CO 3	To have understanding about Cash Flow Statement
CO 4	Able to analyse different types of variances in material and labour

Course Outcome

Paper Code	BM 273
Paper Title	Indian Economic Laws
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge how patents are filed
CO 3	To have understanding about copyright law
CO 4	Able to analyse different aspects of pollution control

Course Outcome

Paper Code	BM 262
Paper Title	Indian capital market
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about risk management
CO 3	To have understanding about insurance policy
CO 4	Able to analyse different insurance product

Course Outcome

Paper Code	BM 264
Paper Title	Indirect Tax Laws
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about risk management
CO 3	To have understanding about insurance policy
CO 4	Able to analyse different insurance product

Course Outcome

Paper Code	BM 266
Paper Title	Advance Company Law
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about risk management
CO 3	To have understanding about insurance policy

CO 4	Able to analyse different insurance product
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Course Outcome

Paper Code	BM 268
Paper Title	Corporate Accounts
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding corporate Accounts
CO 2	To gain knowledge about company accounts
CO 3	To have understanding final accounts of a company
CO 4	Able to analyse amalgamation and liquidation of a company

Course Outcome

Paper Code	BM 272
Paper Title	Indian Securities Laws
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about risk management
CO 3	To have understanding about insurance policy
CO 4	Able to analyse different insurance product

Course Outcome

Paper Code	BM 321
Paper Title	Banking Framework
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about risk management
CO 3	To have understanding about insurance policy
CO 4	Able to analyse different insurance product

Course Outcome

Paper Code	BM 361
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Paper Title	Advance Company Account and Financial Analysis
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Develop and understand the nature and purpose of financial statements in relationship to decision making.
CO 2	Develop the ability to use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements
CO 3	Develop the ability to use a basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.
CO 4	Develop the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to a variety of audiences.

Course Outcome

Paper Code	BM 367
Paper Title	Company Law & Secretarial Practice
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about risk management
CO 3	To have understanding about insurance policy
CO 4	Able to analyse different insurance product

Course Outcome

Paper Code	BM 371
Paper Title	Due Diligence and Corporate Compliance Management
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about risk management
CO 3	To have understanding about insurance policy
CO 4	Able to analyse different insurance product

Course Outcome

Paper Code	BM 391
Paper Title	Financial Management
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>

CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about Accounting standards
CO 3	To have understanding about partnership accounting
CO 4	To have understanding about Company accounting

Course Outcome

Paper Code	BM 364
Paper Title	Financial , Treasury & Forex Management
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about Banking concept
CO 3	To have understanding about banking
CO 4	Able to analyse different banking product

Course Outcome

Paper Code	BM 366
Paper Title	Corporate Negotiations, Drafting, Appearances and Pleading
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Able to conceptualize insurance
CO 2	Able to know pros and cons of insurance plans
CO 3	Can make strategy according to consumers' need
CO 4	Capable to make various strategy

Course Outcome

Paper Code	BM 368
Paper Title	Corporate Restructuring
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about strategies for different organisations
CO 3	To have understanding about various alliances
CO 4	Able to analyze restructuring within the departments and their affects

Course Outcome

Paper Code	BM 327
Paper Title	Services Marketing
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about risk management
CO 3	To have understanding about insurance policy
CO 4	Able to analyse different insurance product

Course Outcome

Paper Code	BM 328
Paper Title	Advertising Management
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding of the basics of Advertising as an important promotional tool.
CO 2	To gain knowledge about Advertising planning, Creative Strategies, creativity in advertising , creative writing through different practical experiments and advertising simulation exercises performed in Marketing and advertising research lab.
CO 3	To have understanding about advertising planning and implementation techniques and media decision making.
CO 4	To learn to analyze different barriers to barriers to Advertising strategies and ways to solve them.
	To learn to analyze and evaluate advertising effectiveness

Course Outcome

Paper Code	BM 349
Paper Title	Banking Services Operation
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To discuss the banking system and structure in India
CO 2	To understand the nature of banker- customer relationship.
CO 3	To comprehend the technological up gradation and application in banking
CO 4	To provide an understanding of asset liability management in banks

Course Outcome

Paper Code	BM 304
Paper Title	Labor laws & Industrial Relation
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Identify employment law issues in factual scenarios;
CO 2	Articulate how courts balance employer and employee interests in the workplace
CO 3	. Explain employees' legal protections in the workplace
CO 4	. Apply employment law doctrine in novel factual settings;

Course Outcome

Paper Code	BM 311
Paper Title	Organization skills and change management
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about Business leadership
CO 3	To have understanding about different techniques
CO 4	Able to analyze different barriers to good leadership

Course Outcome

Paper Code	ES 101
Paper Title	Environmental Studies
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To create an understanding regarding the topic
CO 2	To gain knowledge about Man and Environment
CO 3	To have understanding about Natural Resources
CO 4	Able to analyze Environmental Pollution

Course Outcome

Paper Code	FD 102
Paper Title	Foundation Course
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	develop an understanding of the processes of change and development-both in terms of time and space, through which human societies have evolved

CO 2	make learners realize that the process of change is continuous and any event or phenomenon or issue cannot be viewed in isolation but in a wider context of time and space
CO 3	develop an understanding of contemporary India with its historical perspective, of the basic framework of the goals and policies of national development in independent India, and of the process of change with appropriate connections to world development
CO 4	help learners understand and cherish the values enshrined in the Indian Constitution and to prepare them for their roles and responsibilities as effective citizens of a democratic society

Course Outcome

Paper Code	EN 103
Paper Title	English Language
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	to develop greater confidence and proficiency in the use of language skills necessary for social and academic purpose
CO 2	to identify the central/main point and supporting details, etc., to build communicative competence in various registers of English
CO 3	to promote advanced language skills with an aim to develop the skills of reasoning, drawing inferences, etc. through meaningful activities
CO 4	to participate in group discussions, interviews by making short oral presentation on given topics



INTERNATIONAL SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for B.Com
(3 Year Program)
Proposed Edition – 2021-24

YEAR: 1

SEMESTER: I

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	BM 161	Financial Accounting	5	4		1	3	40	60
2	BM 163	Business Mathematics & statistics	5	4		1	3	40	60
3	BM 165	Principles & practices of management	4	4			3	40	60
		B. University Core							
4	EN-103	English Language -1	2	2			3	40	60
5	CP-105	Elementary of Computers	3	1		2		40	60
6	PC 101	Proficiency in Co-Curricular Activities– I	2					100	
7	FD-102	Foundation Course I	1	1			3	25	75
8	ES-101	Environmental Studies	2	2			3	40	60
9	HS101	Human Values & Ethics	1	2			3	40	60
		Total	25	20					

L-Lecture T-Tutorial

CE-Continuous Evaluation

S-Seminar P-Practical

ESE-End Semester Evaluation

INTERNATIONAL SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for B.Com
(3 Year Program)
Proposed Edition – 2021-24s

YEAR: 1

SEMESTER: II

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	BM 162	Corporate Laws	4	4			3	40	60
2	BM 164	Human resource management	4	4			3	40	60
3	BM 166	Introduction to Business Economics	4	4			3	40	60
4	BM 170	Management Information System	4	4			3	40	60
		B. University Core							
7	EM 102	Employability Skills- I	1	2			3	40	60
8	PC 102	Proficiency in Co-Curricular Activities– II	2					100	
9	FD-102	Foundation course II	1	1			3	25	75
10	EN 104	English Language II	2	2			3	40	60
		Total	22	21					

L - Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – Practical

ESE – End Semester Evaluation

INTERNATIONAL SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for B.Com
(3 Year Program)
Proposed Edition – 2021-24

YEAR: 2

SEMESTER: III

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	BM 261	Digital marketing	5	4		1	3	40	60
2	BM 263	Cost Accounting	5	4		1	3	40	60
3	BM 265	Microeconomics	4	4			3	40	60
4	BM 269	Entrepreneurship Development	4	4			3	40	60
		B. University Core							
6	EM201	Employability Skills-II	1		2			60	40
7	PC 201	Proficiency in Co-Curricular Activities – III	2					100	
		Total	21	20		2			

L - Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – Practical

ESE – End Semester Evaluation

INTERNATIONAL SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for B.Com
(3 Year Program)
Proposed Edition – 2021-24

YEAR: 2

SEMESTER: IV

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	BM 262	International Marketing	4	4			3	40	60
2	BM 264	Fundamentals of Financial Management	5	4		1	3	40	60
3	BM 266	Production & Operations management	5	4		1	3	40	60
4	BM 268	Training & Development	4	4			3	40	60
		B. University Core							
7	EM 202	Employability Skills –IV	1			2	3	40	60
8	PC 202	Proficiency in Co-Curricular Activities– IV	2					100	
		Total	19	20		2			
		Total Teaching Load		19					

L - Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – Practical

ESE – End Semester Evaluation

INTERNATIONAL SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for B.Com
(3 Year Program)
Proposed Edition – 2017-20

