

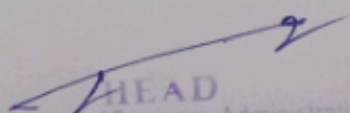
ANNEXURE - II

DEPARTMENT OF BUSINESS ADMINISTRATION

(Session 2024-25, 2025-26, 2026-27)

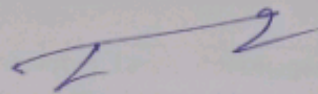
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

| Level (NHEQ F) | Semest er | Cours e Type | Course Code | Course Title | Teachin g Hours Per Week | | | H/ W | Total Hour s | Total Credit s | CA Mark s | EoSE Mark s | Total Mark s |
|---|--------------|--------------------|----------------|---|-----------------------------------|---|---|---------|--------------------|----------------------|-----------------|-------------------|--------------------|
| | | | | | L | T | P | | | | | | |
| 5 / (4.5) | I | DCC | BAD500 2T | Organization and Management | 6 | - | - | 6 | 90 | 6 | 30 | 70 | 100 |
| | | DCC | BAD500 3T | Business Laws | 6 | - | - | 6 | 90 | 6 | 30 | 70 | 100 |
| | II | DCC | BAD500 7T | Organization Theory and Behaviour | 6 | - | - | 6 | 90 | 6 | 30 | 70 | 100 |
| | | DCC | BAD500 8T | Corporate Law | 6 | - | - | 6 | 90 | 6 | 30 | 70 | 100 |
| Exit with BBA Certificate (Need to earn 04 Credits of SEC too) | | | | | | | | | | | | | |
| 6 / (5) | III | DCC | BAD600 2T | Marketing Management | 6 | - | - | 6 | 90 | 6 | 30 | 70 | 100 |
| | | DCC | BAD600 3T | Human Resource Management | 6 | - | - | 6 | 90 | 6 | 30 | 70 | 100 |
| | IV | DCC | BAD600 7T | Production & Materials Management | 6 | - | - | 6 | 90 | 6 | 30 | 70 | 100 |
| | | DCC | BAD600 8T | Entrepreneurs hip | 6 | - | - | 6 | 90 | 6 | 30 | 70 | 100 |
| Exit with BBA Diploma | | | | | | | | | | | | | |
| Discipline Specific Elective (DSE) | | | | | | | | | | | | | |
| 7 / (5.5) | V | DSE | BAD710 4T | Business Ethics and Ethos | 6 | - | - | 6 | 90 | 6 | 30 | 70 | 100 |
| | | | BAD710 5T | Retail Management | 6 | - | - | 6 | 90 | 6 | 30 | 70 | 100 |
| | VI | DSE | BAD711 2T | Customer Relationship Management | 6 | - | - | 6 | 90 | 6 | 30 | 70 | 100 |
| | | | BAD711 3T | Industrial Laws | 6 | - | - | 6 | 90 | 6 | 30 | 70 | 100 |
| Exit with BBA Degree | | | | | | | | | | | | | |


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Note:

- One AEC with Semester I and II each needed. Those who want to exit with Certificate needs to earn 4 credits of SEC too.
- One SEC required with Semester III, IV, V and VI each (means 4 credits to be earned in every year or two credits with each semester).
- **Abbreviations:**
 - NHEQF: National Higher Education Qualification Framework Level
 - DCC: Discipline Centric Core Course
 - DSE: Discipline Specific Elective Course
 - L: Lecture
 - T: Tutorial
 - P: Practical
 - H/W: Hours per week
 - CA: Continuous Assessment
 - EoSE: End of Semester Exams



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Course Code : BAD5002T
 Name of Course : Organization and Management
 Semester : I

| Course Credits | No. of Hours Per Week | Total No. of Teaching Hours |
|----------------|-----------------------|-----------------------------|
| 6 Credits | 6 Hours | 90 Hours |

Course Objective: The objective of this course is to provide students with a comprehensive understanding of principles, theories, and practical aspects of management.

Course Outcome: On successful completion of the course, the students will be able to:

- Understand the concept and significance of management
- Develop skills in planning and decision-making
- Comprehend the principles and techniques of organization and coordination
- Gain insights into motivation, leadership, and direction
- Acquire knowledge of managerial control and change management

SYLLABUS

UNIT 1: Introduction: Concept, Nature, Process and Significance of Management; Managerial Roles (Mintzberg); An Overview of Functional Areas of Management, Development of Management Thoughts - Classical, Neo-Classical and Contingency Approaches.

UNIT 2: Planning: Concept, Process, Types, Levels, Advantages, Disadvantages and Principles of Planning. Decision- Making: Concept and Process; Management by Objective (MBO).

