



आईएफटीएम विश्वविद्यालय, मुरादाबाद, उत्तर प्रदेश
IFTM University, Moradabad, Uttar Pradesh
NAAC ACCREDITED

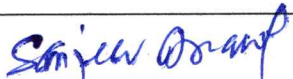
SCHOOL OF BUSINESS MANAGEMENT
DEPARTMENT OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION
BASED ON
NEW EDUCATION POLICY – 2020
[FOR ACADEMIC SESSION: 2022-23]

**NH-24, Lodhipur Rajput, Delhi Road, Moradabad, UttarPradesh-
244102, www.iftmuniversity.ac.in**


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**Study and Evaluation Scheme of Bachelor of
Business Administration**


Based on New Education Policy – 2020

[For Academic Session: 2022-23]

Programme:	Bachelor of Business Administration
Course Level:	Degree (Under Graduation)
Duration:	Three years (Six semesters) – Full time
Medium of Instruction:	English
Minimum Required Attendance:	75%
Maximum Credits:	148

Evaluation Scheme			
	Internal	External	Total
Theory	25	75	100
Comprehensive Viva-Voce	--	100	100
Market Survey Report Evaluation and Viva-Voce	25	75	100


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COURSE STRUCTURE FOR BBA PROGRAMME

The main aim of the education system is to impart knowledge, skills and certain values which in turn prepare an individual for occupational mobility and participating actively in society. The emerging need for a borderless corporate world has begun to realize the indispensability of management education to business. An entirely new set of behavior patterns, attitudes, and methods of communication is expected to deal with the emerging global business, global market trends, organizational versatility, trade agreements, and trade barriers.

1. Bachelor of Business Administration

The Need of the hour is to equip the young generation with traditional business values blended with modern concepts and techniques of management. The degree programme like BBA is becoming popular and is in great demand. The management education at the under-graduate level is intended to serve as a grooming ground for the future managers. This will make a student more receptive to the advanced level of theory and practice of management science.

BBA Programme at **IFTM University, Moradabad** aims at catering to the demand for the skilled and chiseled managing personnel in the industry in general and at all levels in the world of business, in particular in India. The revised BBA Curriculum 2021 builds on the implementation of the National Education Policy (NEP) 2021, along with the Choice Based Credit System (CBCS) and Grading System. This curriculum takes the BBA programme to the next level in terms of implementing Outcome Based Education based on NEP along with the Choice Based Credit System (CBCS) and Grading System as per AICTE Guidelines and UGC Norms.

2. Objectives of the Programme

The expressed objective of this programme is to provide a wider and sound base to the students not only for an advanced course in management but also to open a range of career avenues like the management trainees picked-up by the industry, as also in the business researches/studies engaged in by the business consulting houses giving a variety of vital services to the trade industry. The programme further aims:

- To provide adequate basic understanding of Management Education among the students,
- To prepare students to exploit opportunities being newly created in the management profession,
- To train the students in communication skills effectively,
- To develop appropriate skills in the students so as to make them competent and provide themselves self-employment, and
- To inculcate Entrepreneurial skills in the students.

To achieve the aforesaid objectives of the programme, the course structure of the programme has been designed to move beyond the conceptual and analytical framework to practical orientation with ethical and behavioural foundations. To better facilitate the self-study of the course by the student, the suggestive readings are provided for each unit of the concerned course. In addition, the course has been designed in line with outcome-based approach which requires specification of Programme Outcomes and Programme Specific Outcomes.


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3. Programme Outcomes (POs)

BBA graduates will be able to:

- PO1: Management Knowledge:** Enhance the horizon of knowledge so as to enable the learners to carry out qualitative research and pursue academic or professional careers.
- PO2: Problem analysis:** Develop problem analysis skills and knowledge and applying the same in real life situation.
- PO3: Conduct investigations of complex problems:** Using research knowledge and aptitude acquired in the course of study for solving socially relevant problems.
- PO4: Modern tool usage:** Use application of technology tools in business which may be beneficial at national and international level.
- PO5: Environment and sustainability:** Understand the role and applicability of knowledge acquired in the context of local, national & global society, environment and sustainable development sticking on to the ethics and values.
- PO6: Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.
- PO7: Communication and Team Work:** Develop effective communication skills and ability to work in teams by strengthening group dynamics to meet global demand.
- PO8: Life-long learning:** Foster ability to engage in life-long learning, demonstrating empathetic social concern, contributing to the development of nation.

4. Evaluation of Performance

Evaluation of performance of the students in a programme shall be a continuous process based on their performance in the class test, quizzes, assignments and the end semester examinations.

Evaluation Scheme			
	<i>Internal</i>	<i>External</i>	<i>Total</i>
<i>Theory</i>	<i>25</i>	<i>75</i>	<i>100</i>
<i>Comprehensive Viva-Voce</i>	<i>--</i>	<i>100</i>	<i>100</i>
<i>Market Survey Report Evaluation and Viva-Voce</i>	<i>25</i>	<i>75</i>	<i>100</i>


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Study and Evaluation Scheme
Programme: Bachelor of Business Administration

Major Subjects

Year	Sem.	Subject	Part	Paper Name	Credit
1	I	Course/ paper-1	A	Business Economics	3
			B	Basic Accounting	3
		Course/ paper-2	A	Business Statistics	3
			B	Principles of Management	3
		Course/ paper-3	A	Business Ethics and Governance	3
			B	Computer Applications	3
	II	Course/ paper-4	A	Organisational Behavior	3
			B	Business Finance	3
		Course/ paper-5	A	Human Resource Development	3
			B	Marketing Theory and Practices	3
		Course/ paper-6	A	Business Mathematics	3
			B	Advertising Management	3
2	III	Course/ paper-7	A	Management & Cost Accounting	3
			B	Business Law	3
		Course/ paper-8	A	Production Management	3
			B	Business Policy	3
		Course/ paper-9	A	Business Communication	3
			B	Business Environment	3
	IV	Course/ paper-10	A	Supply Chain Management	3
			B	Research Methodology	3
		Course/ paper-11	A	Specialised Accounting	3
			B	Consumer Behaviour	3
		Course/ paper-12	A	Investment Analysis & Portfolio Management	3
			B	Company Law	3
3	V	Course/ paper-13	A	Income Tax	3
			B	Marketing Communication	3
		Course/ paper-14	A	Entrepreneurship and small Business Management	3
			B	Sales Management	3
		Course/ paper-15	A	Industrial Relations & Labour Laws	3
			B	Company Accounts	3
	VI	Course/ paper-16	A	Project Management	3
			B	Goods & Service Tax	3
		Course/ paper-17	A	Auditing	3
			B	International Trade	3
		Course/ paper-18	A	Strategic Management	3
			B	Training and Development	3


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Minor/ Elective Subjects

Year	Sem.	Subject Code	Option	Paper Name	Credit
1	II	BHSC 201T	1	Fundamentals of Nutrition and Food Science	4
		AO 70201 T	2	Society in India: Structure, Organisation and Change	
2	IV	BCA GE 402	1	Information Security and Cyber Law	4
		BBL 401	2	Right to Information (Sec I)	