YEAR: 3

SEMESTER: V

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ES E
		A. Programme Core							
1	BM 321	Auditing and Corporate Governance	4	4			3	40	60
2	BM 361	Goods & Service Tax (GST) and Customs Laws	4	4			3	40	60
3	BM 367	Financial Markets, Institutions and Services	4	4			3	40	60
4	BM 371	Business Ethics and Sustainability	4	4			3	40	60
5	BM 391	Research Methods in management	4	4			3	40	60
6	SI 201	SIP	2					60	40
		B. University core							
8	EM 301	Employability skills –IV	1			2		40	60
9	PC 301	Proficiency in Co-Curricular Activities– V	2					100	
		C. University open Elective (any one elective to be chosen out of the list attached at the end)	3	3			3	40	60
		Total	25	23	2				

		Total Teaching Load		25					
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L – Lecture

T – Tutorial

CE – Continuous Evaluation

S – Seminar

P – Practical

ESE – End Semester Evaluation



INTERNATIONAL SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for B.Com
(3 Year Program)
Proposed Edition – 2021-24

YEAR: 3

SEMESTER: VI

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	BM 364	Managerial Accounting	5	4		1	3		
2	BM 366	International Business	4	4			3	40	60
3	BM 368	Advertising, Personal Selling & Salesmanship	4	4			3	40	60
4	BM 370	Fundamentals of Business Analytics	5	4		1	3	40	
6	PC 302	Proficiency and Co-Curricular Activities – VI	2						100
		C. University open Elective (any one elective to be chosen out of the list attached at the end)	3	3			3	40	60
		Total	20	16		2			

		Total Teaching Load		20					
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L – Lecture

T – Tutorial

CE – Continuous Evaluation

S – Seminar

P – Practical

ESE – End Semester Evaluation

BM 161	Financial Accounting
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	1. Develop and understand the nature and purpose of financial statements in relationship to decision making.
	2. Develop the ability to use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements
	3. Develop the ability to use a basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.
	4. Develop and understand the nature and purpose of financial statements in relationship to decision making.
Sailent Features	The students will be able to
	Able to conceptualize financial Accounting
	Able to know Accounting Standards
	Able to know Partnership Accounting
	Capable to make entries of issue and redemption of shares
Utility	The student will be able to gather knowledge for the practical aspects of Financial Management
UNIT – I	Introduction to Accounting:
	Accounting Mechanics, Journal Ledger – Meaning, Posting and Balancing, Principal of accounting- concept, Conventions and elementary knowledge of Accounting Standard.
UNIT – II	Preparation of Financial Statement:
	Trial Balance, Errors and Reconciliations Adjustments, Profit & Loss Accounts, Form of Balance Sheet
UNIT – III	Capital & Revenue Expenditure and Receipts: BRS
	Capital & Revenue Capital & Revenue Profit & Loss
UNIT – IV	Accounting for Non-Profit Organization: Bills of Exchange:
	Receipts and Payments Accounts, Income and Expenditure. Parties to a Bills of Exchange, Types, Promissory Notes, Dishonor of Bills, Retiring of Bills, Bank Reconciliation Statement.
UNIT – V	Preparing simple consolidated financial statements
	Subsidiaries; Associates
Text Book	Bardia & Modi : - Financial Accounting Maheshwari, S.N. : - Modern accountancy Vol. I

Reference Books	Agarwal, R.K. – Basic Accounting Agarwal, M.R. – Financial Accounting
Mode of Evaluation	Assignment/Practical Questions/Student seminar/Written examination/Presentations
Recommended by BOS on :	-----
	Practical's: 1. Preparing of retirement and death of partner on book of accounts. 2. Preparing of dissolution of firm on book of account . 3. Preparing realization account . 4. Preparing insolvency of partners accounting . 5. Preparing a draft of issuing of shares . 6. Preparing forfeiture of shares draft . 7. Preparing re-issue of shares draft . 8. Preparing accounting of right shares 9. Preparing accounting of acquisition of business. 10. Preparing Prior and post incorporation profit calculation .

BM 163	Business Mathematics & Statistics
Prerequisite	Completion of senior secondary course
Learning Objectives	Students will be able to demonstrate understanding of statistical thinking and data analysis techniques for decision-making under uncertainty
	Students will be able to apply statistical techniques to data sets, and correctly interpret the results
	Students will be able to analyze and apply computer-generated statistical output to solve problem
	Able to analyze different measures of central tendency
	Students will be able to demonstrate understanding of statistical thinking and data analysis techniques for decision-making under uncertainty
Sailent Features	The students will be able to
	Get elementary yet essential background of mathematical method so that as managers they may use themselves in business analysis and decision making.
Utility	The student will be able to describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis and critically evaluate the underlying assumptions of analysis tools
UNIT – I	Introduction to Arithmetic
Averages, mixtures, Computation of interest, discounting of bills, Percentages, ratios and proportions.	
UNIT – II	Algebra:
Number System – real. Imaginary, rational and irrational, Elementary knowledge of sets,	

Venn diagram – simple applications and solutions, Truth table and its application	
UNIT - III	Interest
Indices and surds, Compound interest, Linear simultaneous equations (3 variables only), Quadratic equations	
UNIT - IV	Menstruation
Area and perimeter of triangles, circles, parallelogram, Volume and surface of cube, prism, cylinder, pyramid	
UNIT - V	Geometry
Differentiation , Optimization using Calculus, Point of inflexion absolute and local maxima and minima, Derivative as a rate measure, Application in Business	
Text Book	1. B.M Agarwal – Basic Mathematics & Statistics – Sultan Chand 2. N.K. Nag – Basic Mathematics & Statistics – Kalyani Publishers
Reference Books	1. A.P Verma – Business Mathematics & Statistics – Asian Books 2. M.R. Varade – Basic Mathematics & Statistics – Vidyan and Prakashan
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	-----
	Practicle 1. Calculate average 2. Discount of bill 3. Compound interest 4. Linear simultaneous equation 5. Area and perimeter of triangle 6. Circle and parallelogram 7. Volume and surface of cube. 8. Point of inflexion absolute and local maxima 9. Optimization using Calculus 10. Derivative as a rate measure

BM 165	Principles & Practices of Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are: 1. Discuss and communicate the management evolution and how it will affect future managers.
	2. Observe and evaluate the influence of historical forces on the current practice of management.
	3. Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
	4. Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
	5. Practice the process of management's four functions: planning, organizing, leading, and controlling.
	6. Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.
	7. Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods.
Salient features	The students will be able to 1. Conceptualize the basic knowledge of management. 2. To understand the application of principles. 3. To understand the basics of the business dynamics.
Utility	The student will be able to gather knowledge regarding principles, scope and applications of management.
UNIT – I	Nature and Scope of Management
Definition of management, scope and nature. The role of managers. The evolution of management. The origins of management. Scientific management. Human relations management, Operations, information, systems, and contingency management	
UNIT – II	Management Functions and Skills
Management functions, Management role, functions at various levels of management, functional areas of management, management skills	
UNIT – III	Case Study and simulation ,Planning:
Meaning and Nature of planning, Types of planning, Planning premises Constraints of planning / Barriers to effective planning	
UNIT – IV	Organizing:
Concept of organizing & Organization, Steps in organizing, Principles of organizing, Organization process, <i>Motivating and Leading</i> : Nature and Importance of motivation; Types of motivation;	

UNIT – V	Controlling
Meaning, Importance of controlling, Process of control, Types of control, control areas, Requisites of an effective control system.	
Text Book	<ol style="list-style-type: none"> 1. Koontz O' Donell Management International Student Weihrich Edition 2. Y. K. Bhushan Business Organization and Management Sultan Chand & Sons New Delhi
Reference Books	<p>1 Principles & Practice Of Management Author :L.M.Prasad Publication : Sultan Chand & Sons, New Delhi</p> <p>2Introduction to Management Study Materials of ICFAI ,Hyderabad 3 Management Author : J.A.F. Stonner Publication : P.H.I. , New Delhi</p>
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Practical	<ol style="list-style-type: none"> 1. Managerial role 2. Management skills 3. Functions at various levels of management 4. Management games 5. Planning hurdles 6. Application of organization principles 7. Motivational games 8. Management control system 9. Process of controlling 10. Organizational structure

BM 162	Corporate Law
Prerequisite	Completion of senior secondary course
Learning Objectives	To Assess and apply the fundamental legal rules regarding contractual agreements pertaining to the business world to manage businesses effectively.
	To interpret and apply the law relating to the sale of goods as a legal advisor in an organization.
	To analyse and apply the fundamental legal principles behind negotiable Instruments.
	To interpret and apply the law relating to the consumer protection and market competition Act.
	To Assess and apply the fundamental legal rules regarding contractual agreements pertaining to the business world to manage businesses effectively.
Salient features	The students will be able to
	Able to conceptualize different types of legal report writing
	Able to get an understanding
	Can involve in group discussions
Utility	The student will be able to demonstrate and apply the various legal matters related to the establishment, running, and winding up of a company as a legal advisor in an organization
UNIT – I	Introduction to legal Environment:
	Definition of Law, Classification of law, Indian judiciary system, Indian Contract Act, 1872: Essentials Of Valid Contract, Discharge Of Contract, Remedies For Breach Of Contract, Hypothecation, Mortgage, Quasi Contracts, Special contracts: Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency
UNIT – II	Sale of Goods Act 1930 :
	Nature of Contract of Sale; Formation of Contract of Sale, Agreement to Sell, Conditions and Warranties, Transfer of Property in Goods, Performance of the Contract of Sale, Remedies for Breach, Unpaid Seller and his rights, rights of buyers, Sale by Auction.
UNIT – III	The Negotiable Instruments Act 1881:

