

**Bachelor of Business Administration (Honours)**  
**Scheme of Examination (w.e.f. the Session 2021-22)**

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Notes regarding paper code:

- (a). CC = Core Course; SEC = Skill Enhancement Course; AEC = Ability Enhancement Course; DSE = Discipline Specific Elective  
 (b). The first digit represents the Semester; the second digit differentiates among the Subjects in a semester

**Semester I (Marks: 600; Credits: 27)**

| Code   | Nomenclature                         | Credits | Maximum Marks<br>(Internal + End-Term) | Minimum Pass Marks<br>(Internal + End-Term) | Time for End-Term<br>Examination |
|--------|--------------------------------------|---------|----------------------------------------|---------------------------------------------|----------------------------------|
| CC-11  | Conceptual Foundations of Management | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| CC-12  | Business Economics                   | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| CC-13  | Fundamentals of Accounting           | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| SEC-11 | Business Mathematics                 | 4       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| SEC-12 | Essential Computer Skills            | 4       | 100 (30+30 <sup>Practical</sup> +40)   | 40 (12+12 <sup>Practical</sup> +16)         | 2 Hours                          |
| AEC-11 | Vyavharik Hindi                      | 4       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
|        | OR                                   |         |                                        |                                             |                                  |
| AEC-12 | Fundamentals of English *            | 4       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |

\* for foreign students only.

**Semester II (Marks: 600; Credits: 27)**

| Code   | Nomenclature                          | Credits | Maximum Marks<br>(Internal + End-Term) | Minimum Pass Marks<br>(Internal + End-Term) | Time for End-Term<br>Examination |
|--------|---------------------------------------|---------|----------------------------------------|---------------------------------------------|----------------------------------|
| CC-21  | Organization Behavior                 | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| CC-22  | Principles of Marketing               | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| CC-23  | Entrepreneurial Development           | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| SEC-21 | Soft Skills & Personality Development | 4       | 100 <sup>Internal</sup>                | 40                                          | -NA-                             |
| AEC-21 | Proficiency in English                | 4       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| AEC-22 | Environmental Studies                 | 2       | 50 (10+40)                             | 20 (4+16)                                   | 2 Hours                          |
| AEC-23 | Viva-Voce <sup>a</sup>                | 2       | 50                                     | 20                                          | -NA-                             |

<sup>a</sup> based on the learning in the first two semesters.

**Semester III (Marks: 600; Credits: 27)**

| <b>Code</b> | <b>Nomenclature</b>               | <b>Credits</b> | <b>Maximum Marks<br/>(Internal + End-Term)</b> | <b>Minimum Pass Marks<br/>(Internal + End-Term)</b> | <b>Time for End-Term<br/>Examination</b> |
|-------------|-----------------------------------|----------------|------------------------------------------------|-----------------------------------------------------|------------------------------------------|
| CC-31       | Business Laws                     | 5              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| CC-32       | Financial Accounting and Auditing | 5              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| CC-33       | Human Resource Management         | 5              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| CC-34       | Digital & Social Media Marketing  | 4              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| SEC-31      | Business Communication            | 4              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| SEC-32      | Statistics for Managers           | 4              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |

**Semester IV (Marks: 650; Credits: 29)**

| <b>Code</b> | <b>Nomenclature</b>                    | <b>Credits</b> | <b>Maximum Marks<br/>(Internal + End-Term)</b> | <b>Minimum Pass Marks<br/>(Internal + End-Term)</b> | <b>Time for End-Term<br/>Examination</b> |
|-------------|----------------------------------------|----------------|------------------------------------------------|-----------------------------------------------------|------------------------------------------|
| CC-41       | Financial Management                   | 5              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| CC-42       | Production & Operations Management     | 5              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| CC-43       | E-Commerce                             | 5              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| CC-44       | Business Ethics                        | 4              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| CC-45       | Quantitative Techniques for Management | 4              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| SEC-41      | Employability Skills                   | 4              | 100 (30+70)                                    | 40 (12+28)                                          | 3 Hours                                  |
| AEC-41      | Viva-Voce <sup>b</sup>                 | 2              | 50                                             | 20                                                  | -NA-                                     |

<sup>b</sup> based on the learning in the first two years.

**Semester V (Marks: 600; Credits: 25)**

| Code                                            | Nomenclature              | Credits | Maximum Marks<br>(Internal + End-Term) | Minimum Pass Marks<br>(Internal + End-Term) | Time for End-Term<br>Examination |
|-------------------------------------------------|---------------------------|---------|----------------------------------------|---------------------------------------------|----------------------------------|
| CC-51                                           | Cost Accounting           | 4       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| CC-52                                           | International Business    | 4       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| CC-53                                           | Taxation Laws             | 4       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| CC-54                                           | Labor Laws                | 4       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| SEC-51                                          | Business Research Methods | 4       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| The students will opt any one of the following: |                           |         |                                        |                                             |                                  |
| DSE-51                                          | Principles of Insurance   | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| DSE-52                                          | Sales Management          | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| DSE-53                                          | Business Analytics-I      | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |

**Semester VI (Marks: 450; Credits: 22)**

| Code                                                                                                                                            | Nomenclature            | Credits | Maximum Marks<br>(Internal + End-Term) | Minimum Pass Marks<br>(Internal + End-Term) | Time for End-Term<br>Examination |
|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|---------|----------------------------------------|---------------------------------------------|----------------------------------|
| CC-61                                                                                                                                           | Internship <sup>†</sup> | 15      | 300 (150+150)                          | 120 (60+60)                                 | -NA-                             |
| AEC-61                                                                                                                                          | Viva-Voce <sup>c</sup>  | 2       | 50                                     | 20                                          | -NA-                             |
| The students will (based on his/her choice in Semester V; e.g., a student who opt DSE-51, will opt DSE-61, and so on) opt one of the following: |                         |         |                                        |                                             |                                  |
| DSE-61                                                                                                                                          | Principles of Banking   | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| DSE-62                                                                                                                                          | Retail Management       | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |
| DSE-63                                                                                                                                          | Business Analytics-II   | 5       | 100 (30+70)                            | 40 (12+28)                                  | 3 Hours                          |

<sup>c</sup> based on the learning in the whole program.

<sup>†</sup> **Note:** During the 6<sup>th</sup> Semester, every student shall be required to undergo 14-16 weeks internship (during the months from January to April) in an Industrial/Commercial/Service Organization in Private/Public/Co-operative/Joint Sector as approved by the Director. After completion of the training, every student shall be required to prepare and submit a report, and present the same before a panel of two experts as approved by the Director. The report and its presentation will carry 150 marks, in total. Besides, the supervisor/ mentor of the apprentice student will make evaluation out of 150 marks.

**Semesters I to VI (Total Marks: 3500; Total Credits: 157)**

**SEC-12: Essential Computer Skills**

Credits: 4; Maximum Marks: 100 (30/Int. + 30/Practical + 40/End-Term);

Minimum Pass Marks: 40 (12/Int. +12/Practical + 16/End-Term);

Time for End-Term Exam: 2 Hours

**Course Objectives:** To make the students understand the basics of computer and its applications and inculcate essential computer skills particularly related to MS Office.