Vocational Minor Subjects

Year	Sem.	Subject	Paper Name	Credit
1	I	Course/ paper-1	Basics of MS Office	3
	II	Course/ paper-2	Tally ERP 9	3
2	III	Course/ paper-3	Front Office Management	3
	IV	Course/ paper-4	Bakery and Confectionary	3

Co-Curricular Minor Subjects

Year	Sem.	Subject	Paper Name	Credit
1	I	Course/ paper-1	Food, Nutrition and Hygiene	2
	II	Course/ paper-2	First-Aid and Health	2
2	III	Course/ paper-3	Human Values and Environment Studies	2
	IV	Course/ paper-4	Physical Education and Yoga	2
3	V	Course/ paper-5	Analytical Ability And Digital Awareness	2
	VI	Course/ paper-6	Communication Skills and Personality Development	2

An undergraduate BBA degree may be awarded if along with the above enlisted subjects, a student completes and successfully submits a *Market Survey Project Report* for evaluation in V Semester and qualifies *Comprehensive Viva-Voce* in VI Semester.


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BBA: FIRST YEAR COURSE STRUCTURE

Semester-I										
S. No.	Subject Description	Subject Code	Part	Subject Title (Theory/ Practical)	Credit	Continuous Internal Evaluation (CIE)		University Exam. (UE)		Max. Marks
1	Subject-1 (Major) From own Faculty	BBA 101	A	Business Economics	3	25		75		100
			B	Basic Accounting	3	25		75		100
2	Subject-2 (Major) From own Faculty	BBA 102	A	Business Statistics	3	25		75		100
			B	Principles of Management	3	25		75		100
3	Subject-3 (Major) From own Faculty/ other Faculty	BBA 103	A	Business Ethics and Governance	3	25		75		100
			B	Computer Applications	3	25		75		100
4	Co-Curricular Course (Minor)	CCC 101	...	Food, Nutrition and Hygiene	2	25		75		100*
							T	P	T	P
5	Vocational (Minor)	VOC 101	...	Basics of MS Office	3	10	15	30	45	100*
Total					23	150		450		600

* Qualifying Paper


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Semester-II										
S. No.	Subject Description	Subject Code	Part	Subject Title (Theory/ Practical)	Credit	Continuous Internal Evaluation (CIE)		University Exam. (UE)		Max. Marks
1	Subject-1 (Major) From own Faculty	BBA 201	A	Organisational Behavior	3	25		75		100
			B	Business Finance	3	25		75		100
2	Subject-2 (Major) From own Faculty	BBA 202	A	Human Resource Development	3	25		75		100
			B	Marketing Theory and Practices	3	25		75		100
3	Subject-3 (Major) From own Faculty/ other Faculty	BBA 203	A	Business Mathematics	3	25		75		100
			B	Advertising Management	3	25		75		100
4	Subject 4 (Minor/Elective- Any one) From own Faculty/ other Faculty	BHSC 201T	Option 1	Fundamentals of Nutrition and Food Science	4	25		75		100
		AO 70201 T	Option 2	Society in India: Structure, Organisation and Change						
5	Co-Curricular Course (Minor)	CCC 201	...	First-Aid and Health	2	25		75		100*
						T	P	T	P	
6	Vocational (Minor)	VOC 201	...	Tally ERP9	3	10	15	30	45	100*
Total					27	175		525		700

** Qualifying Paper*

At the End of First year (two semesters), student will be awarded a certificate i.e., C.B.A. (Certificate in Business Administration), with a minimum score of 46 credits.

BBA: SECOND YEAR COURSE STRUCTURE

Semester-III										
S. No.	Subject Description	Subject Code	Part	Subject Title (Theory/ Practical)	Credit	Continuous Internal Evaluation (CIE)		University Exam. (UE)		Max. Marks
1	Subject-1 (Major) From own Faculty	BBA 301	A	Management & Cost Accounting	3	25		75		100
			B	Business Law	3	25		75		100
2	Subject-2 (Major) From own Faculty	BBA 302	A	Production Management	3	25		75		100
			B	Business Policy	3	25		75		100
3	Subject-3 (Major) From own Faculty/ other Faculty	BBA 303	A	Business Communication	3	25		75		100
			B	Business Environment	3	25		75		100
4	Co-Curricular Course (Minor)	CCC 301	...	Human Values and Environment Studies	2	25		75		100*
						T	P	T	P	
5	Vocational (Minor)	VOC 301	...	Front Office Management	3	10	15	30	45	100*
Total					23	150		450		600

* *Qualifying Paper*


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Semester-IV										
S. No.	Subject Description	Subject Code	Part	Subject Title (Theory/ Practical)	Credit	Continuou s Internal Evaluation (CIE)		Univer sity Exam. (UE)	Max. Marks	
1	Subject-1 (Major) From own Faculty	BBA 401	A	Supply Chain Management	3	25		75	100	
			B	Research Methodology	3	25		75	100	
2	Subject-2 (Major) From own Faculty	BBA 402	A	Specialised Accounting	3	25		75	100	
			B	Consumer Behaviour	3	25		75	100	
3	Subject-3 (Major) From own Faculty/ other Faculty	BBA 403	A	Investment Analysis &Portfolio Management	3	25		75	100	
			B	Company Law	3	25		75	100	
4	Subject 4 (Minor/Elective) From own Faculty/ other Faculty	BCA GE 402	Option 1	Information Security and Cyber Law	4	25		75	100	
		BBL 401	Option 2	Right to Information (Sec I)						
5	Co-Curricular Course (Minor)	CCC 401	...	Physical Education and Yoga	2	25		75	100*	
						T	P	T	P	
6	Vocational (Minor)	VOC 401	...	Bakery and Confectionary	3	10	15	30	45	100*
Total					27	175		525	700	

** Qualifying Paper*

At the End of Second year (four semesters), student will be awarded a diploma i.e., D.B.A. (Diploma in Business Administration) with a minimum score of 92 credits.


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BBA: THIRD YEAR COURSE STRUCTURE

Semester-V								
S. No.	Subject Description	Subject Code	Part	Subject Title (Theory/ Practical)	Credit	Continuous Internal Evaluation (CIE)	University Exam. (UE)	Max. Marks
1	Subject-1 (Major) From own Faculty	BBA 501	A	Income Tax	3	25	75	100
			B	Marketing Communication	3	25	75	100
2	Subject-2 (Major) From own Faculty	BBA 502	A	Entrepreneurship and Small Business Management	3	25	75	100
			B	Sales Management	3	25	75	100
3	Subject-3 (Major) From own Faculty/ other Faculty	BBA 503	A	Industrial Relations & Labour Laws	3	25	75	100
			B	Company Accounts	3	25	75	100
4	Industrial Training/ Survey/ Research Project (Major)	BBA 504	...	Market Survey Report Evaluation & Viva Voce	4	25	75	100
5	Co-Curricular Course (Minor)	CCC 501	...	Analytical Ability And Digital Awareness	2	25	75	100*
Total					24	175	525	700