Definition, Features and types of negotiable instruments; Methods of negotiation of Instruments; holder and holder-in-due Course; Endorsement and delivery of a negotiable instrument; Presentation of Negotiable Instrument. Banker and Customer: An introduction; Crossing of a cheque; Types of crossing; Bouncing of cheque; Obligations of Banker and Customer; Dishonor and discharge of negotiable instruments.	
UNIT – IV	Consumer protect
Basic Concept act 1986 Complaint, Complainant, Consumer, Rights of Consumer, Consumer Forums: Their Role, Powers and Functions, Procedure for Consumer Grievance Redressed Major Decided Cases.	
UNIT – V	The Companies Act 2013
An Overview; Nature and kinds of Companies; Formation of a company; Company Management; Company Meetings.	
List of Expt.	
Text Book	1. Business Law; Legal Environment, Online Commerce, Business Ethics and International Issues. Cheeseman, 6th ed. 2. Business and Corporate Law, Saravanavel and Mohapatra, HPH
Reference Books	1. Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7 th Edition). 2. N.D Kapoor & Rajni Abbi-General Laws & Procedures (Sultan Chand & Sons)
Mode of Evaluation	
Recommended by BOS on :	
Approved by	

Academic Council on :	
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BM 164	Human Resource Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	The general purpose is to familiarize students with the basic principles and techniques of human resource management
	The course takes a practical view that integrates the contributions of the behavioural sciences with the technical aspects of implementing the HR function in the 'real world.'
	To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations
Salient features	The students will be able to
	1. Conceptualize HR function, its processes and importance.
	2. Get insight into HR processes
	3. Know Business terminology related to HR function.
Utility	The student will be able to Understand the implications for human resource management of the behavioral sciences, government regulations, and court decisions Students will understand HR function (e.g. – recruitment, selection, training and development, etc.) and be familiar with each element's key concepts & terminology
UNIT – I	Introduction to HRM:
	Definition and Concept, Features , Objectives, Functions, Scope and Development of Human Resource Management, Importance of Human Resource Management, Human Resource Practices
	Introduction, Concept of Personnel Management, Personnel Management in India, Functions of the Labour Welfare Officer, Difference Between Personnel Management and HRM
UNIT – II	Human Resource Planning:
	Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP
UNIT – III	Job Analysis, Recruitment and selection
	Job Analysis, Job Description, Writing a Job Description, Job Specification, Job Design
	Introduction, Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment

Introduction, Concept of Selection, Process of Selection, Selection Tests, Barriers in Selection.	
UNIT – IV	Performance Appraisal and Compensation Management:
Introduction, Concept of Performance Appraisal, Purpose of performance appraisal, Process, Methods of Performance Appraisal, Major Issues in Performance Appraisal Elements of Compensation, Factors affecting Compensation, Fringe Benefits, Time Wage and Piece Wage System.	
UNIT – V	Employee Relations:
Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance , Employee Counseling ,Employee Empowerment: Introduction, Concept of Employee Empowerment, Process of Empowerment, Empowerment in Indian Scenario, Empowerment in Global Scenario International HRM: Introduction, Comparison of Domestic and International HRM, Challenges in International HRM	
Text Book	1. Dessler, G. Fundamentals of Human Resource Management (4th Edition, Pearson)ISBN: 9780133791532
Reference Books	1. Gary Dessler – Human Resource Management 2. Pareek U. & T.V Rao – Designing & Managing Human Resource Systems 3. Managing and measuring employee performance – Understanding practice; Elizabeth Houldsworth, Dilum, Jirasinghe
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practical to be conducted:	. Differentiate between HRM and PM. 2. Sketch the HRM department for an Indian Business unit. 3. Identify the role of Hr.'s in today's scenario globally 4. Estimation of employees by HR department. 5. Techniques of HR Planning. 6. Process of conducting Job Analysis 7. Techniques of Job Designing 8. Preparation of a recruitment ad for a job 9. Process of selection 10. TNA analysis 11. How To conduct training by various methods. 12. Comparative study of PAM of two industries. 13. Calculate Time wage and price wage. 14. Classification Industrial Dispute and Settlement Machinery. 15. Design an employee benefit Programme for your organization. Three Practical from each unit One simulation exercise.

	Practical will be conducted as per the practical manual
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BM 168	Introduction to Business Economics
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	To familiarize the students with the basic concept of microeconomics.
	To make student understand the demand and supply analysis in business applications
	To familiarize students with the production and cost structure under different stages of production.
	To understand the pricing and output decisions under various market structure.
Salient features	The students will be able to
	To understand the concepts of cost, nature of production and its relationship to Business operations.
	To apply marginal analysis to the “firm” under different market conditions.
	To analyse the causes and consequences of different market conditions
Utility	This course is to impart the knowledge of economics as a subject and its importance while business. The business decisions are made scientifically on the basis of all available information. So understanding and interpreting basic economic concepts/variables for e.g. demand and supply functions, forecasting demand, productions, costs will make them aware of various operations carried in business.
UNIT-I	Introduction
	Introduction to Economics, Definition of Economics , Branches of Economics , Meaning of Business Economics, Nature, Scope & Objective of Business Economics
UNIT – II	Concept of Demand and Supply
	Meaning of Demand & Supply, The demand & Supply Schedule, Demand Function & Supply function, Law of Demand & Supply Individual and Market Demand & Supply

Determinants of Demand & Supply, Demand & Supply Curve, Equilibrium with supply & Demand Curve, Demand & Supply Shifts Effects of a shift in Supply or Demand, Interpreting Changes in Price & Quantity, Types of Elasticity of Demand & Supply, Calculating Elasticity, Measurement of Elasticity, Degree of Elasticity, Consumer Equilibrium – Utility Analysis, Consumer Equilibrium – Indifference Curve Analysis,	
UNIT-III	Theory of Cost and Structure
Basic Concept of production, The Production function, Factors of Production, Total Average & Marginal product, Short & Long Run Production Function, Law of Variable proportion, Law of Return to Scale, Law of diminishing Marginal product, Expansion path, Concept of cost and Total, Marginal & Average Cost, Short Run & Long Run Cost, Relation Ship Between Marginal & Average cost	
UNIT – IV	Market Structure
Market Structure: Meaning & Characteristics of Perfect Competition, Price & output Determination under perfect Competitive Market, Short Run & Long Run Equilibrium, monopoly Definition of Imperfect Competition Basic Concept of Monopoly, Features of Monopoly Equilibrium under Monopoly Short & Long run, Concept of Monopolistic Competition Features of Monopolistic Competition	
UNIT – V	Production Analysis:
Production Function; Law of variable Proportion; Iso-quant; Economics region and optimum factor combination; Expansion path: Return to Scale; Internal & External economics and diseconomies; ridge lines.	
List of Expt.	
Text Book	Ahuja, H.L. Micro Economics Himalya Publication House, New Delhi Salvatore Dominick, Economics, Tata McGraw Hill
Reference Books	M Managerial Economics, Geetika, Piyali Ghosh, Purba Roy Choudhury Principle of Microeconomics, Gregory Mankiw, Cenagage Learning Publications
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	

BM 509	MANAGEMENT INFORMATION SYSTEM
Prerequisite	Senior Secondary
Learning Objectives	<p>To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.</p> <p>To introduce the fundamental principles of computer-based information systems analysis and design and develop an understanding of the principles and techniques used.</p> <p>To enable students understand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive</p>
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	Student will be able to Relate the basic concepts and technologies used in the field of management information systems; Compare the processes of developing and implementing information systems, Outline the role of the ethical, social, and security issues of information systems. Translate the role of information systems in organizations, the strategic management processes, with the implications for the management. Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization
UNIT – I	Information & System:
MIS concept - Definition –Role of the MIS - Impact of the MIS-MIS and the user - Management as a control system - MIS a support to management - Development process of the MIS.	
UNIT – II	System Analysis and Design
System - Need for system analysis - System analysis of the existing system - System analysis of new requirements - System Development Model - Structured System Analysis and Design - Object Oriented Analysis.	
UNIT – III	Information System Applications
: MIS applications, DSS – GDSS - DSS applications in E enterprise - Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E-Commerce, E-communication, Business Process Reengineering.	
UNIT – IV	Data base management system:
Data base management system: Objectives of data base approach- Characters of database Management systems- Data processing system- Components of DBMS packages - Data base administration- Data models - Data warehouse.	
UNIT – V	Technology of Information System:
Data process- Transaction and application process Information system process; Unified	

communication and network; Security challenges in E-enterprises; Security threats and vulnerability-Controlling security threat and vulnerability.	
Text Book	<ol style="list-style-type: none"> 1. Database Management System, Alex Leon, Mathews Leon, Pearson Education 2. Database Management Concepts, Korth, McGraw-Hill Education 3. Database Management System, C.J.Date, O'Reilly Media 4. Relation Database: Theory & PRACTICALS ,Val Occardi, BPB Publications, New Delhi,
Reference Books	<ol style="list-style-type: none"> 1. Henry Luca: Management Information Technology 2. Laudon & Laudon: Information Technology 3. Jawedker: Management information System 4. James O' Brein :Management Information Technology
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. How information System Works – through software 2. Introduction to internet technology. 3. Use of ERP software. 4. Database Handling in an Information System 5. Electronic Money transfers; 6. E-Banking; 7. E-commerce 8. Uses of Internet; 9. Web Browsing ; 10. Latest software in I.T. Management.