UNIT 3: Organisation: Concept, Nature, Process and Significance, Authority and Responsibility Relationships. Centralization and Decentralization; Span of Management. Coordination: Meaning, Importance, Principles and Techniques.

UNIT 4: Direction: Meaning & Principles. Motivation and Leading People at Work: Motivation- Concept, Importance, Theories of - Maslow, Herzberg, McGregor and Ouchi. Leadership- Concept and Leadership Styles; Likert's System of Management.

UNIT 5: Managerial Control: Concept and Process; Effective Control System; Techniques of Control. Management of Change: Concept, Nature, Types of Changes and Process of Planned Change, Resistance to Change and Methods of Reducing Resistance to Change.

SUGGESTED READINGS

- Harold Knootz & Heinz Wehrich: Essentials of Management, Tata McGraw Hill, New Delhi
- Vijay Kumar Kaul: Business Management, Vikas Publishing House.
- R.D. Agarwal: Organization and Management, Tata McGraw Hill, New Delhi.
- Louis A. Allen : Management and Organisation, McGraw Hill, Tokyo
- Ansoff, H.I. : Corporate Strategy, McGraw Hill, New York
- Hampton David R. : Modern Management, McGraw Hill, New York
- James A.F. Stoner, R. Edward Freeman, Daniel R. Gilbert, Jr.: Management, Prentice Hall, New Delhi.
- Harsey, Paul and Blanchard Kenneth H: Management of Organizational Behaviour-Utilizing the Human Resources, Prentice Hall of India, New Delhi
- John M. Ivancevich, James H. Donnelly, Jr. James L. Gibson: Management Principles and Functions. AITBS Publishers and Distributors, New Delhi.
- George R. Terry, Stephgen G. Franklin: Principles of Management, AITBS Publishers and

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Distributors, New Delhi.

Note: Latest edition of textbooks and reference books may be used.

Course Code : BAD5003T
Name of Course : Business Laws
Semester : I

| Course Credits | No. of Hours Per Week | Total No. of Teaching Hours |
|----------------|-----------------------|-----------------------------|
| 6 Credits | 6 Hours | 90 Hours |

Course Objective: The objective of this course is to provide students with knowledge & application in practical commercial situations of the branches of law relating to business transactions, corporate bodies and related matters.

Course Outcome: On successful completion of the course, the students will be able to:

- Get acquainted with and gain knowledge of Indian Legislation and demonstrate an understanding of the legal environment of business in India.
- Enhance the basic legal knowledge to business transactions and its enforceability in the court of law.
- Develop an understanding of various provisions of Indian Contract Act, 1872 and special contracts.
- Learn various provisions of Indian Sale of Goods Act 1930 and The Limited Liability Partnership Act, 2008

SYLLABUS

UNIT 1: The Indian Contract Act, 1872, Section 1 to 36

UNIT 2: The Indian Contract Act, 1872, Section 37 to 75

UNIT 3: Special Contracts; Indemnity; Guarantee; Bailment and pledge, Agency

UNIT 4: Indian Sale of Goods Act, 1930

UNIT 5: The Limited Liability Partnership Act, 2008

SUGGESTED READINGS

- Kuchal, M.C. and Kuchhal Vivek : Business Law, Vikas Publishing House, New Delhi
- Desai, T.R. : Contract Act, Sale of Goods Act and Partnership Accounts, S.C. Sarkar & Sons Pvt. Ltd., Kolkata
- Singh, Avtar : The Principles of Mercantile Law, Eastern Book Company, Lucknow
- Kapoor, N.D. : Business Law, Sultan Chand & Sons, New Delhi
- Tulsian P.C., Tulsian Bharat, Tulsian Tushar: Business Laws, S.Chand Publishing.
- Chandra, P.R. : Business Law, Galgotia, New Delhi
- The Indian Contract Act, 1872- Bare Act.
- The Sale of Goods Act, 1930- Bare Act.
- The Arbitration and Conciliation Act, 1996- Bare Act.
- Vanijyik Vidhi Ke Sidhant- Avtar Singh.
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Note: Latest edition of textbooks and reference books may be used.

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Course Code : BAD5007T
 Name of Course : Organization Theory and Behaviour
 Semester : II

| Course Credits | No. of Hours Per Week | Total No. of Teaching Hours |
|----------------|-----------------------|-----------------------------|
| 6 Credits | 6 Hours | 90 Hours |

Course Objective: The objective of this course is to provide students a comprehensive understanding of organizational theories and behaviour, enabling students to analyze and interpret the dynamics of organizations in order to enhance their effectiveness and adaptability.