**Course Content:**

- Unit-I: Introduction to Computer, Characteristics of Computers; Evolution of Computers; Basic Components of a Computer, Their Functions, and Inter-relation; Computer Languages; Types of Computer Systems: Personal-Micro, Mini, Mainframe, and Super Computer.
- Unit-II: Data Storage: Primary Storage, Secondary Storage; Input and Output Devices; Concept of Data Communication and Network Topology
- Unit-III: Operating System: Introduction to Operating System; Types of Operating Systems; Word Processor: Meaning and Applications
- Unit-IV: Windows: Basic Functionality; MS Office: Basic functions and Commands in MS Word and MS PowerPoint
- Unit-V: MS Office: MS Excel-Working with Excel, Basic Functions and Formulae; Internet: Usage and Applications,

**Note:** The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *two* marks each (one part from each unit). Further, *two* questions of *six* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

**Practical:** The practical will be based on the applications of MS Office: MS Word, MS Excel & MS PowerPoint

**Suggested Readings:**

1. Sinha, P. K.: *Computer Fundamentals* (3rd ed.). BPB Publications.
2. Raja, R. (2007): *Fundamentals of Computer*, Prentice Hall.
3. Dhunna, M., & Dixit J.B. (2010): *Information Technology in Business Management*, University Science Press New Delhi (An imprint of Laxmi Publications, New Delhi).
4. Gill N.S.: *Computer Network*. Krishna Publishing House, New Delhi
5. Douglas, E. Comer: *Computer Network and Internet*. Pearson.

### CC-31: Business Laws

Credits: 5; Maximum Marks: 100 (30/Int. + 70/End-Term);  
Minimum Pass Marks: 40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**Course Objectives:** To make the students understand basic Indian laws and acts governing business.

#### Course Content:

- Unit-I: Indian Contract Act 1872: Meaning and Essentials of a Valid Contract, Performance of Contract, Breach of Contract and its Remedies, relevant cases. Contracts of Indemnity, Guarantee, Bailment, and Pledge.
- Unit-II: Law of Agency: Types of Agents, Rights and Duties of an Agent, Termination of Agency. Sales of Goods Act 1930: Meaning and Essentials of a Contract of Sale, Conditions and Warranties, Transfer of Property, Unpaid Seller and his Rights.
- Unit-III: The Negotiable Instruments Act 1881: Types of Negotiable Instruments, Holder and Holder-in-due-course, Negotiation by Endorsements, Crossing of a Cheque, and Dishonour of Cheque.
- Unit-IV: Major Provisions of Consumer Protection (Amendment) Act 2002, Consumer Protection Bill 2015. The Competition Act 2002. Forms of Intellectual Property Rights and Important Laws regulating IPRs in India.
- Unit-V: Cyber Laws in India. Categories of Cyber Crimes: Unauthorized Access and Hacking of Computers, Trojan Attack, Virus or Worm Attack, Denial of Service attack, Email Spoofing, Spamming, and Bombing etc. Major Provisions of Information Technology Act (ITA) 2000 and Amended (ITAA) 2008. Reasonable Security Practices. Role of the Indian Computer Emergency Response Team (CERT-In)

**Note:** The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *four* marks each (one part from each unit). Further, *two* questions of *ten* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

#### Suggested Readings:

1. Aggarwal, S. K. & Singhal, K. (2006). *Business Laws*. Galgotia Publications.
2. Gulshan, S. S. (2012). *Business Laws* (4th ed.). New Age International Publication.
3. Kapoor, N. D. (2019). *Elements of Mercantile Law*. Sultan Chand & Sons.
4. Kuchhal, M. C., Prakash, D. (2012). *Business Legislation for Management*. Vikas Publishing House.
5. Maheshwari, S. N. & Maheshwari, S. K. (2016). *Manual of Business Law* (6th ed.). Himalaya Publishing House.
6. Tulsian, P. C. (2018). *Business Law* (3rd ed.). Tata McGraw Hill.

### CC-32: Financial Accounting and Auditing

Credits: 5; Maximum Marks: 100 (30/Int. + 70/End-Term);  
Minimum Pass Marks: 40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**Course Objectives:** To make the students understand of basic concepts, principles, and scope of Accounting and Auditing.

#### Course Content:

- Unit-I: Concept of Partnership Firm: Partnership Deed, Accounting for Partnership, Admission of new partner, Valuation of Goodwill, Sacrifice ratio, Retirement and Death of a partner, Dissolution of firm.
- Unit-II: Meaning, formation and Types of companies: Company Accounts- Accounting for issue, forfeiture and Reissue of shares. Debenture: Meaning and types; Issue of debentures, purpose of issue, Accounting for issue and Redemption of Debentures.
- Unit-III: Final Accounts of a company: Profit and Loss Account, Balance Sheet, Managerial Remuneration, Valuation of shares.
- Unit-IV: Amalgamation, Absorption and Reconstruction: Nature of purchase, Purchase Consideration, Accounting in the books of transferor and Transferee Company. Intercompany holdings.
- Unit-V: Auditing- concept, functions of an Auditor, procedure of auditing, internal control and audit, qualifications of company auditor, Auditor's report.

**Note:** The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *four* marks each (one part from each unit). Further, *two* questions of *ten* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

#### Suggested Readings:

1. Tulsian, P. C. (2017). *Financial Accounting* (2nd ed.). Pearson Education India.
2. Bhattacharyya, Ashish. K. (2020), *Essentials of Financial Accounting* (5<sup>Th</sup> ed.) Prentice Hall of India.
3. Arora M. N. (2021). *Cost and Management Accounting* (13th ed.). Himalaya Publishing House.
4. Jayapandian, S. (2011). *Accounting for Managers - Effective Techniques for Decision Making* (2nd ed.). Anne Books Publishers.
5. Kothari, R. (2021). *Accounting and Finance for Bankers* (4th ed.). MacMillan Education.
6. Maheshwari, S.N. & S.K. Maheshwari (2017). *Accounting for Management* (4th ed.). Vikas Publishing House.
7. Sahaf, M. A. (2018). *Management Accounting - Principles and Practice* (3rd ed.). Vikas Publishing House.

### CC-33: Human Resource Management

Credits: 5; Maximum Marks: 100 (30/Int. + 70/End-Term);  
Minimum Pass Marks: 40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**Course Objectives:** To make the students understand the fundamentals of the managing of human resource in an organization.

**Course Content:**

- Unit-I: HRM: Historical Development, Definition, Objectives, Scope, Significance and Functions of HRM. Human Resource Planning: Significance and Process.
- Unit-II: Recruitment: Process, Sources, Methods and Techniques. Selection: Process, Tests, Interview. Placement and Induction.
- Unit-III: Training: Process, Principles, Methods, Types. Training need Assessment and Process Evaluation. Development: Nature, Process, Methods, Techniques and Evaluation.
- Unit-IV: Compensation Management: Wages, Salaries, Incentives, Fringe Benefits, Bonus. Job Evaluation. Performance Appraisal. Potential Appraisal. Performance Management.
- Unit-V: Career Planning and Development. Industrial Relations: Concept, Trade Unionism; Industrial Disputes. Grievance Handling. Workers Participation in Management. Present and future trends in HRM. Competitive challenges influencing HRM.