BM 261	Digital marketing
Prerequisite	Completion of senior secondary course with basic IQ Level
Learning Objectives	The Learning Objectives of the course are:
	Students will learn basics of digital marketing
	They will be able to perform competitive analysis for smarter marketing
	Students will learn dozens of digital marketing strategies to market effectively.
	Develop understanding of using most popular social media platforms to market a Brand.
	Students will learn how digital marketing has revolutionized the interaction between customers and companies.
Salient features	The students will be able to:
	Design Advertisements on digital platform
	Handle any marketing challenge relating social media advertising
	Use digital marketing tools and have knowledge of digital marketing techniques
Utility	This course will acquaint the learners to create a structured digital marketing plan and budget, Identify the correct measures to set objectives and evaluate digital marketing, Review and prioritize the strategic options for boosting customer acquisition, conversion, and retention using digital marketing.
UNIT – I	Introduction to Digital Marketing
	Digital Marketing-Introduction, Difference between traditional & Digital marketing, Crafting a digital marketing strategy.
UNIT – II	Search Marketing & SEO
	Basics of search marketing: organic & paid search results, Click through rate(CTR), Impressions, Conversions, Google Ad words, Search Engine Optimization- Key terms & Concepts, On page & Off page optimization Techniques
UNIT – III	Social Media Marketing
	Introduction to Social media marketing, Advanced Facebook Marketing, Word Press blog creation, Twitter marketing, LinkedIn Marketing, Google plus marketing, Social Media Analytical Tools
UNIT – IV	Display & E-mail Marketing
	The display marketing ecosystem, Retargeting & dynamic retargeting, Different kinds of Display advertising, Basics of E mail marketing, The concept of A/B testing & its use in email marketing, Types of Mobile marketing.
UNIT – V	Web Analytics
	Digital measurement landscape, Introduction to Google Analytics, Interpreting the data in Google Analytics, Google Webmaster Tools, Advanced web analytics
Text Book	Fundamentals of Digital Marketing by Punit Singh Bhatia, Pearson
Reference Books	Digital Marketing: Cases from India by Rajendra Nargundkar and Romi Sainy, Notion Press, Inc
	Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Kogan Page Publisher

Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
Practical	<ul style="list-style-type: none"> ▪ Digital marketing case studies ▪ Social media case studies ▪ SEO case studies ▪ Ad Words case studies ▪ Google Ad words ▪ Project planning for digital marketing ▪ Application of Email marketing ▪ Pay per Click(PPC) ▪ Creating Facebook Ads ▪ Introduction to Google+, Linked in & Twitter

BM 263	Cost Accounting
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	This course seeks to give an understanding of the ways in which management accountants can provide relevant information for a variety of decisions to be made in managing any organization
	To Analyze the financial position with the help of ratio analyze
	To analyze the cash position with the help of AS-3
	Able to analyze Material and Labor Cost Variance
Salient features	The students will be able to
	Able to conceptualize basic financial Statements
	Able to analyze the financial statements with the help of ratio analysis
	Able to analyze the variances in cost of material and labor
Utility	Students should be able to identify, use and interpret the results of costing techniques appropriate to different activities and decisions; formulate and use standards and budgets for planning and control purposes; understand the role of responsibility accounting and performance measurement; understand the

	behavioral implications of performance measurement and transfer pricing systems in divisionalised businesses; appreciate the need to relate management accounting systems to contemporary thinking about organizational planning and control.
UNIT – I	Overview of Cost Management Accounting
	Definition, Scope and functions Of Management Accounting and difference between Management Accounting and Financial Accounting, Strategic Decisions and The Management Accountant, Decision making, Planning and control, Cost-Benefit Approach, The Chief Financial Officer and The Controller
UNIT – II	Financial Statement Analysis:
	Ratio Analysis – Concept, types of Ratio, Application of Various Ratios. Interpretation of various Ratio, importance & limitation of Ratio
UNIT – III	Cash Flow Statement:
	Introduction, Elements of Cash flow, AS- 3, Preparation of cash flow statement
UNIT – IV	Cost Accounting:
	Introduction to Cost Accounting: Meaning& Definition, scope & use of Cost Accounting, Cost Centre, Cost Accounting & Financial Accounting, Cost Concepts, Classification of Cost.
UNIT – V	Elements of Cost Accounting:
	Sales, Material, Labor ,Overhead
	List of Expt.
Text Book	Cost Accounting - A Managerial Emphasis, 14th Edition, Hongren, Datar & Rajan, Pearson
Reference Books	<ol style="list-style-type: none"> 1. Khan and Jain - Management Accounting (Tata McGraw-Hill) 2. Sinha- Accounting and Costing for Management (Excel Books) 3. Horngren et al - Introduction to Management Accounting (Prentice hall, 12th edition)
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practical:	<ol style="list-style-type: none"> 1. Generally accepted Accounting Principles. 2. Accounting Standards. 3 Financial Statements. 4 Profit & Loss Account 5 Balance Sheet 6 Formats of Profit & Loss Account & Balance Sheet. 7 What is Ratio Analysis, types of Ratio 8 Applications of Various Ratios. 9 Interpretation of various Ratio 10 Elements of Cash flow, AS-3

	11 Preparation of cash flow statement 12 Sales, Material, Labor Variance 13 Overhead, Variance Analysis 14 Budgetary Controls 15 Classification of Cost Three Practical from each unit One simulation exercise. Practical will be conducted as per the practical's manual
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BM 168	Microeconomics
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	The purpose of this course is to provide an analysis of the behavior of individual economic agents, including consumer behavior and demand, producer behavior and supply, price and output decisions by firms under various market structures, factor markets, market failures
Salient features	The students will be able to
	Explain the role of scarcity, specialization, opportunity cost and cost/benefit analysis in economic decision-making.
	Identify the benefits of free trade using the concept of comparative advantage.
	Identify the determinants of supply and demand; demonstrate the impact of shifts in both market
Utility	This course provides students with the foundation theories of basic microeconomics including an introduction into the study of economics and analyses of economic agents' behaviors, particularly that of the individual and the firm.
UNIT-I	Introduction
Definitions of Economics: Scarcity and Growth definitions. Introduction to Micro Economics: Definition, Scope, Importance and Limitations of Micro Economics. Important Concepts: Economic goods and Free Goods, Price and Value, Want and Demand, Production Possibility Curve. Economic Systems: Planned Economy, Free Market Economy and Mixed Economy.	

UNIT – II	Concept of Demand.
Theory of Demand: Meaning of Demand and Determinants of Demand – Demand Function Law of Demand-Assumption of Law and Diagram Expansion and Contraction of Demand, Increase and Decrease in Demand, Usefulness of Law of Demand, Exceptions to the Law of Demand Utility Analysis: Concept of Utility, Law of Diminishing Marginal Utility Derivation of Demand Curve on the basis of the Utility analysis, Consumer's Surplus.	
UNIT-III	Theory of Supply
Meaning of Supply, Determinants of Supply, Expansion and Contraction of Supply, Increase and Decrease in Supply Demand and Supply as determinants of Price Meaning of Market, Types of Market and their important features: Perfect Competition, Monopoly, Monopolistic Competition and oligopoly	
UNIT – IV	Cost Analysis :
Cost and Production Analysis, Cost concepts and classification, Cost output relationship	
UNIT – V	Production Analysis:
Production Function; Law of variable Proportion; I so-quant; Economics region and optimum factor combination; Expansion path: Return to Scale; Internal & External economics and diseconomies; ridge lines.	
List of Expt.	
Text Book	1. Ahuja, H.L. Micro Economics Himalya Publication House, New Delhi 2. Salvatore Dominick, Economics, Tata McGraw Hill
Reference Books	1. Micro Economic- M. L.Seth 2. Theory of micro Economic- M. L.Jhingen
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	

BM 602	Entrepreneurship Development
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	Understanding the concepts of entrepreneurship, innovation, entrepreneurship and small business management
	How to use systems thinking and design thinking to develop new venture ideas
	How to use customer ethnography and interviews to validate value proposition(s) of new venture ideas
	How to use the business model canvas to operationalize new venture ideas
Salient features	The students will be able to
	Able to conceptualize the entrepreneurship ideas.
	Able to understand ESSB techniques
	Able to implement the effectiveness of ESSB.
Utility	The students will be able to develop and can systematically apply an entrepreneurial way of thinking that will allow them to identify and create business opportunities that may be commercialized successfully.
UNIT – I	Introduction:
	Meaning and Importance ,Evolution of term ‘Entrepreneurship’, Factors influencing entrepreneurship -Psychological factors, Social factors, Economic factor, Environmental factors, Characteristics of an entrepreneur, Entrepreneur and Entrepreneur, Types of entrepreneur. Entrepreneurial Motivation
UNIT – II	Business Idea and Feasibility
	Creativity, innovation and entrepreneurship; mental locks" that limit individual creativity; steps in the creative process; techniques for improving the creative process; protection of intellectual property involving patents, trademarks, and copyrights.
UNIT – III	Business plan writing,
	Scope, type, process of identifying target market, survey industry & competition analysis.
UNIT – IV	Technical entrepreneur
	The E-entrepreneur Process of creating and growing high potential ventures; basic approaches to launch an e-commerce effort
UNIT – V	Strategic Management and Entrepreneur
	Importance of strategic management to a (small) business; understanding competitive advantages; steps in the strategic planning process; basic strategies: low-cost, differentiation, and focus; balanced scorecard in the planning process.
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Hatten, Timothy S. (2016). Small Business Management 6th edition Mason 2. Justin G. Longenecker, Carlos W. Moore, J. William Petty, Leslie E. Palich <i>Small Business Management - An Entrepreneurial Emphasis 13th Edition</i> ©2006