Course Outcome: On successful completion of the course, the students will be able to:

- Understand the fundamental concepts and theories of organization.
- Analyze and explain the dynamics of groups within an organization.
- Examine the role of attitudes and perception in organizational behaviour.
- Understand the factors contributing to personality development and understand the meaning and process of conflict and change within an organization.
- Gain insights into organizational effectiveness.

SYLLABUS

UNIT 1: The concept of organization, meaning of organization theory and behaviour, classical, Neo-classical and modern theories of organization. Organization goals, determinants of goals, goal displacement, goal distortion, organizational and industrial goals, integration of goals. Concept and determinants of organization structure, different types and importance of organizational structure, environment and structure, designing and organising structure, planning for the structure.

UNIT 2: Group Dynamics : The concept of groups, kinds and functions of groups, formal and informal groups, group cohesiveness, group thinking, group dynamics and informal organization, Group dynamics and informal communication, management's role in informal groups.

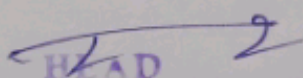
UNIT 3: Attitudes and perception: Concept of attitude; attitude, opinions and beliefs; attitudes and behaviour; theories of attitude; formation of attitude; factors determining formation of attitude, attitude measurement; attitude change. Definition and meaning of perception; perceptual process; factors influencing perception; factors influencing perceptual selection and organization; perceptual distortion factors influencing perceptual distortion.

UNIT 4: Personality Development: Definition and meaning of personality. Factors contributing personality development: theories of personality development Conflict and Change: Meaning and process of conflict; causes, sources, consequences of conflict; conflict resolution strategies. Kinds of change; Identification of the problem and implementation of change: resistance to change; overcoming resistance to change.

UNIT 5: Organizational Effectiveness : The concept of organizational effectiveness; efficiency, effectiveness and productivity; approaches of organizational effectiveness ; contributing factors of organizational effectiveness

SUGGESTED READINGS

- Fred Luthans : Organizational Behaviour Keith Davis : Human Behaviour at Work
- Stephen Robbins : Organizational Behaviour


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- V.S.P. Rao & P.S. Narayan: Organization Theory and Behaviour
- L.M. Prasad: Organization Theory and Behaviour
- R.A. Sharma : Organization Theory and Behaviour
- Paul Hersey & Keith: Management of organizational Behaviour
- Blanchard Edgar H. Schien : Organizational Psychology
- Udai Pareek, T.V. Rao & Pestonjee, D.M. : Behavioural processes in Organizations
- R.S. Dwivedi : Dynamics of Human Behaviour and work

Note: Latest edition of textbooks and reference books may be used.

Course Code : BAD5008T
 Name of Course : Corporate Law
 Semester : II

| Course Credits | No. of Hours Per Week | Total No. of Teaching Hours |
|----------------|-----------------------|-----------------------------|
| 6 Credits | 6 Hours | 90 Hours |

Course Objective: The objective of this course is to develop and comprehend business and its processes in accordance with the provisions of the Companies Act, 2013 while analysing case laws.

Course Outcome: On successful completion of the course, the students will be able to:

- Understand the background, regulatory aspects and the broader procedural aspects involved in different types of companies covered in Companies Act, 2013.
- Comprehend the process and legal documents of formation and incorporation of a company.
- Acquire an understanding of the process and documents required for raising capital for the company.
- Understand the process of company meetings and corporate decision making.
- Develop an understanding of the winding up process.

SYLLABUS

UNIT 1: Background and Salient Features of the Companies Act, 2013. Company and its Characteristics. Types of Companies. Distinction between a company and a partnership. Lifting of Corporate Veil.


Formation and Incorporation of company- Promoters and their legal position, pre-incorporation contract and provisional contract, Online registration of a company, Certificate of Incorporation.

UNIT 2: Memorandum of Association, Articles of Association - Doctrine of Constructive Notice and Indoor Management.

Prospectus: Meaning and Definition – Contents, Statutory requirements in relation to prospectus. Deemed prospectus, Shelf and Red herring prospectus, Statement in lieu of prospectus, Mis-statement in Prospectus: Civil and Criminal Liability.

UNIT 3: Various Modes for Raising of Capital. Global Depository Receipts (GDR), Book Building, Issue of Securities - Private Placement, Public Issue, Rights Issue, Bonus Shares; Employee Stock Option Scheme (ESOS), Sweat Equity Shares. Buy-back of shares, Allotment of Shares, Forfeiture of shares, and Transfer and Transmission of Securities.

UNIT 4: Directors: Classification of Director- Women Director, Independent Director, Shareholder Director, Director Identification Number (DIN), Appointment of Director,


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Qualification and Dis-Qualifications. Legal Position, Powers and Duties, Removal of Director, Remedies for breach of duties, Loans to Director and Remuneration to Director. Various Committee of the Board of Directors.