**Note:** The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *four* marks each (one part from each unit). Further, *two* questions of *ten* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

**Suggested Readings:**

1. Aswathappa, K. (2017). *Human Resource & Personnel Management* (17th ed.). McGraw Hill.
2. Cascio, W. F. (2002). *Managing Human Resources* (6th ed.). Tata McGraw Hill.
3. Dessler, G. (2017). *Human Resource Management* (15th ed.). Pearson.
4. Dwivedi, R.S. (2009). *A Textbook of Human Resource Management*. Vikas Publishing House.
5. Gomez, M. & Louis, R. (2006). *Managing Human Resources* (6th ed.). Prentice Hall India.
6. Rao, V. S. P. (2010). *Human Resource Management* (2nd ed.). Taxmann.

### CC-34: Digital & Social Media Marketing

Credits: 4; Maximum Marks: 100 (30/Int. + 70/End-Term);  
Minimum Pass Marks: 40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**Course Objectives:** To familiarize the students with the basic concepts, functions, applications, and process of digital and social media marketing.

#### Course Content:

- Unit-I: Digital Marketing: Concept & Applications. Social Media Marketing: Introduction, Expanding role of Web, Major zones of Social Media, Participation as additional ‘P’ of marketing, Traditional Media vs. Social Media, Careers in Social Media, Applications of Social Media.
- Unit-II: Social Communities: Concept, Zones and their Characteristics. Consumer Adoption Process and Social Media Marketing, Characteristics of Social Networking Sites, Customer Engagement and Social Media Marketing, Characteristics of Social/Brand fans. Marketing applications of Social Communities.
- Unit-III: Social Publishing: Concept, Zones, Publishing Content, Developing and Organizing Content, Social Publishing Strategies: SEO and SMO in Social Media. Social Entertainment: Social Entertainment Zones, Social Games, Social Music, Social TV and Social Celebrities.
- Unit-IV: Social Commerce: Zones, Strategies and Benefits. Social Media for Consumer Insight, Role of Social Media in Research, Social Media Listening and Monitoring, Sentiment and Content Analysis, Errors in Social Media Research.
- Unit-V: Social Media and Contemporary Trends: Content Marketing, Influencer Marketing, Blog Marketing, Microblogging, Mobile Marketing, Affiliate Marketing, Ethical aspects of Social Media.

**Note:** The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *four* marks each (one part from each unit). Further, *two* questions of *ten* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

#### Suggested Readings:

1. Berger, J., Simon, & Schuster (2014). *Contagious: How to Build Word of Mouth in the Digital Age*.
2. Dodson, I. (2016). *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*.
3. Guy Kawasaki, G. (2015). *Art of the Start 2.0* (paperback). Penguin Business.
4. Smith, N., Hodder, & Stoughton. (2013). *Social Media Marketing in A Week: Create Your Successful Social Media Strategy in Just Seven Days*.
5. Tuten, T. L. & Solomon, M. R. (2016). *Social Media Marketing* (2nd ed.). Sage Publishing.

### SEC-31: Business Communication



Credits: 4; Maximum Marks: 100 (30/Int. + 70/End-Term);  
Minimum Pass Marks: 40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**Course Objectives:** To develop written and oral communication skills.

**Course Content:**

- Unit-I: Communication: Meaning, Objectives, Importance, Communication Process, Barriers in Communication and 7C's of Effective communication. Verbal and Non-Verbal Communication. Effective Listening. Formal and Informal Communication.
- Unit-II: Business Messages: Memo Writing, Proposal Writing, Office Orders, Office Circulars. Report Writing: Types and Format. E-mail etiquettes.
- Unit-III: Public Speaking: Strategies for Oral Presentations. Dyadic Communication: Telephonic Conversation Skills, Interview Skills.
- Unit-IV: Communication Outside the Organization: Agenda, Quotations, Tenders, Business Letters, Complaints, and Follow-up Letters. Business and Group Meetings: Purpose, Types, Responsibility in Business Meetings
- Unit-V: Communication for Employment: Resume Writing and Follow Up. Use of Visual Aids in Business Communication. Ethical Issues in Communication

**Note:** The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *four* marks each (one part from each unit). Further, *two* questions of *ten* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

**Suggested Readings:**

1. Chaturvedi & Chaturvedi. (2011). *Business Communication*. Pearson Publishing.
2. Hilderbrandth & Murphy (1997). *Effective Business Communications* (7th ed.). Irwin McGraw Hill.
3. Paul, Rajendra, & Korthalli, J. S. (2012). *Business Communication*. Sultan Chand & Sons.
4. Pradhan, Homai, et. al. (2010). *Business Communication*. Himalaya Publishing House.
5. Sinha, K. K. (2018). *Business Communication* (4th ed.). Galgotia Publishing.

### SEC-32: Statistics for Managers

Credits: 4; Maximum Marks: 100 (30/Int. + 70/End-Term);

Minimum Pass Marks: 40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**Course Objectives:** To make the students understand about the statistical techniques and their application for business decision making.

#### Course Content:

- Unit-I: Statistics: Functions and Limitation. Collection of Data: Types of Data, Methods of Collecting Primary Data, Sources of Secondary Data. Classification and Tabulation of Data. Organizing Numerical Data: Ordered Array, and Frequency Distribution, Cumulative and Percentage Frequency Distributions. Diagrammatic and Graphic Presentation of Data.
- Unit-II: Measures of Central Tendency: Mean Median, Mode, Geometric Mean, and Harmonic Mean. Partition Values: Quartiles, Deciles, and Percentiles. Measures of Dispersion: Range, Mean Deviation, Standard Deviation and Variance, Coefficient of Variation. Measures of Skewness, and Kurtosis.
- Unit-III: Correlation Analysis: Concept, Types and Significance, Karl Pearson's and Spearman's Coefficients of Correlation. Regression Analysis: Concept, and Significance, Two Lines of Regression.
- Unit-IV: Multiple Correlation and Regression Analysis: Estimation of Multiple Regression Equation, Calculation of Multiple Correlation Coefficient. Time Series Analysis: Meaning, Components and Trend Analysis; Seasonal Variations.
- Unit-V: Index Numbers: Meaning, Types, and Uses. Methods of constructing Index Numbers. Tests of Adequacy. Chain Index Numbers. Special Problems: Base Shifting, Splicing, and Deflation of Index Numbers. Problems in Construction of Index Numbers.