Reference Books	1. Entrepreneurship Development Khanka S. Chand 2. Entrepreneurship, Robert D Hisrich, Micheal P. Peter
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practicals	<ul style="list-style-type: none"> • Discuss the availability of entrepreneurial opportunities. • Discuss the factors that make the family business unique. • Understand the franchising Concept. • Understand the reasons for starting a new business rather than buying an existing firm or acquiring a franchise. • Define competitive advantage. • Develop a comprehensive business plan. • Discuss the nature of the marketing research process. • Identify the factors affecting choice of a business location. • Describe the purpose and content of financial statements. • Identify the key characteristics of consumer behavior. • Discuss the role of cost and demand factors in setting a price. • Describe the communication process and the factors determining a promotional mix. • Explain the impact of social responsibilities on small businesses. • Discuss the distinctive features of small firm management. • Explain the importance of employee recruitment and identify some sources that can be useful in finding qualified applicants. • Explain the key elements of total quality management (TQM) programs. • Explain the importance of computer technology for small businesses. • Identify the basic requirements for an accounting system. • Describe the working-capital cycle of a small business. • Define and explain the nature of risk. • Explain the importance of an exit strategy.

BM 262	International Marketing
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	Identify the issues related to design and implementation of International Marketing Strategy
	Relate and analyze factors affecting international marketing environment

	Analyze the issues and challenges related to market entry and expansion strategies into foreign markets.
Salient features	The students will be able to
	Able to conceptualize different types of I.M.
	Able to understand the techniques and solutions
Utility	The student will be able to gather knowledge for the practical life and profession
UNIT – I	Introduction:
Management Orientations in the context of International Marketing , Forces affecting global integration and international marketing , Global Economic, Socio-Cultural, Political, Legal and Regulatory Environment The Global Trade Environment	
UNIT – II	International Business Management:
Information Technology, Management Information Systems, and Big Data for International Marketing, Global Market Segmentation, Targeting and Positioning Strategy, Global Market Entry and Expansion Strategies, Importing, Exporting and Sourcing in the context of International Marketing.	
UNIT – III	International Finance & Institutional Systems:
International finance & institutional systems - foreign exchange, balance of payments, importing and exporting, trade blocks, international monetary fund & world bank, the triad and other manner.	
UNIT – IV	International Marketing Mix Elements:
International marketing mix elements - product decisions, pricing decisions, marketing channel & place decision promotion decisions, organizing &controlling.	
UNIT – V	Digital Revolution, Strategy and Leadership in International Marketing
Global E-commerce, Value Networks and Disruptive Technologies in the context of International Marketing, The Digital Revolution: New Products and Service, Global Competition and National Competitive Advantage Leadership and Organization for International Marketing, Ethics, Corporate Social Responsibility and Social Responsiveness in the context of International Marketing.	
List of Expt.	
Text Book	Cherunilam. F: International Business (or International Marketing) – PHI, New Delhi
Reference Books	Keegan, W.J., and Green, M.C., Global Marketing, New Delhi: Pearson India Education Services Pvt. Ltd. Czinkota, M.R., and Ronkainen, I.A., International Marketing, New Delhi: Cen gage Learning Indi Pvt. Ltd
Mode of Evaluation	

Recommended by BOS on :	
Approved by Academic Council on :	
Practical:	<ol style="list-style-type: none"> 1. An overview to international business 2. Comparative analysis of trade theories 3. Introduction to marketing communication, 4. Comparison of free trade v/s protection, with example. 5. Comparative study of International business management - the economic environment, social & cultural, political legal and regulatory environment, 6. Competitive advantage in global environment, market entry expansion and partnership 7. International finance & institutional systems 8. foreign exchange, 9. balance of payments 10. importing and exporting, 11. International monetary fund & world bank, the triad and other manner. 12. International marketing mix elements - product decisions, pricing decisions, marketing channel & place decision promotion decisions,- comparative analysis 13. Organizing & controlling. comparative analysis 14. Strategic issue for international marketing – 15. marketing information system & research, segmentation, targeting & positioning, 16. Designing the planning process Books <p>Three Practical from each unit One simulation exercise. Practical will be conducted as per the practical manual</p>

BM 266	Production and Operation Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	To create an understanding of the operations and production processes and procedures.
	To gain knowledge about the different concepts used in production planning and operations management.
	To have understanding about total quality control, industrial safety measures and techniques

	Able to understand the latest techniques of OPM like C.A.D. , C.A.M., Artificial Intelligence etc..
Salient features	The students will be able to:
	<p>Appreciate the strategic role of OM in creating and enhancing a firm's competitive advantages</p> <p>Understand key concepts and issues of OM in both manufacturing and service organizations</p> <p>Analyze business processes in services / manufacturing for improvement</p> <p>Identify the operational issues in the value addition processes of a firm</p>
Utility	The student will be able to gather knowledge for the practical life and profession
UNIT – I	Operation Management
<p>Introduction, Operations Management and Strategy, Tools for Implementation of Operations, Industry Best Practices. Forecasting demand. Transportation and assignment problems. Operations Strategy, Competitive Capabilities and Core Competencies, Operations Strategy as a Competitive Weapon, Linkage Between Corporate, Business, and Operations Strategy, Developing Operations Strategy, Elements or Components of Operations Strategy, Competitive Priorities, Manufacturing Strategies, Service Strategies, Global Strategies and Role of Operations Strategy, Case-lets</p>	
UNIT – II	Production Management:
<p>Production Management: Integrated Production Management, System Productivity, Capital Productivity, Labor Productivity, Personnel Productivity, Training</p>	
UNIT – III	Facilities Planning:
<p>Capacity planning - process planning- aggregate planning - scheduling maintenance management concepts - work study, method study, work measurement, work sampling, work environment</p>	
UNIT – IV	Material Management:
<p>Material management – an overview, production control, storage and retrieval system. Inventory control – ABC Analysis, JIT, EOQ, EOQ problems with shortage, allowed, standardization, and waste management.</p>	
UNIT – V	TQM and Project Management:
<p>Concept of total quality(TQ). International quality certification and other standards and their applicability in design, manufacturing. Humanistic and marketing aspects of TQ. Total quality of services, Total quality and safety.</p>	
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. R.V.Badi & N.V. Badi - Production & Operation Management (Vrinda Publications 3rd Edition) 2. Chary - Production and Operations Management (Tata McGraw-Hill, 9th Edition)
Reference Books	<ol style="list-style-type: none"> 1. Raghuram G. (I.I.M.A.) - Logistics and Supply Chain Management (Macmillan, 1st Ed.)

	2. Krishnan Dr. Gopal - Material Management, (Pearson, New Delhi, 5th Ed.) 3. Adam Jr Everetl E. R J – Production and Operations Management (Prentice-Hall, 5th Edition)
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
List of Practical:-	. Unit –1 : Use of WinQSB forecasting module 2. Unit -2 : Facility location – problem solutions with WinQSB 3. Unit -2 : Rectilinear Distance problems & layout solutions through WinQSB. 4. Unit -2 : LOB problems with Excel & Line Flexibility software's. 5. Unit – 3 :Regression Analysis through MS-Excel 6. LP module of Win QSB 7. Using Excel's Solver Function for solving capacity Allocation problems 8. ERP software – introduction 9. Use of Smart draw software for solving PERT problems 10. Use of Smart draw software for solving CPM problems 11. Introduction to Artificial Intelligence software used in inventory management 12. Introduction to Artificial Intelligence software used on shop floors 13. Introduction to Artificial Intelligence software used for dispatch and rework management. 14. Visit to industries to observe the location and layouts 15. Visit to industries to understand TQM and ISO certification process Three Practical from each unit . One simulation exercise. Practical will be conducted as per the practical manual