Key Managerial Personnel – Managing Director, Whole time Directors, Manager, the Company Secretary, Chief Executive Officer, Resident Director. Prevention and Oppression of Mis-Management.

UNIT 5: Meetings: Statutory Meeting, Annual General Meeting (AGM), Extra- Ordinary Meeting, Class Meeting, Virtual Meeting, Meeting of Stakeholders. Requisite of a Valid Meeting.

Winding-up: Meaning of winding-up, Dissolution of company, Conceptual understanding of winding-up by the Tribunal, Compulsory winding-up, Members' voluntary winding-up, Creditors' voluntary winding-up.

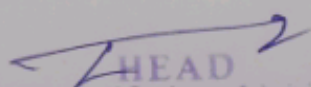
SUGGESTED READINGS

- Avtar Singh : Indian Company Law
- Shukla S.M. : Company Adhinyam evam Sachiviya padhati
- Shukla M.C. : Company Law
- Kuchhal M.C. : Modern Indian Company Law
- Agnihotri Anurag & Inderjeet: Company Law
- Taxman : Companies Act, Special Student Edition
- Mittal and Agarwal : Company Adhinyam Evam Sachiviya Vidhi
- Avtar Singh : Company Adhinyam
- Mathur and Sahal : Mercantile Law Relevant Bare Acts

Note: Latest edition of textbooks and reference books may be used.

Course Code : BAD6002T
 Name of Course : Marketing Management
 Semester : III

| Course Credits | No. of Hours Per Week | Total No. of Teaching Hours |
|---|-----------------------|-----------------------------|
| 6 Credits | 6 Hours | 90 Hours |
| <p>Course Objective: The objective of this course is to develop a comprehensive understanding of marketing principles and strategies, equipping students with the knowledge and skills to effectively analyze markets, design marketing plans, and make informed decisions to achieve organizational goals.</p> <p>Course Outcome: On successful completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> • Understand the fundamental concepts and importance of marketing. • Analyze the marketing environment and its impact on decision-making. • Comprehend product planning, development, and life cycle. • Understand various pricing strategies and promotion methods. • Gain insights into distribution channels and their role in delivering products to consumers. • Understand current issues and developments in marketing | | |
| SYLLABUS | | |
| UNIT 1: Introduction: Concept, Nature, Scope and Importance of Marketing; Marketing | | |


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concept and its evolution; Marketing mix.

Market Analysis and Selection: Marketing environment – macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behavior; Consumer versus organizational buyers; Consumer Decision Making Process

UNIT 2: Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life-cycle – strategic implications; New Product Development and Consumer Adoption Process.
Pricing Decisions: Factors affecting price determination; Pricing policies and strategies.

UNIT 3: Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel Management Decision; Retailing and Wholesaling.

UNIT 4: Promotion Decisions: Communication process; promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and its testing; Media selection; Advertising effectiveness; Sales Promotion – tools and techniques.

UNIT 5: Issues and Developments in Marketing: Social, Ethical and Legal Aspects of Marketing; Services Marketing; Green Marketing; Sustainable Marketing; Relationship Marketing; and other development in marketing.

SUGGESTED READINGS

- Agarwal, P.K.: Marketing Management: An Indian Perspective, Pragati Prakashan, Meerut.
- RSN Pillai & Bagavathi: Marketing Management, S. Chand Publishers
- Arun Kumar & N Meenakshi: Marketing Management, Vikas Publishing House
- Kotler, Philip and Gary Armstrong: Principles of Marketing, Prentice Hall, New Delhi.
- Kotler, Philip: Marketing Management – Analysis, Planning, Implementation and Control, Prentice Hall, New Delhi.
- Majumdar, Ramanuj: Product Management in India, Prentice Hall, New Delhi.
- Ramaswamy, V.S. and Namakumari, S: Marketing Management, MacMillan India, New Delhi.
- Srinivasan, R: Case Studies in Marketing: The Indian Context, Prentice Hall, New Delhi.
- Stanton, William J., and Charles Futrell: Fundamentals of Marketing, McGraw Hill Publishing Co., New York.
- Sontakki, C.N., Marketing Management: In the Indian Background, Kalyani Publishers, New Delhi.
- Verma V. Harsh & Duggal Ekta: Marketing, Oxford University Press, New Delhi.

Note: Latest edition of textbooks and reference books may be used.

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Course Code : BAD6003T
 Name of Course : Human Resource Management
 Semester : III

| Course Credits | No. of Hours Per Week | Total No. of Teaching Hours |
|----------------|-----------------------|-----------------------------|
| 6 Credits | 6 Hours | 90 Hours |

Course Objective: The objective of this course is to develop a comprehensive understanding of human resource management principles and practices for organizational success and enhancing workplace productivity.