**Note:** The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *four* marks each (one part from each unit). Further, *two* questions of *ten* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

#### Suggested Readings:

1. Aczel, A. D., Sounderpandian, J., Saravanan, P., & Joshi, R. (2017). *Complete Business Statistics* (7th ed.). McGraw Hill Education.
2. Gupta, S. P., & Gupta M. P. (2017). *Business Statistics*. Sultan Chand & Sons.
3. Hooda, R.P. (2013) *Statistics for Business and Economics* (5th ed.). Vikas Publishing House.
4. Levine, D. M., Stephan, D. F., Szabat, K. A., & Viswanatha, P .K. (2017). *Business Statistics: A First Course* (7th ed.). Pearson Education.

## CC-41: Financial Management

Credits: 5; Maximum Marks: 100 (30/Int. + 70/End-Term);

Minimum Pass Marks: 40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**Course Objectives:** To familiarize the students with basics and important aspects of financial management.

### Course Content:

- Unit-I: Financial Management: Nature, Scope, Functions, Objectives of Financial Management, Organization of Finance Function. Time Value of Money. Source of Finance: Long-term Finance , Short-Term Finance.
- Unit-II: Cost of Capital: Concept, Computation of Cost of Capital. Capital Budgeting: Conventional and Discounting Methods.
- Unit-III: Leverages: Operating, Financial, Combined Leverage. Capital Structure: Theories of Capital Structure, Determinants of Capital Structure, Optimal Capital Structure.
- Unit-IV: Dividend Policy: Introduction, Considerations ,Approaches to Valuation of Stock, Dividend Models.
- Unit-V: Working Capital Management: Management of Cash, Inventories Management, Receivables Management.

**Note:** The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *four* marks each (one part from each unit). Further, *two* questions of *ten* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

### Suggested Readings:

1. Chandra, P. (2017). *Financial Management* (9th ed.).Vikas Publishing House.
2. Gupta, S. K. *Financial Management: Theory and Practice* (9th ed.). Kalyani.
3. James, C. & Horne, V. (2011). *Financial Management and Policy* (12th ed.). Prentice Hall.
4. Khan, M. Y. (2018). *Financial Management* (8th ed.). Tata Mc Graw Hill.
5. Pandey, I. M. (2021). *Financial Management* (12th ed.).Vikas Publishing House.

## CC-42: Production & Operation Management

Credits: 5; Maximum Marks: 100 (30/Int. + 70/End-Term);

Minimum Pass Marks: 40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**Course Objectives:** To make the students understand the basics of production and operation management.

### Course Content:

- Unit-I: Production: Meaning, Nature, Scope and Importance. Production as a Functional Area of Management. Production Systems: Job, Batch and Flow Production, Continuous & Intermittent Production.
- Unit-II: Facility Location, and Layout: Need, Meaning & Types of Plant Layout. Plant Layout and Material Handling. Inventory Management: Techniques of Inventory Control.
- Unit-III: Production Forecasting: Concept, Importance & Methods. Production Planning and Control: Master Production Scheduling using PERT and CPM Techniques.
- Unit-IV: Method Study: Concept, Application, Procedure. Relevance of Forms, Charts, and Reports in Method Study. Work Measurement Time Study: Concept, Application, Procedure, Determination of Standard, Actual and Normal Time. Performance Rating. Work Sampling. Balance Score Card.
- Unit-V: Managing for Quality: Meaning of Quality, Principles, TQM, Six Sigma and Statistical Quality Control.

**Note:** The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *four* marks each (one part from each unit). Further, *two* questions of *ten* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

### Suggested Readings:

1. Aswathappa, K. & Bhat, K. S. (2015). *Production and Operations Management*. Himalaya Publishing House.
2. Chunawalla, K. & Patel, D. R. (2009). *Production and Operations Management* (9th ed.). Himalaya Publishing House.
3. Kachru, U. (2007). *Production and Operations Management*. Excel Books.
4. Panneerselvam, R. (2017). *Production and Operations Management* (3rd ed.). Prentice Hall.
5. Starr, M. K. (2005). *Production and Operations Management*. Biztantra.

### CC-43: E-Commerce

Credits: 5; Maximum Marks: 100 (30/Int. + 70/End-Term);  
Minimum Pass Marks: 40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**Course Objectives:** To make the students understand the concepts of new-age E-commerce and how it applies in the organization.

#### Course Content:

- Unit 1: Introduction to E-Commerce: Definition, Forces Fueling E-Commerce, Industry framework, types. Internet Service Providers: Internet access providers, Internet Vs. Online Services. WWW: Concepts, Technology, Applications. Electronic Payment Systems: Electronic Payment Technology, Digital Cash, Electronic Check, On-line Credit Card.
- Unit 2: Electronic Commerce and Banking: Changing dynamics in the Banking Industry, Home banking Implementation approaches, Open Vs. Closed model, Management issues in online Banking. Electronic Commerce and Retailing: Changing retail Industry dynamics, Online retailing, Management challenges.
- Unit 3: Electronic Commerce and online publishing: Online publishing Strategies, Approaches, advertising and online publishing, Digital copyrights and Electronic publishing. Intranets and Supply Chain Management: Supply Chain Management, Managing retail supply chains, supply chain application software, Internet and customer asset Management, customer asset management basics.
- Unit 4: Intranets and Corporate Finance: Financial Systems, Financial Intranets, Software modules in Financial Information System, Transaction Accounting Payment Management, Treasury and Cash Management, Human Resource Management Systems, size, structure of Financial Software Markets, The Corporate Digital Library, Intelligent Agents.
- Unit 5: E-Commerce Scenario in Indian Corporates: Usage, Infrastructural and Other Problems, Growth Prospects, Customers Attitude, Legal Aspects Pertaining to E-Commerce in India, Ethical aspects of E-commerce.

**Note:** The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *four* marks each (one part from each unit). Further, *two* questions of *ten* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

#### Suggested Readings:

1. Cady, D.H. & Megregor, P. (1996). *Mastering The Internet* (2nd ed.). BPB Publication.
2. Janson, R. (2000). *Starting E-Commerce Business*. IDG Books.
3. Oberi, S. (2001). *Security and You*. Tata McGraw-Hill.
4. Peter, K. & McDonald, M. (2000). *The E-Process Edge*. Tata McGraw-Hill.

### CC-44: Business Ethics

Credits: 4; Maximum Marks: 100 (30/Int. + 70/End-Term);  
 Minimum Pass Marks: 40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**Course Objectives:** To make the students understand the ethical issues concerning business.

**Course Content:**

- Unit 1: Business Ethics: Meaning, Nature, Scope & Purpose of Ethics. Ethics and Decision Making. Moral issues in business. Worker's and employee's rights and responsibilities. Profit Maximization vs. Social Responsibility.
- Unit 2: Human Values: Morals, Values & Ethics. Work Ethics: Features, types & Relevance of Values. Variety of Moral Issues. Moral Dilemmas. Models of Professional Roles-Theories about Action, Custom & Religion.
- Unit 3: Corporate social responsibility: Meaning, Evolution of corporate social responsibility. Common indicators for measuring business social performance. Reporting social responsibility measures in annual report.
- Unit 4: Professional Ethics: Ethics & Religion. HRM & Ethics. Creating Work-committed cultures in Organizations. Quality of Work Life.
- Unit 5: Miscellaneous Aspects of Ethics in Management: Management of Mind; Commonsense Management; Respect for Authority; Occupational Crime; Ethics & Environment; Cultivating Talents & Virtues for Excellence.