BM 268	Training and Development
Prerequisite	Completion of senior secondary course with basic IQ Level
Learning Objectives	The Objectives of the course are :
	To understand the history and basic concepts of organizational training and

	development.
	To develop a strong conceptual understanding of the principles which impact how adults learn, and be able to apply these principles to work settings
	To understand the impact and use of technology on the field of training today.
	To be able to use appropriate technology to research and develop an effective needs analysis.
Salient features	The students will be able to
	To be able to develop an appropriate training strategy for today's organization – using both classroom and distance learning technologies.
	To be able to effectively evaluate a training program using appropriate statistical methods and be able to present this effectively to management.
	To understand and be able to use appropriate training software packages.
Utility	The student will be able to learn how to assess, develop, carry out, and evaluate a training program
UNIT – I	Introduction to Training & Development :
	Training and Training needs Assessment ,Training Design and Administration ,Training methods, Technique & Aids, Training Strategy
UNIT – II	Performance Appraisal & Training :
	Learning through training, Adult Learning (Andragogy), Learning theories and learning Curve
UNIT – III	Trainer & Training Institutions:
	Types of Training, institutions, Trainer as a change Agent,.
UNIT – IV	Evaluation of Training:
	Training Evaluation & ROI, Training of Training, Measurement Tools & Technique, and Feedback Mechanism.
UNIT – V	Effectiveness of Training & Development
	Meaning Program ,effectiveness, Training & Employee Relation
Text Book	Lynton, R.P.and Pareek U-Training for Development Vistaar PublicationN.Delhi \ .Bhatnagar, O.P- evaluation methodology forTraining-Oxford
Reference Books	Effective HR training and development strategy-Dr B.Rathan Reddy ,Himalyapub house 2005 Udai Pareek- Training and development
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
PRACTICAL:	1. Comparison of Taylor & Fayol thoughts

	<p>2. Leadership skills</p> <p>3. Leader as your Role model</p> <p>4. Training development</p> <p>5. Time Management games</p> <p>6. Situation of conflict management and how to resolve the problems with live examples</p> <p>7. Emotional Intelligence Training - Situation to study different behaviour of individuals and comparison of different behaviour and attitude</p> <p>8. Plant Layout and Plant location</p> <p>9. Business Games</p> <p>10. Group discussion</p> <p>11. Management is a combination of art and science-Comparison</p> <p>12. Motivational Games in context with various motivational theories and models</p> <p>13. Interview and observe at least two general managers from private and public sector companies to understand and analyse the roles they routinely play in their current positions.</p> <p>14. Employee Motivation training</p>
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BM 321	Auditing
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	To create an understanding regarding auditing
	To gain knowledge about Vouchers
	To have understanding about Qualified Report
	Able to understand verification and valuation of assets
Sailent Features	The students will be able to
	Able to conceptualize Auditing
	Able to know about vouching
	Able to verification and valuation of Assets

	Duties and liabilities of a company auditor
	Qualified Report, appointments and rights of a auditor
Utility	To Know how audit works
UNIT – I	Audit framework and regulation
	The concept of audit and other assurance engagements; External audits; Corporate governance; Professional ethics and ACCA's Code of Ethics and Conduct
UNIT – II	Planning and risk assessment
	Obtaining, accepting and continuing audit engagements; Objective and general principles; Assessing audit risks; Understanding the entity and its environment; Fraud, laws and regulations; Audit planning and documentation
UNIT – III	Internal Control
	Internal control systems; The use and evaluation of internal control systems by auditors; Tests of controls; Communication on internal control; Internal audit and governance and the differences between external audit and internal audit; The scope of the internal audit function, outsourcing and internal audit assignments
UNIT – IV	Audit Evidence
	Financial statement assertions and audit evidence; Audit procedures; Audit sampling and other means of testing; The audit of specific items; Automated tools and techniques; The work of others; Not-for-profit organisations
UNIT – V	Review and Reporting
	Subsequent events; Going concern; Written representations; Audit finalisation and the final review; The Independent Auditor's Report
Text Book	Spicer & Paglar : Practical Auditing (Indian Ed.) De Paula : Principles of Auditing
Reference Books	J. Lancaster : Principles and Practice of Auditing. R.G. Williams : Elements of Auditing. .
Mode of Evaluation	Assignment/Practical Questions/Student seminar/Written examination/Presentations
Recommended by BOS on :	-----
	Practical's <ol style="list-style-type: none"> 1. Preparation of vouching of purchase books. 2. Preparation of vouching of sales books. 3. Preparation of vouching of sales returns books. 4. Preparation of vouching of purchase returns books. 5. Preparation of vouching of cash receipt & payment transaction. 6. Verification & valuation of assets. 7. Verification & valuation of current assets. 8. Verification & valuation of fixed assets. 9. Audit marketing papers. 10. External audit & internal audit.

BM 321	Auditing & corporate governance
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	To create an understanding regarding the auditing
	To gain knowledge about Taxation on Salary
	To have understanding about taxation on house property
	Able to analyse Business profession income and capital Gains
Salient Features	The students will be able to
	Able to conceptualize Income Tax
	Able to know about tax calculation on Salary
	Taxation on House Property
	Taxation on Capital Gains
	Taxation on Business Profession
Utility	Basic direct taxes
UNIT - I	Basic concepts
	Income, Agricultural Income, Person, Assesse, Assessment Year, Previous Year, Gross Total Income, Residence and Tax Liability. Exempted Incomes.
UNIT - II	Income from salaries
	Computation of Income under the head Income from salaries.
UNIT - III	Income from House Property
	Computation of Income under the head 'Income from House Property' .
UNIT - IV	Income from 'Business and Profession
	Income from 'Business and Profession. Tax calculation on Business Income
UNIT - V	Gains and Income from Other Sources
	Long Term Capital Gains, Short Term Capital Gains, Income from other sources.
Text Book	1. Singhania V.K. : A students Guide to Income Tax. 2. Bhagwati Prasad : Law and Practice of Income Tax in India
Reference Books	1. V.S. Sundrama : Law of Income Tax in India. 2. Ahuja, Girish – Income Tax Laws of India
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	-----
	Practical's: 1. Calculation of income from salary 2. Calculation of income from house property

	3. Calculation of income from business and profession 4. Calculation of income from capital gains 5. Calculation of income from other sources 6. Calculation of tax 7. Calculation of liability of the assessee 8. Assessment of individuals 9. Assessment of HUF 10. Assessment of Firm
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BM 361	Goods & Service Tax (GST) and Customs Laws	
Prerequisite	Completion of senior secondary course with basic IQ Level	
Learning Objectives	The Objectives of the course are :	
	To create an understanding regarding the topic	
	To gain knowledge about GST	
	To have understanding about taxation on house property	
	Able to analyse Business profession income and capital Gains	
Sailent Features	The students will be able to	
	Able to conceptualize GST	
	Able to know about custom tax	
	Basic direct taxes	
	Basic concepts- GST	
	Taxation on Business Profession	
Utility	Registration under GST	
UNIT - I	Basic concepts- GST	
Meaning and features of goods and Service Tax (GST) Background, Necessity and implementation of -GST. Favourable impacts and difficulties of GST. Important terms and definitions - Business, place of business, Composite supply, Goods, Input goods and Input service, Input tax, Exempt supply, Gross Turnover, Capital goods, Tax invoice, Electronic cash ledger, Electronic Credit Ledger, Inward Supply, Outward Supply, Person, Supplier, Jobwork, Reverse Charge, Recipient and other definitions under Sec. 2. Classification of Goods and Services Tax.		E
UNIT - II	Registration under GST	
Meaning and scope of Supply, Tax Liability on composite and mixed supplies. Levy and Collection of Tax. Registration under GST. Persons Liable I not liable for registration. Compulsory registration; process for registration, Issue of Registration Number (GSTIN).		C

Amendment and Cancellation' of Registration.		
UNIT - III	Exempt goods	
List of exempt goods under GST. Time and place of supply of goods and services Determination of value of Taxable supply. Preparation of Tax invoice-rules, proforma and practical problems.		C
UNIT - IV	Composition Levy	
Composition Levy - Persons eligible to opt composition, intimation for composition option Conditions and restriction for composition. Rate tax of the composition levy and rules regarding Return Practical Problems relating to composting levy , Rules, Provisions and procedure for Input Tax Credit. Provisions regarding Job-work.		
UNIT - V	Central goods & service tax,2017	
Basic concepts, territorial water, high sea, type of custom duties,valuation,baggage		
	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations	
Text Book	-----	
Reference Books	Practical's: <ol style="list-style-type: none"> 1. Calculation of income from salary 2. Calculation of income from house property 3. Calculation of income from business and profession 4. Calculation of income from capital gains 5. Calculation of income from other sources 6. Calculation of tax 7. Calculation of liability of the assessee 8. Assessment of individuals 9. Assessment of HUF 10. Assessment of Firm 	
Mode of Evaluation		
Recommended by BOS on :		

BM 367	Financial Market Institution and Services.	
Prerequisite	Completion of senior secondary course	
Learning Objectives	The Objectives of the course are:	
	The Course aims at providing the students, basic knowledge about the Finance concepts, markets and various services provided in those markets. The syllabus is structured in a way which provides adequate information about the roles of intermediaries and its regulating bodies.	
Salient Features	The course also provides information about the prevailing financial system in India.	
Utility	Able to know about Basics of financial market prevailing in India and their respective services	
UNIT – I	Introduction	
Overview of Financial systems In India – Structure, Regulation Role And Functions Of Financial Systems – Financial Instruments – Financial Markets – Capital Markets & Money Markets – Interlink Between Money Market & Capital Market – Characteristics Of Financial Markets – Functions Of Stock Exchange – Introduction To Forex.		Final
UNIT – II	Financial Services	
Objectives of financial services – types of financial services – capital market services & money market services – intermediaries: banking financial corporations , non banking financial corporations & insurance corporations- financial services sector problems and reforms.		Vent
UNIT - III	Venture Capital	
Venture capital: growth of venture capital in India- financing pattern – legal aspects and guidelines for venture capital – leasing- types of leases – leasing vs borrowing - credit rating : CRISIL, ICRA & care – factoring, forfeiting- bill discounting – types of factoring arrangements – factoring in Indian context.		Mutu
UNIT - IV	Mutual Funds	
Mutual funds: concepts and objectives – functions and portfolio classification-guidelines for mutual funds – working of public and private mutual funds in India – debt securitisation – demat services – need and operations –role of NSDL & CSDL.		Lega
UNIT – V	Legal and Institutional Arrangements	
Regulatory & legal framework of government in banking-- role of RBI –functions of stock exchange - listing & formalities in stock exchange – laws governing SEBI -- role of SEBI – laws governing non banking financial corporations – laws pertaining anti- money laundering.		1.
		2.
		3.
		4.