Course Outcome: On successful completion of the course, the students will be able to:

- Understand the fundamental concepts and importance of Human Resource Management (HRM) in organizations, including the strategic role of HR managers and the process of HR planning.
- Gain knowledge of the role and responsibilities of HR managers.
- Comprehend the concepts and practices of Training & Development as well as performance management and competency management.
- Comprehend the concept of Compensation Management and learn about career planning, succession planning, and talent management for high-potential employees.
- Develop an understanding of productivity management techniques and gain awareness of challenges, ethical issues in HRM and international HRM.

SYLLABUS

UNIT 1: Human Resource Management- Meaning & Definition, Importance, Role of HR Manager-Strategic HRM, Human Resource Planning- Meaning & Definition, Objectives, Process, Forecasting. Job Analysis- Job Description & Job Specification. Recruitment-Meaning & Definition, Sources of Recruitment, Process, Employer Branding. Selection - Meaning & Definition, Process. Induction.

UNIT 2: Training & Development- Meaning & Definition, Objectives and Needs, Process & Methods of Training, Evaluation of Training Programme, Performance Management- Concept & Definition, Methods, Rating Errors, Competency Management.

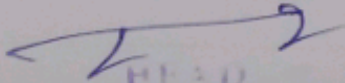
UNIT 3: Compensation Management-Concept, Job Evaluation, Incentives & Benefits, Types of Compensation Plans, Career Planning-Succession Planning-Talent Management High Potential Employees.

UNIT 4: Productivity Management- Concept- TQM- Kaizen- Quality Circles, Industrial Relations-Grievance, Collective Bargaining. Retirement/Separation - Superannuation - Voluntary Retirement Schemes, Resignation, Discharge-Dismissal-Suspension-Layoff. Exit Interview

UNIT 5: Ethical Issues in HRM: Nature and Need, HR Ethical Issues. Challenges of HRM. International Human Resource Management. Domestic HRM and IHRM Comparison, Managing International HR Activities.

SUGGESTED READINGS

- Gomez-Mejia, Luis R., D.B. Balkin and R.L. Cardy: Managing Human Resources, Prentice Hall, New Jersey.
- D'Çenzo, David A. & Stephen P. Robbins: Human Resource Management, John Wiley and Sons, New Delhi.


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- Ian, Beardwell and Len Holden: Human Resource Management, MacMillan, Delhi.
- Dessler, Garry: Human Resource Management, Prentice Hall of India, New Delhi.
- Saiyadain Mirza S.: Human Resource Management, Dhanpat Rai and Co. Pvt. Ltd., New Delhi
- Chhabra, T.N.: Human Resource Management, Dhanpat Rai and Co. Pvt. Ltd., New Delhi
- Dwivedi, R.S.: Managing Human Resources: Personnel Management in Indian Enterprises, Galgotia Publishing Company, New Delhi
- Harzing, A.W. and Joris Van Ruysseveldt: International Human Resource Management: An Integrated Approach, Sage Publication, London
- Dowling, Peter J., D.E. Welch and R.S. Schuller: International Human Resource Management: Managing People in a Multiple Context, South Western College Publishing Cincinnati.
- Seema Sanghi: Human Resource Management, Vikas Publishing House
- S.S. Khanka: Human Resource Management S. Chand Publishing
- Sharma and Surana: Sevivargiya Prabandh evam Audyogik Sambandh (Hindi)

Note: Latest edition of textbooks and reference books may be used.

Course Code : BAD6007T
 Name of Course : Production & Materials Management
 Semester : IV

| Course Credits | No. of Hours Per Week | Total No. of Teaching Hours |
|----------------|-----------------------|-----------------------------|
| 6 Credits | 6 Hours | 90 Hours |

Course Objective: The objective of this course is to provide students with comprehensive understanding of production and materials management principles and techniques to effectively plan, coordinate, and optimize the flow of materials and resources throughout the production process.

Course Outcome: On successful completion of the course, the students will be able to:


- Understand the fundamental concepts, principles and challenges of production management.
- Gain knowledge of different types of manufacturing systems and the factors that influence production planning.
- Acquire the skills to apply project planning methods and understand the importance of production control and quality control.
- Develop an understanding of the purchase procedure.
- Learn about stores management and organization and vendor analysis.

SYLLABUS

UNIT 1: Meaning, nature, scope, functions, problems of production management. Production and Productivity Organising for production.

UNIT 2: Types of manufacturing systems, Production Planning, objectives, factors affecting production planning, forecasting. Qualitative and quantitative forecasting methods.

UNIT 3: Project Planning Methods: PERT and CPM Production control and quality control, Role and importance of materials management Scope, functions, and organization of materials management Make-or-buy decisions.