**Note:** The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *four* marks each (one part from each unit). Further, *two* questions of *ten* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

**Suggested Readings:**

1. Anubhavananda, S. & Kumar, A. (2008). *Ethics in Management: Insights from Ancient Indian Wisdom*. Anne Books.
2. Bhanumurthy, K. V. (2009). *Ethics and Social Responsibility of Business*. Pearson.
3. Bowie, N. E. (1999). *Business Ethics-A Kantian Prospective*. Blackwell.
4. Fernando, A. C. (2012). *Corporate Governance*. Pearson.
5. Ghosh, B. (2009). *Indian Ethos in Management* (2nd ed.). Vikas Publishing House.

## CC-45: Quantitative Techniques for Management

Credits: 4; Maximum Marks: 100 (30/Int. + 70/End-Term);  
Minimum Pass Marks: 40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**Course Objectives:** To make the students understand & apply quantitative techniques for managerial decision-making.

### Course Content:

- Unit 1: Quantitative approach to decision-making: Methodology, Models and Modelling. Linear Programming Problems: Basic Concepts and Assumptions, Problem Formulation and Solution by Graphical and Simplex Methods
- Unit 2: Transportation and Assignment Problems: Formulation and Solution
- Unit 3: Decision Theory: Decision-Making Environments, Decision-Making under Risk, and under Uncertainty. Decision Tree Analysis. Game Theory: Two-Person Zero-Sum Games, Pure Strategies, Mixed Strategies, Rule of Dominance.
- Unit 4: Queuing Theory: General Structure, Operating Characteristics and Performance Measures of a Queuing System. Queuing Models (Single Server Models only). Network Analysis in Project Management: PERT/CPM, Determination of Critical Path and Floats.
- Unit 5: Markov Chains: Introduction, Applications, and Characteristics. Simulation: Introduction Types and Steps in Simulation Process. Introduction to Dynamic Programming and Non-Linear Programming.

**Note:** The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *four* marks each (one part from each unit). Further, *two* questions of *ten* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

### Suggested Readings:

1. Hillier, F. S. & Hillier, M. S. (2019). *Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets* (5th ed.). McGraw-Hill Education.
2. Sharma, J. K. (2017). *Operations Research: Theory and Applications* (6th ed.). Laxmi Publications.
3. Stevenson, W. J., & Ozgur, C. (2006). *Introduction to Management Science with Spreadsheets*. McGraw-Hill Education.
4. Vohra, N. D. (2017). *Quantitative Techniques in Management* (5th ed.). McGraw Hill Education.
5. Vohra, N. D., & Arora, H. (2021). *Quantitative Techniques in Management* (6th ed.). McGraw Hill Education.

## SEC-41: Employability Skills

Credits: 4; Maximum Marks: 100 (30/Int. + 70/End-Term);

Minimum Pass Marks: 40 (12/Int. + 28/End-Term); Time for End-Term Exam: 3 Hours

**Course Objectives:** To make the students understand and apply basic employability skills.

### Course Content:

- Unit 1: Basic Employability Skills: Resume Writing, Email writing, Cover Letter Writing, Group Discussion. Interview skills: Self-Introduction, Appropriate dressing choices for interviews, SWOT analysis. Behavioral Skills: Understanding & dealing with barriers to Employment; Positive Body Language & displaying Professionalism, Corporate Etiquettes, Confidence & Self-Esteem.
- Unit 2: Ethics, Values: Human Values, Integrity and Ethical Orientation of Prospective Employees. Inter-Personal Skills: Characteristics of a responsible Citizen. Inter-Personal Skills for Employees, Acceptance of peers from different Cultures & Social Groups.
- Unit 3: Problem-Solving Skills: Creative Thinking, Critical Thinking, Analytical Skills, Stress management techniques.
- Unit 4: Team-Building & Leadership skills: Setting priorities in work and personal life, Collaboration with team to prioritize the common goal, teamwork approach to completing tasks, Effective Leadership skills.
- Unit 5: Result Orientation: Prioritizing Task, Task Focus, learning from Experience, Positive Attitude, Managing in Crisis. Time Management Skills, Conflict Management, Career Awareness & Career Planning, Balance Between Professional & Personal Life.

**Note:** The examiner will set *eleven* questions in all. Question number one will be compulsory, and would contain *five* parts of *four* marks each (one part from each unit). Further, *two* questions of *ten* marks each are to be set from each of the five units. The students will be required to attempt *six* questions—the compulsory question, and one question from each of the five units.

### Suggested Readings:

1. Cottrell, S. (2010). *Skills for Success: Personal Development and Employability*. Palgrave Macmillan.
2. Hariharan, S., Sundararajan, N., & Shanmugapriya, S. P. (yyyy). *Soft Skills*. Vedams eBooks.
3. Singh, V. P., Subhas, C., & Dev, K. (2014). *Employability Skills* (paperback). Asian.
4. Trought, F. (2011). *Brilliant Employability Skills: How to Stand Out from the Crowd in the Graduate Job Market*. Prentice Hall.



**AEC-41: Viva-Voce**

Credits: 2; Maximum Marks: 50, Minimum Pass Marks: 20

The Viva-Voce will be based on the courses studied by the students in the first *two* years (Semesters I to IV). It will be conducted jointly by External and Internal examiners.

| <b>CC-31: Business Laws</b> |                                                                     |
|-----------------------------|---------------------------------------------------------------------|
| COs                         | After completing this course, the students will be able to:         |
| CC-31.1                     | understand the essentials of Indian Contract Act                    |
| CC-31.2                     | understand the Law of Agency and Sales of Goods Act.                |
| CC-31.3                     | understand the legal aspects of Negotiable Instrument Act           |
| CC-31.4                     | comprehend the consumer protection and Intellectual Property rights |
| CC-31.5                     | understand about cybercrimes and legal framework                    |

### Mapping Matrix

| CO#            | PO1        | PO2        | PO3        | PO4        | PO5        | PO6        | PO7        | PO8        | PSO1       | PSO2       | PSO3       | PSO4       |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CC-31.1        | 3          | 2          | 3          | 3          | 2          | 2          | 3          | 3          | 2          | 2          | 2          | 2          |
| CC-31.2        | 2          | 3          | 2          | 2          | 2          | 2          | 2          | 2          | 3          | 3          | 2          | 3          |
| CC-31.3        | 3          | 2          | 3          | 3          | 2          | 3          | 3          | 2          | 3          | 2          | 3          | 3          |
| CC-31.4        | 3          | 3          | 2          | 3          | 3          | 2          | 3          | 2          | 3          | 3          | 3          | 3          |
| CC-31.5        | 2          | 3          | 3          | 3          | 3          | 3          | 3          | 3          | 2          | 2          | 2          | 2          |
| <b>Average</b> | <b>2.6</b> | <b>2.6</b> | <b>2.6</b> | <b>2.8</b> | <b>2.4</b> | <b>2.4</b> | <b>2.8</b> | <b>2.4</b> | <b>2.6</b> | <b>2.4</b> | <b>2.4</b> | <b>2.6</b> |

| <b>CC-32: Financial Accounting and Auditing</b> |                                                                                  |
|-------------------------------------------------|----------------------------------------------------------------------------------|
| COs                                             | After completing this course, the students will be able to:                      |
| CC-32.1                                         | understand the accounting aspects of a partnership                               |
| CC-32.2                                         | understand the accounting aspects related to company                             |
| CC-32.3                                         | understand practical accounting calculations on final accounts                   |
| CC-32.4                                         | understand the accounting aspects of amalgamation, absorption and reconstruction |
| CC-32.5                                         | understanding the auditing aspects of a company                                  |