* *Qualifying Paper*


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Semester-VI								
S. No.	Subject Description	Subject Code	Part	Subject Title (Theory/ Practical)	Credit	Continuous Internal Evaluation (CIE)	University Exam. (UE)	Max. Marks
1	Subject-1 (Major) From own Faculty	BBA 601	A	Project Management	3	25	75	100
			B	Goods & Service Tax	3	25	75	100
2	Subject-2 (Major) From own Faculty	BBA 602	A	Auditing	3	25	75	100
			B	International Trade	3	25	75	100
3	Subject-3 (Major) From own Faculty/ other Faculty	BBA 603	A	Strategic Management	3	25	75	100
			B	Training and Development	3	25	75	100
4	Viva-Voce	BBA 604	...	Comprehensive Viva-Voce	4	----	100	100
5	Co-Curricular Course (Minor)	CCC 601	...	Communication Skills and Personality Development	2	25	75	100*
Total					24	175	525	700

*** Qualifying Paper**

At the End of Third year (six semesters), student will be awarded bachelor degree i.e., BBA(Bachelor of Business Administration) with a minimum score of 132 credits.


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Summary of Credits (I Year)

S.No.	Subject Category	No. of Subjects	Credits per Subject	Total Credits
1	Subject (Major) From own Faculty	4	6	24
2	Subject (Major) From own Faculty/ other Faculty	2	6	12
3	Subject (Minor/Elective- Any one) From own Faculty/ other Faculty	1	4	4
4	Vocational (Minor)	2	3	6
5	Co-Curricular Course (Minor)	2	2	4
Total		11		50

Summary of Credits (II Year)

S.No.	Subject Category	No. of Subjects	Credits per Subject	Total Credits
1	Subject (Major) From own Faculty	4	6	24
2	Subject (Major) From own Faculty/ other Faculty	2	6	12
3	Subject (Minor/Elective- Any one) From own Faculty/ other Faculty	1	4	4
4	Vocational (Minor)	2	3	6
5	Co-Curricular Course (Minor)	2	2	4
Total		11		50
Total (I+II Year)		22		100

Summary of Credits (III Year)

S.No.	Subject Category	No. of Subjects	Credits per Subject	Total Credits
1	Subject (Major) From own Faculty	4	6	24
2	Subject (Major) From own Faculty/ other Faculty	2	6	12
3	Industrial Training/ Survey/ Research Project/ Viva-Voce (Major)	2	4	8
4	Co-Curricular Course (Minor)	2	2	4
Total		10		48
Grand Total (I+II+III Year)		32		148


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IFTM University, Moradabad Bachelor of Business Administration Programme		
Programme: BBA	Year: First	Semester: First
Course Code: BBA 101 A	Course Title: Business Economics	
Course Objective: The aim of this paper is to build knowledge and understanding business economics among the student. The paper seeks to give detailed knowledge about the subject matter by instilling them basic ideas about business economics to provide employability & skills.		
Unit	Topics	No. of Lectures Total =40
I	Introduction to Business Economics: Nature and Scope of Business Economics, its relationship with other subjects. Fundamental Economic Tools-Opportunity cost concept, Incremental concept, Principle of time perspective, discounting principle and Equi-marginal principle for skill development.	08
II	Demand Analysis: Concept of Demand & its determinants. Price, Income & Substitution effects, Elasticity of demand: meaning, types, measurement and significance in business decisions, Concept of demand forecasting and methods of demand forecasting knowledge for better employability in industry.	10
III	Production and Cost Analysis: Meaning, Production function, Law of variable proportion and laws of return to scale, Various cost concepts and classification, Cost output relationship in short run and long run, Cost curves, Revenue concepts, Economics and diseconomies of scale understanding for entrepreneurial skill.	12
IV	Pricing: Nature of market, Types of markets and their characteristics, Pricing under different market structures-Perfect, Monopoly, Oligopoly and Monopolistic competition, Price discrimination under monopoly competition for entrepreneurship & employability.	10
<p>Course Outcomes: Students completing this course will be able to:</p> <p>CO1: Get basic knowledge about Business Economics in nation; to understand the process of managerial decisions and the various objectives that the firms try to fulfill; understand the choices made by a rational consumer skill development and employability.</p> <p>CO2: Get knowledge about the mechanism of demand and supply in working of markets and how changes in demand and supply affect markets entrepreneurship.</p> <p>CO3: Learn main types of costs, short run and long run cost functions, revenue analysis and their application in decision making; to understand the relationships between production and costs employability.</p> <p>CO4: Learn about characteristics, consequences of different forms of national markets & to know production and pricing decisions in various market structures; how the firms may compete & maintain potential equilibriums; to be aware with pricing and profit management skill development and employability.</p>		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	2	2	1	1	3
CO2	3	2	1	3	3	1	1	2
CO3	1	2	3	3	2	1	1	2
CO4	1	2	1	2	2	1	2	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	1	3
CO2	3	1	3
CO3	3	1	3
CO4	3	1	3

Suggested Readings:

1. Varshney, R.L. & Maheshwari, K.L., "Managerial Economics", Sultan Chand & Sons.
2. Mote, V., Paul, S. & Gupta, G., "Managerial Economics: Concepts & Cases", McGraw Hill Education.
3. Hague, D.C., "Managerial Economics", Prentice Hall Press.
4. Peterson, H.C., Lewis, W.C. & Jain, S.K., "Managerial Economics", Pearson Education.
5. Chaturvedi, D.D. & Gupta, S.L., "Business Economics", Brijwasi Publishers.
6. Dwivedi, D.N., "Managerial Economics", Vikas Publishing House Pvt. Ltd, New Delhi.
7. Koutsoyiannis, A., "Modern Micro Economics", Macmillan Press Ltd.
8. Mehta, P.L., "Managerial Economics", Sultan Chand & Sons.
9. Salvator, D., "Managerial Economic", Tata McGraw Hill.

Website Sources:

- www.gurukpo.com
- www.studentzone-ngasce.nmims.edu
- <https://www.studocu.com>
- www.egyankosh.ac.in