		Publishers, Vasant Desai, Indi
Text Book	<ol style="list-style-type: none"> 1. Online reading 2. Benton E.G.,Financial Intermediaries An Introduction 3. Edminister R.D.Financial Institution ,Market and Management. 4. Verma, J.C.A Manual Of Merchant Banking 5. M.West Lake ,FactoringN.Vinayakan , 6. A profile of Indian Capital Market <p>5.</p>	
Reference Books	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt	
Mode of Evaluation	-----	
Recommended by BOS on :	<ol style="list-style-type: none"> 1. case study on financial services 2. group discussion on indian financial institution 3. Presentation On prevailing venture capital cases 4. HBSP case 5. class discussion on RBI and its roles 	

BM 371	Business ethics & sustainability
Prerequisite	Basic knowledge about contemporary scenario of business.
Learning Objectives	The Objectives of the course are :
	To create an understanding regarding the ethics
	The basic objective of this course is to provide fundamental knowledge about business values & ethics.
	Able to analyze different issues and challenges emerging in business.
Salient features	The students will be able to:
	To carry an understanding regarding the topic
	To implement various ethics and values in business.
	Can design solutions for different issues and challenges emerging in management.
Utility	The student will be able to gather knowledge for the practical life and profession.
UNIT – I	Introduction to Ethical Code of Business Behaviour
	Corporate Governance: Issues, Need of corporate governance code, Code of Corporate Practices, Social Responsibility of Corporate sector.
UNIT – II	Value & Business: Values impact in Business
	Indian Value System and Values, Teaching from scriptures and tradition. (Geeta, Ramayana, Mahabharata, Upanishads, Vedas, Bible and Quran).
UNIT – III	Case Study and simulation ,Ethical Issues in the Era of Profit Making
	Ethics impact in Business: Ethical Issues in Capitalism and market systems.
UNIT – IV	Observance of Ethical Values In Competitive Environment:
	Global industrial competition, Competitive Strategy, Benchmarking, Total Quality Management
UNIT – V	Value Additions & Brand Building
	Brand Building, Promotional Strategies, Corporate Restructuring, Mergers and Acquisitions, Supply Chain Management, Horizontal Organisation, Diversification, The Indian Scenario.
Text Book	1. Iyer S.S., Managing for Value, New Age International Publishers, 2002. 2. Hartman Laura P & Abha Chatterjee, Business Ethics, Tata McGraw Hill, 2007. 3. Bhatia S.K., Business Ethics and Managerial Values, Deep & Deep Publications Pvt. Ltd, 2000.
Reference Books	1. Velasquez, Business Ethics – Concepts and Cases Prentice Hall, 6th Ed. 2. Reed Darryl, Corporate Governance, Economic Reforms & Development, Oxford University Press. 3. Mathur U.C., Corporate Governance & Business Ethics, McMillan. * Latest editions of all the suggested books are recommended.

Mode of Evaluation	Assignment/Quiz/Viva-voce/Student examination/Ppt	seminar/Written
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	Research Methods in Management
Prerequisite	Completion of senior secondary course with basic IQ Level
Learning Objectives	The Objectives of the course are:
	The primary objective of this course is to develop a research orientation among the scholars and to acquaint them with fundamentals of research methods
	Students should be able to identify the overall process of designing a research study from its inception to its report.
	Students should be familiar with ethical issues in educational research, including those issues that arise in using quantitative and qualitative research
	The course aims at introducing them to the basic concepts used in research and to scientific social research methods and their approach
	To identify various sources of information for literature review and data collection.
Salient features	The students will be able to
	Evaluate research articles using applicable research methods and tools associated with social science and business practice
	Select appropriate quantitative, qualitative, and/or mixed methods sources to support theoretical foundations in management
	Demonstrate mastery of writing technique in APA format associated with article review, case study, annotated bibliography, and content analysis
Utility	The student will be able to organize and conduct research in a more appropriate manner, write a research report and thesis and write a research proposal.
UNIT – I	Research & Research Design:
Meaning and Importance of Research - Process of Research - Types of Research - Defining Research Problem - Formulation of Hypothesis. Research Design: Exploratory Research - Descriptive Research - Causal Research - Sampling and Sampling Design - Sampling Techniques - Sample Size determination Decision Theory, Decision making under Certainty, Risk, Uncertainty, Criteria for Decision Making Pessimism, Regret, EMV, EOL, Cost and Value of Information, Determination of EVPI	
UNIT – II	Data Collection:
Primary and Secondary Data, Sources of Gathering Information- Respondents, Experiments, Simulation and Panels - Construction of Questionnaire - Editing, Coding and Classification of Data - Tables and Graphic Presentation, Measurement and Scaling Nominal Scale - Ordinal Scale - Interval Scale - Ratio Scale - Likert Scale Semantic Differential.	

UNIT – III	Sampling:
Sampling, sampling process, probability techniques, non-probability technique	
UNIT – IV	Hypothesis Testing:
Two-tailed and one tailed of hypothesis, chi-square and analysis of variance, simple regression and correlation, the sign test, the raum test, theman-whitney test, rank correlation,. Basics of Hypothesis- Parametric and non-Parametric test Non parametric test - Mc Nemar, Sign Test - One and Two Samples, Run Test, Wilcoxon Matched Pair Test, Mann Whitney-U Test, Kolmogorov-Smirnov D Test, Kruskal- Wallis Tests.	
UNIT – V	Data Analysis
Multi-Variate Analysis - Multiple Regression Analysis - Concepts and Applications of Discriminant Analysis and Factor Analysis, Cluster Analysis for Market Segmentation, Multidimensional Scaling for Brand Positioning, Conjoint Analysis for Product Design. Report Preparation and Presentation.	
Text Book	<ol style="list-style-type: none"> 1. Kothari C R – Research Methodology Methods & Techniques (New Age International Publishers) 2. Saunders - Research Methods for Business students (Prentice hall, 2nd Edition, 2007)
Reference Books	<ol style="list-style-type: none"> 1. Panneer Selvam - Research Methodology (Prentice Hall of India, Edition 2008) 2. Gravetter - Research Method for Behaviourial Sciences (Cengage Learning)
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	

Practical:

1. Analysis of exploratory research design using software's
2. Analysis of descriptive research design using software
3. Preparing questionnaire using software
4. Preparing interview
5. Preparing survey
6. Preparing a report on banking company
7. Prepare a report on ethical hacking
8. Preparing diagnostic research design
9. Derivation of rank sum test using SPSS
10. Derivation of chi –square problem using SPSS
11. Derivation of ANNOVA problem using SPSS
12. Derivation of Z test using SPSS
13. Derivation of T test using SPSS
14. Derivation of regression using SPSS
15. Derivation of mean, mode & median using SPSS
16. Derivation of mann whitney U test using spss

Three Practical from each unit

One simulation exercise.

Practical will be conducted as per the practical manual

BM 633	Fundamentals of BUSINESS ANALYTICS
Prerequisite	All students are expected to have a Advanced knowledge of economics, finance, accounting,

	statistics, calculus, and management principles and advanced computer applications. This course will require the use of Windows Excel and we will provide a business analytics excel add-in
Learning Objectives	<ol style="list-style-type: none"> 1. To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making. 2. To become familiar with the processes needed to develop, report, and analyze business data. 3. To learn how to use and apply Excel and Excel add-ins to solve business problems. 4. Develop domain knowledge of various technology and its application to facilitates managerial decision /MIS. 5. Understanding the significance of global platform for data retrieval/process among different business cultures of the world.
Salient Features	Analytics includes a range of activities, including business intelligence, which is comprised of standard and ad hoc reports, queries and alerts; and quantitative methods, including statistical analysis, forecasting/ extrapolation, predictive modeling (such as data mining), optimization and simulation.
Utility	This course stresses the factors that impact the performance of business decision makers and the data management and analysis methods that have value to them. This course includes lectures, presentations, and demonstrations that emphasize discussion and illustration of methods, as well as hands-on, practical exercises that provide both a sound base of learning and an opportunity to test and develop skill. The use of software supports the presentation of the material. Students complete assigned readings, group projects, and participate in exercises and discussions. Groups of about four students will form teams to work on the various presentations.
UNIT – I	Overview of Business Analytics
Business Intelligence: <ul style="list-style-type: none"> • Definitions and Examples in Business Intelligence • Need, Features and Use of Business Intelligence (BI) • BI Components • Data Warehouse • Business Analytics • Business Performance Management • User Interface Business Analytics: <ul style="list-style-type: none"> • Introduction to Business Analytics (BA) – Need. • Components (Business Context, Technology, Data Science). • Types (Descriptive, Predictive and Prescriptive). • Business Intelligence versus Business Analytics. • Transaction Processing v/s Analytic Processing 	
UNIT – II	Types of Digital Data; Data Warehousing and Business Reporting Visual Analytics
Types of Digital Data: <ul style="list-style-type: none"> • Definition, Sources, Storage and Characteristics of Structured, Unstructured and Semi Structured Data Data Warehouse: <ul style="list-style-type: none"> • Definition, characteristics, framework • Data lake Business Reporting, Visual Analytics: <ul style="list-style-type: none"> • Definition, concepts • Different types of charts and graphs • Emergence of data visualization and visual analytics 	
UNIT – III	Data Mining , Text & Web Analytics and Big Data Analytics
Data Mining:	