### **Mapping Matrix**

| CO#            | PO1        | PO2        | PO3        | PO4        | PO5        | PO6        | PO7        | PO8        | PSO1       | PSO2       | PSO3       | PSO4       |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CC-32.1        | 1          | 2          | 3          | 2          | 2          | 2          | 1          | 3          | 3          | 3          | 1          | 1          |
| CC-32.2        | 2          | 3          | 2          | 1          | 2          | 3          | 3          | 3          | 3          | 1          | 1          | 2          |
| CC-32.3        | 3          | 1          | 3          | 3          | 1          | 3          | 2          | 3          | 2          | 1          | 3          | 3          |
| CC-32.4        | 3          | 3          | 2          | 1          | 3          | 2          | 3          | 2          | 1          | 3          | 2          | 3          |
| CC-32.5        | 1          | 1          | 3          | 3          | 2          | 1          | 2          | 3          | 3          | 3          | 1          | 2          |
| <b>Average</b> | <b>2.0</b> | <b>2.0</b> | <b>2.6</b> | <b>2.0</b> | <b>2.0</b> | <b>2.2</b> | <b>2.2</b> | <b>2.8</b> | <b>2.4</b> | <b>2.2</b> | <b>1.6</b> | <b>2.2</b> |

| <b>CC-33: Human Resource Management</b> |                                                                                              |
|-----------------------------------------|----------------------------------------------------------------------------------------------|
| COs                                     | After completing this course, the students will be able to:                                  |
| CC-33.1                                 | understand the basic concepts and functions of human resource management                     |
| CC-33.2                                 | understand of the recruitment and selection process                                          |
| CC-33.3                                 | understand the training process, methods and evaluation of training programme                |
| CC-33.4                                 | understand the basics of compensation management and performance management                  |
| CC-33.5                                 | have an understanding of career planning and development; to understand future trends in HRM |

### Mapping Matrix

| CO#            | PO1        | PO2        | PO3        | PO4        | PO5        | PO6        | PO7        | PO8        | PSO1       | PSO2       | PSO3       | PSO4       |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CC-33.1        | 1          | 2          | 2          | 3          | 2          | 2          | 2          | 2          | 3          | 2          | 2          | 2          |
| CC-33.2        | 3          | 3          | 3          | 3          | 2          | 3          | 2          | 1          | 3          | 3          | 3          | 2          |
| CC-33.3        | 1          | 3          | 2          | 3          | 3          | 3          | 2          | 1          | 2          | 3          | 3          | 3          |
| CC-33.4        | 3          | 3          | 2          | 3          | 2          | 3          | 2          | 1          | 2          | 2          | 3          | 3          |
| CC-33.5        | 2          | 2          | 3          | 3          | 2          | 2          | 2          | 2          | 2          | 2          | 3          | 3          |
| <b>Average</b> | <b>2.0</b> | <b>2.6</b> | <b>2.4</b> | <b>3.0</b> | <b>2.2</b> | <b>2.6</b> | <b>2.0</b> | <b>1.4</b> | <b>2.4</b> | <b>2.4</b> | <b>2.8</b> | <b>2.6</b> |

| <b>CC-34: Digital &amp; Social Media Marketing</b> |                                                                                                             |
|----------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| COs                                                | After completing this course, the students will be able to:                                                 |
| CC-34.1                                            | comprehend the nature of digital & Social Media Marketing (SMM), career options in SMM and its applications |
| CC-34.2                                            | understand the social communities and their role in SMM                                                     |
| CC-34.3                                            | understand social publishing zones and social entertainment perspective in SMM                              |
| CC-34.4                                            | understand social commerce zones and research in SMM                                                        |
| CC-34.5                                            | understand the contemporary trends in SMM                                                                   |

### Mapping Matrix

| CO#            | PO1        | PO2        | PO3        | PO4        | PO5        | PO6        | PO7        | PO8        | PSO1       | PSO2       | PSO3       | PSO4       |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CC-34.1        | 2          | 2          | 3          | 2          | 2          | 2          | 2          | 1          | 2          | 2          | 2          | 2          |
| CC-34.2        | 3          | 3          | 3          | 3          | 2          | 3          | 3          | 2          | 3          | 2          | 3          | 2          |
| CC-34.3        | 3          | 3          | 3          | 3          | 2          | 3          | 3          | 2          | 3          | 3          | 3          | 3          |
| CC-34.4        | 3          | 2          | 3          | 3          | 3          | 3          | 3          | 2          | 3          | 3          | 3          | 3          |
| CC-34.5        | 3          | 3          | 3          | 2          | 3          | 3          | 3          | 2          | 3          | 2          | 3          | 3          |
| <b>Average</b> | <b>2.8</b> | <b>2.6</b> | <b>3.0</b> | <b>2.6</b> | <b>2.4</b> | <b>2.8</b> | <b>2.8</b> | <b>1.8</b> | <b>2.8</b> | <b>2.4</b> | <b>2.8</b> | <b>2.6</b> |

| <b>SEC-31: Business Communication</b> |                                                                            |
|---------------------------------------|----------------------------------------------------------------------------|
| COs                                   | After completing this course, the students will be able to:                |
| SEC-31.1                              | understand the concepts and basics of business communication               |
| SEC-31.2                              | understand the basics of internal business correspondence                  |
| SEC-31.3                              | develop public speaking and interview skills                               |
| SEC-31.4                              | understand the basics of commercial correspondence with external parties   |
| SEC-31.5                              | learn job application skills and ethics involved in business communication |