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: First	Semester: First
Course Code: BBA 101 B	Course Title: Basic Accounting	
Course Objective: The purpose of this paper is to provide the fundamental knowledge about business accounting concepts and their application in business management to provide employability & skills.		
Unit	Topics	No. of Lectures Total =40
I	Introduction: Meaning and process of accounting, Basic terminology of accounting, Difference between accounting & book keeping. Importance & limitations of accounting, various users of accounting information, Accounting Principles: Conventions & Concepts. Overview of Financial Accounting Standards for skill development	12
II	Accounting equation, Dual aspect of accounting, Types of accounts, Rules of debit & credit, Preparation of Journal and Cash book including banking transactions, Ledger, Subsidiary books of accounts. Preparation of bank reconciliation statement, Bills of exchange and promissory notes knowledge for better employability in industry	10
III	Trial Balance, Common accounting errors and their rectification, Preparation of final accounts along with adjustment entries understanding for entrepreneurial skill	8
IV	Accounting Treatment of Depreciation: Valuation of Stock, Depreciation - meaning, objectives, causes and methods, change in method of depreciation, Reserves and Provisions for entrepreneurship & employability	10
<p>Course Outcomes: Students completing this course will be able to:</p> <p>CO1: Understand the meaning, nature, functions, branches of accounting and also understand to basic terminologies used in accounting, accounting concepts and conventions, distinguish between book keeping and accounting, double entry system, basis of accounting, accounting standards at national level and also about the preparation of Journal and Ledger skill development and employability.</p> <p>CO2: Understand the meaning and preparation of subsidiary books of accounts and of Bank Reconciliation Statement entrepreneurship.</p> <p>CO3: Gain knowledge about the rectification of errors, trial balance, and about the meaning and preparation of Financial Statements employability.</p> <p>CO4: Gain a thorough knowledge about provisions and reserves and be able to understand about the meaning of depreciation and about the accounting treatment of depreciation skill development and employability.</p>		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	3	1	2	1	2
CO2	3	2	2	2	2	1	2	1
CO3	1	1	2	3	1	1	1	2
CO4	2	2	1	3	2	2	1	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	3	1
CO2	3	1	1
CO3	3	2	2
CO4	3	3	2

Suggested Readings:

1. Agarwal B.D., Advanced Accounting, Pitambar Publishing Company.
2. Chawla P. & Jain M., Financial Accounting, Kalyani Publishers.
3. Chakrawarti K.S., Advanced Accounts.
4. Jain S.P. & Narang K.L., Advanced Accounts, Kalyani Publishers
5. Gupta, R.L. & Radhaswami, M.: Advance Accountancy. Sultan Chand & Sons.
6. Jain, S.P. & Narang, K.L.: Financial Accounting. Kalyani Publishers.
7. Maheshwari, S.N. & Maheshwari, S.K.: Financial Accounting. Vikas Publications.
8. Naraynaswami, R.: Financial Accounting: A Managerial Perspective. 4th Edition, Prentice Hall International.
9. Sehgal, A. & Sehgal, D.: Advanced Accounting Part –I. Taxman Publishers.
10. Tulsian, P.C.: Financial Accounting. 1st Edition, Sultan Chand & Sons.

Website Sources:

- www.gurukpo.com
- www.studentzone-ngasce.nmims.edu
- <https://www.studocu.com>
- www.egyankosh.ac.in

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: First	Semester: First
Course Code: BBA 102 A	Course Title: Business Statistics	
Course Objective: This paper aims to impart knowledge of statistical tools and techniques with emphasis on their application in business decision process and management to provide employability & skills.		
Unit	Topics	No. of Lectures Total =40
I	Introduction: Meaning, Scope, Significance, Limitations and Applications of Statistics; Collection of Data- Primary and Secondary Data; Classification and Tabulation of Data; Frequency distribution- Significance, Types and Construction of Diagrams and Graphs for skill development.	08
II	Measures of Central Tendency – Mean, Median, Mode -Application and Limitation; Dispersion – Range, Quartile, Quartile Deviation, Mean Deviation and Standard Deviation; Significance & Properties of good measures of variation; Measures of Skewness and Kurtosis knowledge for better employability in industry.	10
III	Correlation: Meaning, and Significance of Correlation, Types of Correlation, Scatter Diagram method, Karl Pearson coefficient of Correlation understanding for entrepreneurial skill. Regression: Meaning, Regression lines and Regression coefficient – their properties and applications understanding for entrepreneurial skill.	12
IV	Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law and Baye’s theorem [Simple numerical]. Probability Distribution: Binomial, Poisson and Normal for entrepreneurship & employability. Sampling: Method of sampling, Sampling and non-sampling errors.	10
<p>Course Outcomes: Students completing this course will be able to:</p> <p>CO1: Understand the meaning, nature, functions of Statistics and also understand the meaning of data at local level, national level classification and tabulation and preparation of diagrams and graphs skill development and employability.</p> <p>CO2: Understand the meaning and practical applications of Measures of Central Tendency and Measures of Dispersion, students will also be able to understand the meaning and application of Skewness and Kurtosis entrepreneurship.</p> <p>CO3: Understand the meaning and applications of Correlation and Regression employability.</p> <p>CO4: Gain knowledge about the Sampling, its process, and understand the meaning and applications of Probability with its laws and various distribution theorems skill development and employability.</p>		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	1	2	2	3	2
CO2	2	2	3	3	2	1	2	2
CO3	2	2	3	2	2	1	2	3
CO4	1	3	3	1	1	1	3	1

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	1	1
CO2	3	1	1
CO3	3	1	1
CO4	3	1	1

Suggested Readings:

1. Gupta, S.P. & Gupta, M.P., Business Statistics, Sultan Chand & Sons.
2. Levin, R.I., Statistics for Management, Pearson Education.
3. Feud, J.E., Modern Elementary Statistics
4. Elhance, D.N., Fundamentals of Statistics, Kitab Mahal.
5. Gupta, C.B., Introduction of Statistical Methods, Vikas Publishing House Pvt Ltd.
6. Anderson, N.D., "Statistics for Business and Economics", Cengage Learning.
7. Levin, R. & David S.R., "Statistics for Management", Prentice Hall of India.
8. Gupta, S.P. & Gupta, A., "Statistical Methods", Sultan Chand and Sons.
9. Gupta, S.C., "Fundamental of Statistics", Himalaya Publication.
10. Sharma J.K., "Business Statistics", Pearson Education.

Website Sources:

- [https://gurukpo.com/Content/B.Com/Business_Statistics\(B.Com\)P-1.pdf](https://gurukpo.com/Content/B.Com/Business_Statistics(B.Com)P-1.pdf)
- http://onlinestatbook.com/2/summarizing_distributions/measures.html
- <https://people.richland.edu/james/lecture/m170/ch03-var.html>

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: First	Semester: First
Course Code: BBA 102 B	Course Title: Principles of Management	
Course Objective: This course intends to provide an insight into the principles and functions of management and their applicability in the contemporary business environment to provide employability & skills.		
Unit	Topics	No. of Lectures Total =40
I	Introduction: Meaning, Definition, Nature, Purpose, Importance, Principles and Functions of Management; Management as an Art, as a Science and as a Process; Contribution of Taylor, Weber and Fayol in management, Management vs. Administration, Management by objective for skill development.	08
II	Planning: Concept, objectives, nature, importance and limitations of planning, planning process. Concept of Decision Making and its Importance, forms, techniques and process Organizing: Concept, objectives, nature of organizing, types of organization, Delegation of authority, Authority and Responsibility, Centralization and Decentralization, Span of Control knowledge for better employability in industry	12
III	Directing: Concept, principles & aspects of directing, Concept and types of Coordination, Concept of leadership, Supervision, Motivation and Communication understanding for entrepreneurial skill. Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling	12
IV	Recent trends in Management: Social Responsibility of Management, environment friendly management, Management of Change for entrepreneurship & employability.	08
Course Outcomes: Students completing this course will be able to: CO1: Understand the concepts related to business and its management along with the contribution of various psychologists to the field of management skill development and employability. CO2: Demonstrate the roles, skills and functions of management specific to Planning and organizing in organisations entrepreneurship. CO3: Analyze effective application of POM to direct human resources, solve organizational problems and develop optimal managerial decisions with effective controlling techniques employability. CO4: Analyse effective application of knowledge to diagnose and solve organizational problems related to recent developments in the field of management at national and global level and thus develop optimal managerial decisions skill development and employability.		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	1	1	1	1	1	2
CO2	1	2	2	1	1	1	1	1
CO3	1	3	3	3	1	1	2	1
CO4	2	3	1	1	3	2	1	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	1	3
CO2	3	1	3
CO3	3	1	3
CO4	3	1	3