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UNIT 4: Purchase procedure, factors affecting purchases, Purchases Organization, centralized versus decentralized purchasing, legal aspects of purchasing. Value analysis: meaning, objects, application and problems

UNIT 5: Stores Management and Organization. Receiving and Storekeeping. Stock Verification, stores layout and location. Vendor analysis and vendor selection.

SUGGESTED READINGS

- Buffa, A.E.S. : Modern Production Management
- Chase, R.B., Acquilano N. Jr : Production and Operation Management
- Laufer A.C : Operations Management
- O.P Khanna : Industrial Engineering Management
- S.K. Hajra & Choudhary & Nihar Roy: Production Management
- Hicks, P.E. : Introduction to Industrial Engineering & Management Science

Note: Latest edition of textbooks and reference books may be used.

Course Code : BAD6008T

Name of Course : Entrepreneurship

Semester : IV

| Course Credits | No. of Hours Per Week | Total No. of Teaching Hours |
|----------------|-----------------------|-----------------------------|
| 6 Credits | 6 Hours | 90 Hours |

Course Objective: The objective of this course is to develop students' entrepreneurial mindset and skills by providing a comprehensive understanding of entrepreneurship and various government initiatives and programs supporting entrepreneurship & startups.

Course Outcome: On successful completion of the course, the students will be able to:

- Understand the concept of entrepreneurship and gain knowledge of various theories of entrepreneurship.
- Identify the qualities of a successful entrepreneur and social responsibilities of an entrepreneur.
- Analyze opportunities and external environmental factors for promoting a venture.
- Comprehend the significance of Entrepreneurial Development Programs (EDPs) in fostering entrepreneurship.
- Understand the startup ecosystem and government initiatives.

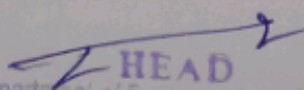
SYLLABUS

UNIT 1: Entrepreneurship - Concept, Nature, Historical evolution, Role of Socio-Economic environment, Theories of entrepreneurship.

Entrepreneur - Qualities of a successful entrepreneur, Entrepreneur and Leadership, Entrepreneur and Risk Taking capacity, Entrepreneur and Business Planning & Decision making, Social responsibilities of entrepreneur.

UNIT 2: Promotion of Venture : Opportunities analysis, External environmental analysis, Preparation of project and feasibility report, Legal requirements for establishment of a new unit and raising fund, Sources of Venture. Capital and Capital Structure decision.

UNIT 3: Entrepreneurial Development Programmes (EDP): their role, relevance, Critical evaluation, Role of Government in organizing EDP's. Role of entrepreneur in economic growth, Export promotion and import substitution


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UNIT 4: Startup: Meaning, Features, Types of Startups – Ideation – Design Thinking, Entrepreneurship Lessons for Startups, 3 Pillars to Initiate startup (Handholding, Funding & Incubations) Incubation – Meaning & definition – Objectives & Functions of Incubation Centres – Services Types – Incentives for Incubators – Role of Incubators in startup policy.

UNIT 5: Government Initiatives – Startup India Initiative, Seed Fund – ASPIRE – SAMRIDDHI Scheme – Mudra Scheme (Sishu, Kishore & Tarun) – ATA Innovation Mission – MSME Multiplier Grants Scheme – Credit Guarantee fund trust for micro & small business – Software Technology Park – Venture Capital Assistance Scheme – Single Point Registration Scheme – M-SIPS – Self Employment & Talent Utilization (SETU)

SUGGESTED READINGS

- Vasant, DCSAI; Entrepreneurship, Himalaya Publishing House.
- Taneja & S.L. Gupta.; Entrepreneurship Development.
- Pandey, I.M.; Venture Capital –The Indian Experience, Prentice Hall of India.
- Tandon B.C, Environment and Entrepreneur, Chug Publications, Allahabad
- Peter F Drucker: Innovation and Entrepreneurship Heinemann London
- Rajpurohit, Vyas, Ramchandani, Sharma; Fundamentals of Entrepreneurship, Ajmera Book Company, Jaipur
- Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning.
- S.R. Bhowmik an M. Bhowmi, Entrepreneurship, New Age International.
- Stevan Fisher, Ja-nae Duane, The Startup Equation – A Visual Guidebook for Building your Startup, Indian Edition, McGraw Hill Education India Pvt. Ltd.
- S.S. Khanka, Entrepreneurial Development, S. Chand Publishing

Note: Latest edition of textbooks and reference books may be used.