### Mapping Matrix

| CO#            | PO1        | PO2        | PO3        | PO4        | PO5        | PO6        | PO7        | PO8        | PSO1       | PSO2       | PSO3       | PSO4       |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| SEC-31.1       | 3          | 3          | 2          | 2          | 2          | 2          | 3          | 1          | 3          | 2          | 2          | 2          |
| SEC-31.2       | 2          | 3          | 3          | 3          | 2          | 2          | 3          | 1          | 2          | 2          | 2          | 2          |
| SEC-31.3       | 3          | 3          | 3          | 3          | 3          | 3          | 2          | 2          | 3          | 3          | 3          | 3          |
| SEC-31.4       | 3          | 2          | 3          | 3          | 2          | 3          | 3          | 1          | 2          | 3          | 3          | 1          |
| SEC-31.5       | 3          | 3          | 2          | 2          | 3          | 3          | 3          | 1          | 3          | 3          | 2          | 3          |
| <b>Average</b> | <b>2.8</b> | <b>2.8</b> | <b>2.6</b> | <b>2.6</b> | <b>2.4</b> | <b>2.6</b> | <b>2.8</b> | <b>1.2</b> | <b>2.6</b> | <b>2.6</b> | <b>2.4</b> | <b>2.2</b> |

| <b>SEC-32: Statistics for Managers</b> |                                                                                                              |
|----------------------------------------|--------------------------------------------------------------------------------------------------------------|
| COs                                    | After completing this course, the students will be able to:                                                  |
| SEC-32.1                               | understand the potential role of statistics, needs and different ways of collection and organisation of data |
| SEC-32.2                               | do univariate analysis of data                                                                               |
| SEC-32.3                               | do bivariate analysis of data                                                                                |
| SEC-32.4                               | do multivariate analysis of data and time series analysis                                                    |
| SEC-32.5                               | construct and comprehend index numbers                                                                       |

### Mapping Matrix

| CO#            | PO1        | PO2        | PO3        | PO4        | PO5        | PO6        | PO7        | PO8        | PSO1       | PSO2       | PSO3       | PSO4       |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| SEC-32.1       | 2          | 1          | 3          | 1          | 2          | 3          | 1          | 1          | 2          | 2          | 1          | 2          |
| SEC-32.2       | 2          | 1          | 2          | 1          | 1          | 3          | 1          | 1          | 3          | 2          | 1          | 2          |
| SEC-32.3       | 2          | 1          | 2          | 1          | 1          | 3          | 1          | 1          | 3          | 2          | 1          | 2          |
| SEC-32.4       | 3          | 1          | 3          | 1          | 2          | 3          | 1          | 1          | 3          | 2          | 1          | 2          |
| SEC-32.5       | 2          | 1          | 2          | 1          | 1          | 2          | 1          | 1          | 2          | 1          | 1          | 1          |
| <b>Average</b> | <b>2.2</b> | <b>1.0</b> | <b>2.4</b> | <b>1.0</b> | <b>1.4</b> | <b>2.8</b> | <b>1.0</b> | <b>1.0</b> | <b>2.6</b> | <b>1.8</b> | <b>1.0</b> | <b>1.8</b> |

| <b>CC-41: Financial Management</b> |                                                                 |
|------------------------------------|-----------------------------------------------------------------|
| COs                                | After completing this course, the students will be able to:     |
| CC-41.1                            | understand the basics of finance function in an organisation    |
| CC-41.2                            | understand the concept of cost of capital and capital budgeting |
| CC-41.3                            | understand the concept of leverages and capital structure       |
| CC-41.4                            | develop an understanding of dividend policy                     |
| CC-41.5                            | understand the concept of working capital management            |

### Mapping Matrix

| CO#            | PO1        | PO2        | PO3        | PO4        | PO5        | PO6        | PO7        | PO8        | PSO1       | PSO2       | PSO3       | PSO4       |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CC-41.1        | 2          | 3          | 3          | 2          | 3          | 3          | 3          | 2          | 3          | 2          | 2          | 3          |
| CC-41.2        | 2          | 3          | 3          | 3          | 3          | 3          | 3          | 1          | 3          | 3          | 2          | 2          |
| CC-41.3        | 2          | 3          | 3          | 3          | 3          | 3          | 3          | 1          | 3          | 3          | 2          | 2          |
| CC-41.4        | 2          | 3          | 3          | 3          | 3          | 3          | 3          | 1          | 3          | 2          | 3          | 2          |
| CC-41.5        | 2          | 3          | 3          | 3          | 3          | 3          | 3          | 1          | 3          | 3          | 2          | 2          |
| <b>Average</b> | <b>2.0</b> | <b>3.0</b> | <b>3.0</b> | <b>2.8</b> | <b>3.0</b> | <b>3.0</b> | <b>3.0</b> | <b>1.2</b> | <b>3.0</b> | <b>2.6</b> | <b>2.2</b> | <b>2.2</b> |



| <b>CC-42: Production &amp; Operations Management</b> |                                                                                                      |
|------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| COs                                                  | After completing this course, the students will be able to:                                          |
| CC-42.1                                              | understand the fundamentals of production and get an insight on prominent production systems         |
| CC-42.2                                              | comprehend factors governing plant location and layout and understand basics of inventory management |
| CC-42.3                                              | get an awareness of concepts of production forecasting and planning and control                      |
| CC-42.4                                              | gain an in-depth knowledge of the concepts of work and time study                                    |
| CC-42.5                                              | to gain insights on the concept of quality management                                                |

### Mapping Matrix

| CO#            | PO1        | PO2        | PO3        | PO4        | PO5        | PO6        | PO7        | PO8        | PSO1       | PSO2       | PSO3       | PSO4       |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CC-42.1        | 2          | 2          | 2          | 2          | 3          | 2          | 2          | 1          | 3          | 2          | 2          | 2          |
| CC-42.2        | 3          | 2          | 3          | 3          | 3          | 3          | 2          | 3          | 3          | 3          | 3          | 2          |
| CC-42.3        | 3          | 3          | 3          | 3          | 3          | 3          | 2          | 3          | 3          | 3          | 1          | 3          |
| CC-42.4        | 3          | 3          | 3          | 2          | 3          | 3          | 2          | 2          | 3          | 3          | 2          | 2          |
| CC-42.5        | 3          | 3          | 3          | 3          | 2          | 3          | 3          | 2          | 3          | 3          | 3          | 3          |
| <b>Average</b> | <b>2.8</b> | <b>2.6</b> | <b>2.8</b> | <b>2.6</b> | <b>2.8</b> | <b>2.8</b> | <b>2.2</b> | <b>2.2</b> | <b>3.0</b> | <b>2.8</b> | <b>2.2</b> | <b>2.4</b> |

| <b>CC-43: E-Commerce</b> |                                                                                                                                        |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| COs                      | After completing this course, the students will be able to:                                                                            |
| CC-43.1                  | understand the basic concepts of E-commerce                                                                                            |
| CC-43.2                  | understand the anatomy of e-commerce applications                                                                                      |
| CC-43.3                  | understand the use of e-commerce advertising and marketing. Understand business documents and digital library                          |
| CC-43.4                  | understand the integrated use of e-commerce with different management softwares                                                        |
| CC-43.5                  | make themselves aware about ensuring compliance with the general corporate laws, local and international laws applicable to e-commerce |