Suggested Readings:

1. PagareDinkar, Principles of Management, Sultan Chand & Sons.
2. Prasad L.M., Principles and Practice of Management, Sultan Chand & Sons.
3. Narayan PS & Rao VSP, Principles and Practice of Management
4. Srivastava and Chunawalla, Management Principles and Practice, Himalaya Publishing House

Website Sources:

- <https://www.slideshare.net/ersmbalu/principles-of-management-lecture-notes>
- http://www.ebookbou.edu.bd/Books/Text/SOB/MBA/MBA_1301_full.pdf
- http://gurukpo.com/Content/MBA/Principles_and_Practices_of_Management.pdf
- <https://www.cliffsnotes.com/study-guides/principles-of-management>
- <http://sjecnotes.weebly.com/principle-of-management.html>

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: First	Semester: First
Course Code: BBA 103 A	Course Title: Business Ethics And Governance	
Course Objective: This course aims to introduce the students to the ethical concepts that are relevant for resolving moral issues in business to provide employability & skills.		
Unit	Topics	No. of Lectures Total =40
I	<p>An overview of Ethics: Introduction, Nature, Principles of personal ethics, professional ethics and business ethics, Values vs. Ethics, Relevance of ethics and values in business, characteristics of an ethical organization, Arguments against business ethics.</p> <p>Concept and theories of business ethics: Morality, etiquette and professional codes, Normative theories, Ethical theories in relation to business for skill development</p>	08
II	<p>Ethical dilemmas: Concept, sources of ethical problems, Walton's six models of business conduct, ethical decision making in business, Kohlberg's models of cognitive moral development; Influences on ethical decision making. Relationship between Ethics & Corporate Excellence, Corporate Mission Statement, Code of Ethics, Organizational Culture, Gandhian Philosophy of Wealth Management, Philosophy of Trusteeship, Gandhiji's Seven Greatest Social Sins knowledge for better employability in industry</p>	12
III	<p>Work life in Indian Philosophy: Indian ethos for work life, Indian values for the work place, Work- life balance understanding for entrepreneurial skill</p> <p>Values impact in Business: Teaching from scriptures and traditions (Geeta, Ramayana, Mahabharata, Bible and Quran), Firm's duties to the Employees, Employee's obligations to firm, Ethics in functional areas of business management, Knowledge management and Wisdom management</p>	08
IV	<p>Corporate Ethics: Corporate governance, Elements of good corporate governance, Corporate Social Responsibility (CSR), Steps to attain CSR, Corporate Social Responsibility-Social Responsibility of business with respect to different stakeholders, Arguments for and against Social responsibility of business, Social Audit for entrepreneurship & employability.</p> <p>Environmental Ethics and Environmental Preservation: Role of stakeholders, India's Environmental Policy, Role of various agencies in ensuring Ethics in corporation.</p>	12


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Course Outcomes: Students completing this course will be able to:
 CO1: Develop understanding of business ethics and values skill development and employability.
 CO2: Understand Gandhian philosophy & relationship between ethics and corporate excellence entrepreneurship.
 CO3: Apply the teachings for Indian scriptures to management employability.
 CO4: Understand Corporate Social Responsibility at national level also in reference to environment skill development and employability.

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	2	3	1	3
CO2	2	2	2	1	1	3	2	2
CO3	2	1	1	3	1	2	1	2
CO4	2	1	1	1	3	1	1	3

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	1	3	1
CO2	1	3	1
CO3	1	3	3
CO4	1	3	2

Suggested Readings:

- 1.KaurTripat, Values & Ethics in Management, Galgotia Publishers.
- 2.Chakraborty S.K., Human values for Managers, WheelerPublishing.
- 3.PerreaultWD & McCarthy EJ, Basic Marketing, Mcgraw-HillCollege.
- 4.Chakraborty S.K., Ethics in Management: A Vedantic Perspective, OxfordUniversity Press.

Website Sources:

- <https://www.slideshare.net/ersmbalu/principles-of-management-lecture-notes>
- http://www.ebookbou.edu.bd/Books/Text/SOB/MBA/MBA_1301_full.pdf
- http://gurukpo.com/Content/MBA/Principles_and_Practices_of_Management.pdf
- <https://www.cliffsnotes.com/study-guides/principles-of-management>
- <http://sjecnotes.weebly.com/principle-of-management.html>

Note: Latest editions of all the suggested readings must be used.


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IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: First	Semester: First
Course Code: BBA 103 B	Course Title: Computer Applications	
Course Objective: The aim of this paper is to build knowledge and understanding of computer applications among the students. It seeks to give detailed knowledge about the subject matter by instilling the basic ideas about computer applications in them to provide employability & skills.		
Unit	Topics	No. of Lectures Total =40
I	Computer: An Introduction, Computers in Business. Elements of Computer System, Indian Computing Environment, Management of Data Processing Systems in Business Organizations, Programmes Development Cycle, Flow-Charting, Input Output Analysis, Programming Concept, Software Development Process for skill development	10
II	Components: Components of a Computer System, Generations of Computer and Computer Languages, Personal Computers in Business, PC- Software Packages; An Introduction to Disk Operating System and Windows, GUI, Other System Software knowledge for better employability in industry	08
III	Office Essentials: Text Processing Software, Introduction to Spread sheet Software, Creation of Spread sheet Application, Range, Formulas, Function, Data-base Functions in Spreadsheet, Graphics on Spread sheet, Modes of Data Processing, Report Generation, Presentation Graphics, Creating a Presentation understanding for entrepreneurial skill	12
IV	DBMS and Network: Files Design & Report Design, Data Files Types, Master and Transaction File. Data Hierarchy; Data File Structure, Use of Files in Programming, Relevance of Data Base Management System, Data Base Manager, Data Communication, Networking, LAN; WAN, Real Time Sharing, Online & Offline Processing for entrepreneurship & employability	10
Course Outcomes: Students completing this course will be able to:		
CO1: Understanding the concept of computer in business, program development life cycle, flow chart and software development life cycle skill development and employability.		
CO2: Understanding the concept of Functional components, generations of Computers and also describing different types of operating system entrepreneurship.		
CO3: Perform common functional operations in MS Office & Understands the different formulas, report generation in excel employability.		
CO4: Demonstrate the basic elements of database management system and recognize the technological trends of Computer Networking follow in nation and in global and discuss the key technological components of the Network skill development and employability.		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	1	3	2	2	2	3
CO2	2	2	1	2	2	1	1	1
CO3	3	3	2	3	2	3	2	3
CO4	2	2	2	3	2	3	2	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	2	1
CO2	3	3	1
CO3	3	3	1
CO4	3	3	1

Suggested Readings:

1. P. K. Sinha; P.Sinha, Computer Fundamentals, BPB Publication
2. V. Rajaraman, Computer Fundamentals, PHI
3. Tannenbaum, Computer Applications and Networks, Pearson
4. 'O' Brien JA, Marakas GM & Behl R, Management Information Systems, McGraw Hill Education.