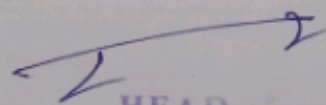
Course Code : BAD7104T
 Name of Course : Business Ethics and Ethos
 Semester : V

| Course Credits | No. of Hours Per Week | Total No. of Teaching Hours |
|----------------|-----------------------|-----------------------------|
| 6 Credits | 6 Hours | 90 Hours |

Course Objective: The objective of this course is to develop a deep understanding of business ethics and ethos, enabling students to recognize and address ethical challenges in the business world while promoting ethical behaviour, social responsibility, and sustainable practices.

Course Outcome: On successful completion of the course, the students will be able to:

- Understand the concepts & types of business ethics and the factors that influence ethical decision-making in organizations.
- Analyze ethical issues in management and various functional areas.
- Assess corporate social responsibility and its impact on stakeholders.
- Understand Gandhian approach in management & trusteeship and its relevance in modern business.



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- Understand the concept and relevance of Indian Ethos in managerial decision-making.

SYLLABUS

UNIT 1: Introduction – Meaning – Scope – Types of Ethics – Characteristics – Factors influencing Business Ethics – Importance of Business Ethics – Arguments for and against business ethics- Basics of business ethics.

UNIT 2: Ethics in Management – Ethics in HRM – Marketing Ethics – Ethical aspects of Financial Management – Technology Ethics.

UNIT 3: Corporate Social Responsibility: Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit.

UNIT 4: Gandhian approach in Management and Trusteeship: Gandhiji's doctrine of Satya and Ahimsa, Relevance of Trusteeship principle in modern business.

UNIT 5: Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient feature (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain, Holistic approach for Managers in Decision Making

SUGGESTED READINGS

- Fernando, A.C. Business Ethics, Pearson Publication
- Ghosh, Biswanath, Ethics in Management and Indian Ethos, Vikas Publishing House
- Rao, A.B., Business Ethics and Professional Values, Excel Books.
- Mehta, Jyotsna, Gupta, Preeti, Business Ethics and Ethos, Pragati Prakashan
- Mruthyunjaya H.C., Business Ethics and Value System, PHI Learning, New Delhi
- Murthy C.S.V., Business Ethics, Himalaya Publishing House

Note: Latest edition of textbooks and reference books may be used.

Course Code : BAD7105T
 Name of Course : Retail Management
 Semester : V

| Course Credits | No. of Hours Per Week | Total No. of Teaching Hours |
|----------------|-----------------------|-----------------------------|
| 6 Credits | 6 Hours | 90 Hours |

Course Objective: The objective of this course is to develop comprehensive knowledge and skills in retail management to drive business growth in the dynamic retail industry.

Course Outcome: On successful completion of the course, the students will be able to:

- Understand the concept and significance of retailing and retailing environment.
- Understand consumer behaviour in retail and comprehend the customer decision-making process in the retail industry.
- Develop an understanding of retail marketing and promotion strategies.
- Gain insights into the factors that affect retail location and also understand the principles of store design and layout
- Understand the retail industry in India.

SYLLABUS

UNIT 1: Introduction: Definition, Nature, Importance of Retailing; Functions of retailing, Retail formats and types, Retailing Environment.

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UNIT 2: Understanding the Retail Consumer: Retail consumer behavior, Factors influencing the Retail consumer, Customer decision making process.

UNIT 3: Retail marketing and promotion: function, importance, Strategies; Retail promotion Mix: - Retail promotion program, retail advertising media, promotional budget.

UNIT 4: Retail Location: Factors affecting location decision, Site Selection, Location based retail Strategies; Store Design: Interiors and Exteriors, Store layout, Types of layouts.

UNIT 5: Retailing in India: Evolution and trends in organized retailing, Indian organized retail market, FDI in Indian organized retail sector, retail scenario in India, future trends of retail in India.

SUGGESTED READINGS

- Nair Suja, Retail Management, Himalaya Publishing House.
- Gibson Vedamani, Retail Management, Pearson's Publication.
- Swapna Pradhan, Retail Management, Tata McGraw Hill.
- Phillip Kotler, Keven Lane Keller, et al. Marketing Management, Pearsons.

Note: Latest edition of textbooks and reference books may be used.