<ul style="list-style-type: none"> • Concepts and applications • Data mining process <p>Text & Web Analytics:</p> <ul style="list-style-type: none"> • Text analytics and text mining overview • Text mining applications • Web mining overview • Social media analytics • Sentiment analysis overview <p>Big Data Analytics:</p> <ul style="list-style-type: none"> • Definition and characteristics of big data • Fundamentals of big data analytics 	
UNIT – IV	Business Performance Management
<p>Business Performance Management:</p> <ul style="list-style-type: none"> • Business performance management cycle • Introduction to KPI, Dashboard <p>Analytics in Business Support Functions:</p> <ul style="list-style-type: none"> • Sales & Marketing Analytics • HR Analytics • Financial Analytics • Production and operations analytics <p>Analytics in Industries:</p> <ul style="list-style-type: none"> • Telecom, Retail, Healthcare, Financial Services 	
UNIT – V	Application Of Business Analytics
<p>Practical: Students should prepare a detailed report on applications of analytics in different industries.</p> <p style="text-align: center;">HBSP CASE STUDY AND SIMULATION</p>	
Text Book	
Reference Books	
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations/ Evaluation through HBSP Simulations
Recommended by BOS :	
	PRACTICALS:

BM 368	Advertising, Personal Selling & Salesmanship
Prerequisite	Completion of senior secondary course with basic IQ Level
Learning Objectives	The Objectives of the course are :
	The course intends to equip students with the ability to understand basics of marketing .Also this syllabus will make them efficient sales personnel.
Utility	The student will be able to gather knowledge for the practical life and profession of marketing professions
UNIT – I	Introduction to Marketing management -
Basic Definitions and concepts of marketing, Marketing mix, STP	
UNIT – II	Advertising
Basic concepts, types of advertising, Effective advertising	
UNIT – III	Personal Selling

Tactics of effective personal selling, Sales presentations, Types of calls, effective selling techniques, role of relationship marketing in personal selling, tools for personal selling, Value added selling	
UNIT – IV	Sales force management
Public relations and publicity, building a winning sales team	
UNIT – V	Sales management
Legal aspects of marketing and advertising, sales organization, Developing the sales Force for Industrial Customers and Consumer products: - Recruiting, Selection and Training of Sales force : Procedures and criteria extensively used as selection tools for recruiting and testing sales ability. - Areas of sales Training: Company Specific Knowledge, product knowledge, Industry and Market trend Knowledge, and Customer education. - Motivating the Sales Team Motivation	
List of Expt.	
Text Book	Building a Winning Sales Team – Gini Graham & Scott 2. Sales Management handbook – Forsyth Patrick 3. Professional Sales Management – Anderson, Hair and Bush 4. Motivation and Job Satisfaction – M.D. Pestonjee
Reference Books	Professional Sales Management – Anderson, Hair and Bush 4. Motivation and Job Satisfaction – M.D. Pestonjee
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	

BM 366	International Business Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	Understand the most widely used international business terms and concepts.
	Identify the role and impact of political, economic, social and cultural variables in international business.
	Analyse international business from a multi-centric perspective, avoiding ethnocentrism
	Able to analyze different aspects of the course explain businesses expansion abroad.
Salient features	The students will be able to
	Conduct an environmental scan to evaluate the impact of world issues on an

	organization's international business opportunities.
	Conduct, evaluate and present market research to support an organization's international business decision-making
	Manage the preparation of documents and the application of procedures to support the movement of products and services in the organization's global supply chain
	Evaluate the impact of statutory and regulatory compliance on an organization's integrative trade initiatives
Utility	The student will be able to gather knowledge for the practical life and profession.
UNIT – I	Introduction of International Business
Introduction to International Business, Elements of International Business, Globalization	
UNIT – II	Cultural Environment:-
Introduction, Meaning of Culture, Country Culture, and Culture in an International Business Organization	
UNIT – III	Economics, Political & Legal Environment:-
Eco system Market allocation, command allocation, mixed allocation political system-democracy, authoritative, legal systems, methods of entry in foreign markets, laws culture to bribery concept practices	
UNIT – IV	Global trade institutions
Introduction, World trade organization (WTO), International Labor Organization (ILO)	
UNIT – V	International Trade Environment:
Trade theories mercantilism, absolute advantage, comparator adv, FDI.	
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Albaum Duerr - International Marketing and Export management (Pearson, 7th Ed.) 2. Cherunilam F - International Trade and Export Management (Himalaya, 2007)
Reference Books	<ol style="list-style-type: none"> 1. Hill C.W. - International Business (TMH, 5th Ed.) 2. Daniels - International Business (Pearson, 1st Ed.) 3. Kumar R and Goel, International Business, (UDH Publications, edition 2013)
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
List of Practical	1. The Global Economics Game – The Global Economics Game is an educational software game that simulates economic activity in a global setting. Each player is in charge of their nation's economic policy. The object of the game is to promote balanced economic growth without excessive pollution, while maintaining full employment

	<p>without too much inflation. Fiscal, trade, and monetary policies are used to avoid undesirable situations such as depression, stagflation, and hyperinflation.</p> <p>2. Trade Balance and Exchange Rate Simulation A simple, web-based exercise that explains how a change in exchange rate influences the trade balance. Information and practice questions to help with the trade balance concept are supplied.</p> <p>3. Trading Game: A Simulation Game This simulation is designed help players understand the impact of unequal resource distribution on trade. Includes directions, needed materials, and reflection questions to help discuss the results of the game.</p> <p>4. Where Have You Been?: An Exercise to Assess Your Exposure to the Rest of the World's People This team-building and familiarization activity can be used in the initial class or session of an international management program. It assesses one's exposure to the rest of the world's peoples. A series of worksheets require the respondents to check off the number and names of countries they have visited and the corresponding percentage of world population which each country represents. By summing a classes' collective exposure to the world's people, the result will inevitably be the recognition that together they have seen much, even if individually some have seen little.</p> <p>5. The Global Economics Game The Global Economics Game is an educational software game that simulates economic activity in a global setting. Each player is in charge of their nation's economic policy. The object of the game is to promote balanced economic growth without excessive pollution, while maintaining full employment without too much inflation. Fiscal, trade, and monetary policies are used to avoid undesirable situations such as depression, stagflation, and hyperinflation.</p> <p>6. Redundancia A foreign language simulation where participants experience speaking a language non-fluently: how it affects one's ability to stay focused and connected with the listener, and one's feelings of competence and confidence.</p> <p>7. Representative Templates and Methodology for Stodder's Comparative Advantage Experiments An experiment designed to introduce students to the ramifications of comparative advantage theory. Students are paired up to take on the roles of two countries that must make production and consumption choices under a situation of autarky and then under a situation involving the possibility of trade.</p> <p>8. LINKS Global Competition This site contains two simulations designed for students learning about global marketing and supply chain management. These simulations are designed for undergrad and MBA students. Competitors are aligned based on educational level.</p>
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	<p>9. Global Marketing Management System Online</p> <p>GMMSO is a research and strategic planning marketing/management tool designed to help students to bridge the gap between theory and the real world of business. GMMSO, consisting of four dynamic modules, will enable students to become a manager and decision maker in a real world global setting.</p> <p>10. Analysing the trading theories of various countries.</p> <p>11. Preparing a report on taxation policies of various countries</p> <p>12. Preparing an MOU for trade between international firms</p> <p>13. Understanding cultural factors that prevail by visiting MNCs and reporting.</p> <p>14. How various firms are functioning to reduce the cultural barriers & their product modifications.</p> <ul style="list-style-type: none"> • Performing the role of Economist • Diagrammatic representation of a utility curve. • Forming a utility schedule with TU, MU & AU • Making a schedule for demand analysis • Small project work on demand Analysis • Graphical plotting of the demand schedule. • Making a schedule for supply analysis • Graphical plotting of the supply schedule. • Making of cost concept schedule • Numerical solution of cost concepts • Diagrammatic plotting of cost concepts • plotting of variable proportion schedule & Graph • Diagrammatic presentation of perfect competition • Diagrammatic presentation of monopoly market • Diagrammatic presentation of monopolistic competition
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