Website Sources:

- https://www.tutorialspoint.com/computer_fundamentals/computer_fundamentals_tutorial.pdf
- <https://www.tutorialspoint.com/word/index.htm>
- <http://ecomputernotes.com/fundamental>
- <https://www.studytonight.com/dbms/>
- <https://www.slideshare.net/musliminkmj/12-the-application-of-it>

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: First	Semester: First
Course Code: BBA CCC 101	Course Title: Food, Nutrition & Hygiene	
Course Objective: The purpose of this paper is to impart students with the ability to integrate knowledge and skills in food and nutrition with professional issues affecting the nutrition and/ or dietetics fields to provide employability & skills.		
Unit	Topics	No. of Lectures Total =40
I	Concept of Food and Nutrition: Definition of Food, Nutrients, Nutrition, Health, balanced Diet; Types of Nutrition- Optimum Nutrition, under Nutrition, Over Nutrition; Meal planning- Concept and factors affecting Meal Planning; Food groups and functions of food for skill development	08
II	Nutrients: Macro and Micro RDA, Sources, Functions, Deficiency and excess of Carbohydrate, Fats, Protein, Minerals – Major (Calcium, Phosphorus, Sodium, Potassium), Trace (Iron, Iodine, Fluorine, Zinc), Vitamins – Water soluble vitamins (Vitamin B, C), Fat soluble vitamins(Vitamin A, D, E, K), Water, Dietary Fibre knowledge for better employability in industry	12
III	1000 days Nutrition: Concept, Requirement, Factors affecting growth of child; Prenatal Nutrition (0 - 280 days): Additional Nutrients' Requirement and risk factors during pregnancy, Nursing/ Formula Feeding (Birth – 6 months of age), Complementary and Early Diet (6 months 2 years of age) understanding for entrepreneurial skill	08
IV	Community Health Concept: Causes of common diseases prevalent in the society and Nutrition requirement in the following – Diabetes, Hypertension (High Blood Pressure), Obesity, Constipation, Diarrhoea, Typhoid; National and International Program and Policies for improving Dietary Nutrition; Immunity Boosting Food for entrepreneurship & employability.	12
<p>Course Outcomes: Students completing this course will be able to:</p> <p>CO1: Learn the basic concept of the Food and nutrition skill development and employability.</p> <p>CO2: Learn about the macro and micro nutrition entrepreneurship.</p> <p>CO3: Learn 1000 days Nutrition concepts and the nutritive requirement during special condition like pregnancy and lactation employability.</p> <p>CO4: Study common health issues in the society and in nation for skill development and employability.</p>		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	1	1	2	2
CO2	2	2	2	1	1	3	2	2
CO3	2	1	3	2	1	3	3	2
CO4	1	1	3	2	3	2	2	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	2	1
CO2	3	1	1
CO3	3	1	1
CO4	3	2	1

Suggested Readings:

1. Singh, Anita: Food and Nutrition, Star Publication, Agra, India.
2. Sharma, Sheel: Nutrition and Diet Therapy, Peepee Publishers, Delhi.
3. 1000Days-Nutrition_Brief_Brain-Think_Babies_FINAL.pdf

Website Sources:

- <https://pediatrics.aappublications.org/content/141/2/e20173716>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5750909/>
- <https://www.udemy.com/course/internationally-accredited-diploma-certificate-in-nutrition>

Note: Latest editions of all the suggested readings must be used.


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IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: First	Semester: First
Course Code: BBA VOC 101	Course Title: Basics of MS Office	
Course Objective: This course is designed to impart knowledge about creating a basic Word document and simple Excel spreadsheet with beginner edits and formatting; starting a text slide in PowerPoint to provide employability & skills.		
Unit	Topics	No. of Lectures Total =40
I	MS-Office: Introduction, Overview of the office components, MS-Office files and folders, Opening, and saving files for skill development.	06
II	MS-Word: Features of MS-Word - MS-Word Window Components - Creating, Editing, Formatting and Printing of Documents – Headers and Footers – Insert/Draw Tables, Table Auto format – Page Borders and Shading – Inserting Symbols, Shapes, Word Art, Page Numbers, Mail Merge knowledge for better employability in industry.	12
III	MS-Excel: Overview of Excel features – Creating a new worksheet, selecting cells, entering and editing Text, Numbers, Inserting Rows/Columns –Changing column widths and row heights, Formulae, referencing cells, Changing font sizes and colors, Insertion of Charts, Auto fill, Sort understanding for entrepreneurial skill.	12
IV	MS-PowerPoint: Features of PowerPoint – Creating a Presentation - Inserting and Deleting Slides in a Presentation – Adding Clip Art/Pictures -Inserting Other Objects, Audio, Video - Resizing and scaling of an Object – Slide Transition – Custom Animation for entrepreneurship & employability.	10
<p>Course Outcomes: Students completing this course will be able to:</p> <p>CO1: Understand the purpose, components and utility of MS-Office skill development and employability.</p> <p>CO2: Prepare personal, academic and business documents at global standard using MS-Word for entrepreneurship.</p> <p>CO3: Create Spreadsheets, including charts with MS-Excel for various business & personal purposes employability.</p> <p>CO4: Use MS-PowerPoint for creating effective presentations skill development and employability.</p>		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	1	1	3
CO2	1	1	1	3	1	3	2	3
CO3	3	2	3	3	1	2	2	2
CO4	1	1	1	3	1	3	3	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	1	1	3
CO2	3	3	3
CO3	3	3	3
CO4	3	3	3

Suggested Readings:

1. MS Office 2007 in a Nutshell –Sanjay Saxena – Vikas PublishingHouse.
2. Working in Microsoft Office, Mansfield R., Tata McGraw HillEdition.
3. MS-Office 2000 – No Experience Required, Courter G. and Marquis A.,BPB Publications.
4. Kogent Learning Solutions inc., Office 2010 in Simple Steps, Dreamtech Press, Edition2011.
5. Microsoft Office 2007 Fundamentals, 1st Edition by Laura Story, Dawna Walls.
6. Rob Tindrow, Jim Boyce, Jeffrey R. Shapiro, Windows 10 Bible, Wiley.

Website Sources:

- <https://byjus.com/govt-exams/microsoft-office/>
- <https://www.basu.org.in/wp-content/uploads/2020/03/Introduction-to-MS-Office.pdf>
- <http://www.eazynotes.com/pages/ms-office/ms-word-notes.html>
- <https://bbamantra.com/ms-word-ms-powerpoint-ms-excel/>
- <http://www.eazynotes.com/pages/ms-office/ms-powerpoint-notes.html>

Note: Latest editions of all the suggested readings must be used.