Course Code : BAD7112T
Name of Course : Customer Relationship Management
Semester : VI

| Course Credits | No. of Hours Per Week | Total No. of Teaching Hours |
|---|-----------------------|-----------------------------|
| 6 Credits | 6 Hours | 90 Hours |
| Course Objective: The objective of this course is to equip students with a comprehensive understanding of CRM strategies, tools, and techniques to drive business growth and cultivate long-term customer relationships. | | |
| Course Outcome: On successful completion of the course, the students will be able to: | | |
| <ul style="list-style-type: none">• Understand the fundamentals of CRM.• Comprehend the CRM process.• Develop skills in managing customer relationships.• Plan and strategize for CRM implementation.• Understand the integration of CRM with marketing strategy. | | |
| SYLLABUS | | |
| UNIT 1: Introduction to CRM: Definition and concepts of CRM, Components of CRM, Understanding the goal of CRM and Customer Touch Points. | | |
| UNIT 2: CRM Process: Introduction and Objectives of a CRM Process 4C's (Elements); The CRM cycle - Assessment Phase Planning Phase, The Executive Phase; Customer value: Customer Relationship styles, Types of Customer Value, Value co-creation. Emerging Trends in CRM | | |
| UNIT 3: Managing Customer Relationship: Stages, Techniques to Manage Relations, Customer Experience Management. Creating a Customer Profile; Knowing your Customers; Segmenting & Targeting Customers; Tools used for Segmenting & Targeting Customers | | |

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UNIT 4: Planning for CRM: Steps in Planning-Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy; The Strategy Development Process, Customer Strategy Grid. e-CRM: Introduction, Importance, Challenges, Strategies, e-marketing and e-CRM

UNIT 5: CRM and Marketing Strategy: CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centers. Practice of CRM; CRM in Consumer Markets, CRM in Services Sector, CRM in Mass Markets, CRM in Manufacturing Sector, Sales Force Automation, Enterprise Resource Planning (ERP)

SUGGESTED READINGS

- Alok Kumar, Chabbi Sinha, Rakesh Kumar, Customer Relationship Management: Concepts & Application Biztantra, Delhi, 2007.
- Peeru Mohamed, A Sagadevan, Customer Relationship Management- A Step-by-Step Approach, Vikas Publishing House Pvt. Ltd., Delhi, 2008.
- Barnes James G: Secrets of Customer Relationship Management, McGraw Hill.
- Paul Greenberg, Customer Relationship Management at the speed of light, Second Edition, Tata McGraw Hill.
- Michael J. A. Berry, Gordon S. Linoff, Data Mining Techniques : for Marketing, Sales, and Customer Relationship Management, Wiley Computer Publishing, Singapore
- Ramaswamy, et al: Harvard Business Reviews on Customer Relationship Management.

Note: Latest edition of textbooks and reference books may be used.

Course Code : BAD7113T
 Name of Course : Industrial Laws
 Semester : VI

| Course Credits | No. of Hours Per Week | Total No. of Teaching Hours |
|--|-----------------------|-----------------------------|
| 6 Credits | 6 Hours | 90 Hours |
| <p>Course Objective: The objective of this course is to provide a comprehensive understanding of industrial laws and equip students with the knowledge and skills to navigate legal frameworks and effectively address legal challenges in industrial settings.</p> <p>Course Outcome: On successful completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> • Understand the concept and significance of the Industrial Disputes Act, 1947, and its various provisions. • Identify and analyze unfair labour practices and penalties under the Industrial Disputes Act, 1947. • Comprehend the objective, applicability, interpretation, and appeal process of the Industrial Employment (Standing Orders) Act, 1946. • Gain knowledge of the Indian Trade Union Act and its impact on trade unions. • Understand the major provisions of Minimum Wages Act, 1948 and Payment of Bonus Act, 1965. | | |
| SYLLABUS | | |

UNIT 1: Industrial Disputes Act, 1947: Concept, objective, and significance, Authorities; procedure and powers; unfair labour practices, penalties (Definition, Authorities for the settlement of disputes, methods of settlement, collective bargaining, conciliation, arbitration and adjudication, strikes and lockouts, lay off and retrenchment, change of service conditions)

UNIT 2: Industrial Employment (Standing Orders) Act, 1946: Object, applicability, interpretation, appeal

UNIT 3: The Indian Trade Union Act, 1926: Object, scope and major provisions, Factories Act, 1948: Object, scope and major provisions; Authorities, compliances and penalties

UNIT 4: Minimum Wages Act, 1948: Object and scope; Minimum Wages Act, Advisory Board, Central Advisory Board; Authority and claims, compliances, offences and penalties

UNIT 5: Payment of Bonus Act, 1965: Object, application and major provisions

SUGGESTED READINGS

- Srivastava, S. C., Industrial Relations and Labour Laws, Vikas Publishing House, New Delhi
- Sinha, Sinha, Priyadarshini Seema Shekhar, Industrial Relations Trade Unions and Labour Legislation. Pearson Education.
- Puri, Dr. S.K., Labour and Industrial Laws, Allahabad New Agency
- Malik, P.L.: Industrial Law, Eastern Book Company
- Seth, D.D.: Commentaries on Industrial Disputes Act, New York Library

Note: Latest edition of textbooks and reference books may be used.

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