### Mapping Matrix

| CO#            | PO1        | PO2        | PO3        | PO4        | PO5        | PO6        | PO7        | PO8        | PSO1       | PSO2       | PSO3       | PSO4       |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CC-43.1        | 2          | 2          | 3          | 2          | 2          | 2          | 3          | 3          | 3          | 3          | 2          | 3          |
| CC-43.2        | 1          | 3          | 2          | 3          | 2          | 2          | 3          | 2          | 3          | 2          | 3          | 3          |
| CC-43.3        | 3          | 3          | 1          | 3          | 3          | 1          | 3          | 2          | 3          | 3          | 2          | 2          |
| CC-43.4        | 3          | 2          | 3          | 1          | 3          | 3          | 1          | 3          | 2          | 3          | 3          | 3          |
| CC-43.5        | 1          | 3          | 3          | 3          | 3          | 3          | 3          | 2          | 2          | 3          | 3          | 2          |
| <b>Average</b> | <b>2.0</b> | <b>2.6</b> | <b>2.4</b> | <b>2.4</b> | <b>2.6</b> | <b>2.2</b> | <b>2.6</b> | <b>2.4</b> | <b>2.6</b> | <b>2.8</b> | <b>2.6</b> | <b>2.6</b> |

| <b>CC-44: Business Ethics</b> |                                                                                                                |
|-------------------------------|----------------------------------------------------------------------------------------------------------------|
| COs                           | After completing this course, the students will be able to:                                                    |
| CC-44.1                       | be conversant with the basics of Business ethics                                                               |
| CC-44.2                       | develop an understanding of Human values, morals and ethics as well as the professional roles of an individual |
| CC-44.3                       | assimilate the knowledge of corporate social responsibility and various social performance indicators          |
| CC-44.4                       | understand the relationship of ethics and religion and importance of Quality of work life                      |
| CC-44.5                       | comprehend the various facets of ethics in management                                                          |

### Mapping Matrix

| CO#            | PO1        | PO2        | PO3        | PO4        | PO5        | PO6        | PO7        | PO8        | PSO1       | PSO2       | PSO3       | PSO4       |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CC-44.1        | 3          | 3          | 2          | 3          | 3          | 1          | 2          | 2          | 2          | 2          | 3          | 3          |
| CC-44.2        | 3          | 3          | 2          | 3          | 3          | 2          | 2          | 2          | 3          | 2          | 3          | 3          |
| CC-44.3        | 3          | 3          | 2          | 3          | 3          | 1          | 2          | 3          | 3          | 2          | 3          | 3          |
| CC-44.4        | 2          | 3          | 2          | 3          | 3          | 2          | 1          | 3          | 2          | 2          | 3          | 3          |
| CC-44.5        | 3          | 3          | 3          | 3          | 3          | 2          | 3          | 3          | 3          | 3          | 3          | 3          |
| <b>Average</b> | <b>2.8</b> | <b>3.0</b> | <b>2.2</b> | <b>3.0</b> | <b>3.0</b> | <b>1.6</b> | <b>2.0</b> | <b>2.6</b> | <b>2.6</b> | <b>2.2</b> | <b>3.0</b> | <b>3.0</b> |

| <b>CC-45: Quantitative Techniques for Management</b> |                                                                                                                               |
|------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| COs                                                  | After completing this course, the students will be able to:                                                                   |
| CC-45.1                                              | understand management science approach to decision-making. To formulate and solve linear programming problems                 |
| CC-45.2                                              | formulate and solve various special cases ( transportation problems, and assignments problems) of linear programming problems |
| CC-45.3                                              | decide aptly under various decision-making environments                                                                       |
| CC-45.4                                              | understand queuing theory, and to do network analysis using PERT/CPM techniques                                               |
| CC-45.5                                              | understand the applications of markov chains, and to have an overview of simulation, dynamic and non-linear programming       |

### Mapping Matrix

| CO#            | PO1        | PO2        | PO3        | PO4        | PO5        | PO6        | PO7        | PO8        | PSO1       | PSO2       | PSO3       | PSO4       |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CC-45.1        | 1          | 1          | 2          | 1          | 1          | 2          | 1          | 1          | 2          | 2          | 1          | 1          |
| CC-45.2        | 1          | 1          | 2          | 1          | 1          | 1          | 1          | 1          | 2          | 2          | 1          | 1          |
| CC-45.3        | 1          | 1          | 2          | 1          | 2          | 1          | 1          | 1          | 3          | 3          | 1          | 2          |
| CC-45.4        | 1          | 1          | 2          | 1          | 2          | 2          | 1          | 1          | 2          | 2          | 1          | 1          |
| CC-45.5        | 1          | 1          | 1          | 1          | 1          | 1          | 1          | 1          | 2          | 2          | 1          | 1          |
| <b>Average</b> | <b>1.0</b> | <b>1.0</b> | <b>1.8</b> | <b>1.0</b> | <b>1.4</b> | <b>1.4</b> | <b>1.0</b> | <b>1.0</b> | <b>2.2</b> | <b>2.2</b> | <b>1.0</b> | <b>1.2</b> |

| <b>SEC-41: Employability Skills</b> |                                                             |
|-------------------------------------|-------------------------------------------------------------|
| COs                                 | After completing this course, the students will be able to: |
| SEC-41.1                            | learn basic skills & behavioural skills for employment      |
| SEC-41.2                            | learn ethical values and interpersonal skills               |
| SEC-41.3                            | learn problem solving skills                                |
| SEC-41.4                            | learn team-building and leadership skills                   |
| SEC-41.5                            | learn result-orientation skills                             |

### Mapping Matrix

| CO#            | PO1        | PO2        | PO3        | PO4        | PO5        | PO6        | PO7        | PO8        | PSO1       | PSO2       | PSO3       | PSO4       |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| SEC-41.1       | 2          | 1          | 1          | 1          | 3          | 1          | 3          | 2          | 2          | 2          | 2          | 3          |
| SEC-41.2       | 3          | 1          | 2          | 3          | 3          | 1          | 3          | 1          | 2          | 2          | 2          | 3          |
| SEC-41.3       | 3          | 2          | 3          | 2          | 2          | 1          | 3          | 2          | 3          | 3          | 2          | 3          |
| SEC-41.4       | 2          | 3          | 2          | 2          | 3          | 1          | 3          | 1          | 2          | 2          | 2          | 3          |
| SEC-41.5       | 3          | 1          | 3          | 2          | 3          | 1          | 3          | 2          | 2          | 2          | 2          | 3          |
| <b>Average</b> | <b>2.6</b> | <b>1.6</b> | <b>2.2</b> | <b>2.0</b> | <b>2.8</b> | <b>1.0</b> | <b>3.0</b> | <b>1.6</b> | <b>2.2</b> | <b>2.2</b> | <b>2.0</b> | <b>3.0</b> |

| <b>AEC-41: Viva-Voce</b> |                                                                                                                                                                                                           |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| COs                      | The students will be able to:                                                                                                                                                                             |
| AEC-41                   | exhibit their communication skills, recalling abilities, and understanding of all the subjects/ courses studied during last two years (in four semesters). The students become able to analyse their SWOT |

### **Mapping Matrix**

| CO#    | PO1      | PO2      | PO3      | PO4      | PO5      | PO6      | PO7      | PO8      | PSO1     | PSO2     | PSO3     | PSO4     |
|--------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| AEC-41 | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>3</b> |