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SKILL DEVELOPMENT PROGRAM

Title of the Program -	Basics of MS Office
Nodal Department of Higher Educational Institute (HEI) to run program -	School of Business Management, IFTM University, Moradabad
Broad Area / Sector -	IT-ITeS
Sub Sector -	Office Automation
Nature of Program -	Independent
Name of Sector Skill Council	IT-ITeS Sector Skill Council
Alienated National Skills Qualifications Framework (NSQF) Level -	Level – 3
Expected fees of the program -	N/A
Stipend to student expected from Industry -	6000/-
Number of Seats -	As per intake
Course Code -	VOC 101
Name of Proposed Skill Partner	Yet to be decided
Job Prospects for students after completion of the program-	Office Assistant, MIS Executive, Data Entry Operator, Report Analyst, IT Support Services/Helpdesk, Application Maintenance


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Course Code: VOC 101					
Maximum Marks:100		Minimum Marks:35		Credits- 03 (1 theory, 2 Practical)	
Course Objective- This course is designed to impart knowledge about creating a basic Word document and simple Excel spreadsheet with beginner edits and formatting; starting a text slide in PowerPoint to provide employability & skills.					
Unit	Topics	General (G) / Skill Component (SC)	Theory (T) / Practical (P)	No. of Theory Hours (Total-15 hours = 1 Credit)	No. of Skills Hours (Total-60 hours = 2 Credit)
I - MS-Office	Introduction	G	T	2	--
	Overview of the office components	G	T	2	--
	MS-Office files and folders	G	T	2	--
	Opening files	SC	P	--	4
	Saving files for skill development	SC	P	--	4
II -MS-Word - I	Features of MS-Word	G	T	3	--
III - MS-Word – II	MS-Word Window Components	G	T	2	--
	Creating, Editing, Formatting and Printing of Documents	SC	P	--	4
	Headers and Footers	SC	P	--	4
	Insert/Draw Tables, Table Auto format knowledge for better employability in industry	SC	P	--	4
	Page Borders and Shading	SC	P	--	4
	Inserting Symbols, Shapes, Word Art, Page Numbers, Mail Merge	SC	P	--	4
IV - MS-Excel - I	Overview of Excel features	G	T	2	--
V - MS-Excel - II	Creating a new worksheet, Selecting cells, Entering and editing Text, Numbers, Inserting Rows/Columns	SC	P	--	4
	Changing column widths and row heights, Formulae, Referencing cells, Changing font sizes and colors, Insertion of Charts, Auto fill, Sort understanding for entrepreneurial skill	SC	P	--	4
	Features of PowerPoint	G	T	2	--
	Creating a Presentation	SC	P	--	4

VI - MS-PowerPoint	Inserting and Deleting Slides in a Presentation	SC	P	--	4
	Adding Clip Art/Pictures for entrepreneurship & employability	SC	P	--	2
	Inserting Other Objects, Audio, Video	SC	P	--	4
	Resizing and scaling of an Object	SC	P	--	4
	Slide Transition	SC	P	--	4
	Custom Animation	SC	P	--	2
VII - Appendices	Shortcut keys	SC	P	--	2
	Installation	SC	P	--	2

Suggested Readings:

1. MS Office 2007 in a Nutshell –Sanjay Saxena – Vikas PublishingHouse.
2. Working in Microsoft Office, Mansfield R., Tata McGraw HillEdition.
3. MS-Office 2000 – No Experience Required, Courter G. and Marquis A., BPBPublications.
4. Kogent Learning Solutions inc., Office 2010 in Simple Steps, Dreamtech Press, Edition2011.
5. Microsoft Office 2007 Fundamentals, 1st Edition By Laura Story, Dawna Walls.
6. Rob Tindrow, Jim Boyce, Jeffrey R. Shapiro, Windows 10 Bible, Wiley.

Web Source:

- <https://byjus.com/govt- exams/microsoft-office/>
- <https://www.basu.org.in/wp-content/uploads/2020/03/Introduction-to-MS-Office.pdf>
- <http://www.eazynotes.com/pages/ms-office/ms-word-notes.html><https://bbamantra.com/ms-word- ms-powerpoint-ms-excel/http://www.eazynotes.com/pages/ms-office/ms-powerpoint-notes.html>

Course Prerequisites - No pre-requisite required, open to all

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: First	Semester: Second
Course Code: BBA 201A	Course Title: Organizational Behaviour	
Course Objective: This course aims to provide basic concepts, theories and techniques in the field of human behavior at the individual, group and organizational level to provide employability & skills.		
Unit	Topics	No. of Lectures Total = 40
I	Introduction: Concept, nature and scope of Organizational Behaviour (OB); Contributing disciplines to the field of OB; OB Models; Challenges and Opportunities for skill development.	06
II	Individual and Interpersonal Behaviour: Self Concept; Learning theories; Emotions and Attitudes; Relationship between attitude and behavior; Motivation; Personality determinants and traits; Perception Process and errors; Interpersonal Communication; Johari Window; Transactional Analysis and its applications knowledge for better employability in industry.	12
III	Group Behaviour and Team Development: Concept of Group and Group Dynamics; Types of Groups; Theories of Group Formation; Stages of group development; Group Norms, Group Cohesiveness; Group Decision Making; Inter Group Behaviour; Concept of Team vs. Group; Types of teams; Building and managing effective teams understanding for entrepreneurial skill.	12
IV	Organization Culture and Conflicts Management: Organizational Culture; Managing Conflict Sources, types, process and resolution of conflicts. Change Management: Resistance to change; overcoming resistance to change; Power and Politics; Managing across cultures; Empowerment and Participation for entrepreneurship & employability.	10
<p>Course Outcomes: Students completing this course will be able to:</p> <p>CO1: Develop the cognizance of the importance of human behaviour in the organizations and the challenges and opportunities that come across within nation for skill development and employability.</p> <p>CO2: Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization entrepreneurship.</p> <p>CO3: Analyze the complexities associated with management of the group behavior and team management in the organization employability.</p> <p>CO4: Appreciate the cultural aspects of an organization along with the particulars of conflicts and change management at global scenario for skill development and employability.</p>		


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Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	2	1	1	1	1	2
CO2	1	3	3	1	1	1	1	1
CO3	1	1	3	1	1	1	2	1
CO4	1	1	1	1	2	2	3	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	1	1
CO2	3	1	1
CO3	3	1	1
CO4	3	1	1

Suggested Readings:

1. Bennis, W.G., Organization Development, Addison-Wesley Publishing Company.
2. Breech Islwar, Organization-The Framework of Management
3. Dayal, Keith, Organizational Development
4. Sharma, R.A., Organizational Theory and Behavior, McGraw Hill Education India Pvt Ltd.
5. Prasad, L.M., Organizational Behavior, Sultan Chand.

Website Sources:

- <https://lecturenotes.in/subject/55/organizational-behaviour-ob>
- http://www.tmv.edu.in/pdf/Distance_education/BCA%20Books/BCA%20VI%20SEM/BCA-629%20OB.pdf
- <http://nptel.ac.in/downloads/110105034/>
- <http://gurukpo.com/organizational-behavior/>
- https://www.tutorialspoint.com/organizational_behavior/organizational_behavior_tutorial.pdf

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: First	Semester: Second
Course Code: BBA 201B	Course Title: Business Finance	
Course Objective: This course is to help students understand the conceptual framework of Business Finance to provide employability & skills.		
Unit	Topics	No. of Lectures Total = 40
I	Business Finance: Nature and Scope, Finance Function- Investment Financing and Dividend Decisions; Objectives of Financial Management- Profitability vs. Shareholder wealth maximization; Time value of Money for skill development. Capital Budgeting: Meaning Nature and Importance, Capital Budgeting process: non-discounted and discounted cash flow techniques – Payback period, ARR, NPV, IRR and Profitability index for skill development	14
II	Financing Decision: Capitalization Concept & Meaning, consequences and remedies of over and under capitalization; Capital Structure Planning: Meaning, Criteria for determining Capital structure, Combined (Weighted) Cost of Capital, Factors influencing capital structure, Capital structure theories knowledge for better employability in industry	10
III	Dividend Decisions: Meaning, Concept and Theories; Dividend Models - Walter, Gordon, MM Hypothesis; Dividend policy-determinants of dividend policy understanding for entrepreneurial skill	08
IV	Management of Working Capital: Meaning, Need, Determinants, Approaches to the financing of current Assets, Estimation of working capital needs for entrepreneurship & employability.	08
Course Outcomes: Students completing this course will be able to:		
CO1: Demonstrate the applicability of the concept of Business Finance with investment finance, dividend decisions, objectives, profitability vs. shareholder wealth maximization, time value of money, Capital budgeting with nature, importance; capital budgeting process, non-discounted and discounted cash flow techniques followed in nation for skill development and employability.		
CO2: Analyze the financial decisions by capitalization, consequences, remedies over and under capitalization, capital structure planning, cost of capital and capital structure theories entrepreneurship.		
CO3: Explain that how the concepts of financial management and investment, financing and dividend policy decisions could integrate employability.		
CO4: Give an overview about working capital with need, determinants, approaches and estimation of working capital needs skill development and employability.		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	1	1	1	1	3	2
CO2	1	3	2	1	1	1	2	1
CO3	3	1	3	3	2	2	1	2
CO4	1	3	2	2	2	2	1	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	1	3	3
CO2	1	3	3
CO3	1	3	3
CO4	1	3	2

Suggested Readings:

1. Pandey, I.M., "Financial Management", Vikas Publishing House (P)Ltd.
2. Brigham, E.F. & Houston, J.F., "Fundamentals of Financial Management", Cengage Learning.
3. Chandra, P., "Financial Management: Theory and Practice", Tata McGrawHill.
4. Kapil, S., "Financial Management", Pearson Education.
5. Khan, M.Y. & Jain, P.K., "Financial Management- Text, Problems & Cases", Tata McGraw Hill.
6. Maheshwari, S.N., "Financial Management – Principles & Practice", Sultan Chand & Sons.
7. Bhalla, V.K., "Financial Management & Policy", Anmol Publications, Delhi.
8. Tulsian, P.C., "Introduction to Accounting", Pearson Education.
9. Kuchal, S.C., "Corporation Finance", Chaitanya Publishing House, Allahabad.


Website Sources:

- <http://www.yourarticlelibrary.com/financial-management/financial-management-definition-aims-scope-and-functions/29384>
- <https://accountingexplained.com/managerial/capital-budgeting/>
- <http://www.yourarticlelibrary.com/financial-management/capital-structure/capital-structure-meaning-concept-importance-and-factors-accounting/65150>
- <http://www.yourarticlelibrary.com/theories/theories-of-dividend-walters-model-gordons-model-and-modigliani-and-millers-hypothesis/29462>
- <https://www.wisdomjobs.com/e-university/working-capital-management-tutorial-360/working-capital-management-theories-introduction-11875.html>

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: First	Semester: Second
Course Code: BBA 202A	Course Title: Human Resource Development	
Course Objective: This course is intended to make students capable of applying the principles and techniques as professionals for developing human resources in an organization to provide employability & skills.		
Unit	Topics	No. of Lectures Total = 40
I	Introduction: HRD Concept, importance, benefits and its distinction from HRM, focus of HRD System, Structure of HRD System, Role of HRD manpower. Management Development: Concept, need, management development methods for skill development	08
II	Potential Appraisal: Concept, need, objectives, methods and Obstacles knowledge for better employability in industry Training: Meaning, role, assessing needs for training, organizing training programmes, training methods, evaluation of Training knowledge for better employability in industry	08
III	Job Enrichment: Concept, Principles, steps for job enrichment, hurdles in job enrichment, making job enrichment effective, job and work redesign understanding for entrepreneurial skill Employee Participation: Forms of Participation, Objectives of participation, Advantages of participation; Objectives of Profit Sharing; Effective Participation in Management	12
IV	Quality of Work Life: The concept of Quality of Work Life (QWL); Benefits and potential difficulties of Quality of Work Life; Strategies for Improving Quality of Work Life for entrepreneurship & employability Competency Mapping: Concept; Scope; Process; Benefits –For the Organisation, For Individuals; Challenges of Competency Mapping; Process of Competency Assessments for entrepreneurship & employability	12
Course Outcomes: Students completing this course will be able to: CO1: Develop the understanding of the concept of human resource management and its relevance in organizations; List methods for how to plan, incorporate innovators and build strategies for effective Human Resource Development used in nation for skill development and employability. CO2: Understand the strategies to build a stronger workforce; analyze the strategic issues and strategies required to potential Appraisal and Training to develop manpower resources entrepreneurship. CO3: Understand the Concept of job enrichment and Employee Participation comprehensively to improve supervisor-subordinate relationship employability. CO4: Know concept, benefits and potential difficulties of Quality of Work Life; concept of Competency Assessments skill development and employability.		


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Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	1	1	1	1	1	1
CO2	3	3	2	1	1	1	3	2
CO3	3	3	3	1	1	2	3	1
CO4	2	2	1	2	2	3	2	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	1	3
CO2	3	1	3
CO3	3	1	3
CO4	3	1	3

Suggested Readings:

1. Pareek Udai & Rao T.V., Designing and Managing HR systems, Oxford & IBH Publishing Co Pvt.Ltd
2. T.V.Rao, Future of HRD, Laxmi Publications.
3. Gupta Santosh & Gupta Sachin, Human Resource Development Concepts and Practices.
4. Dipak Kumar Bhattacharya, Human Resource Management
5. Arun Monappa, Managing Human Resource, Macmillan India Limited.
6. P.Subba Rao, Essential of HRM and Industrial Relations, Himalaya Publishing House.
7. C.B. Memoria, Personnel Management, Himalaya Publishing House.

Website Sources:

- <https://hrm.mhrd.gov.in/home>
- <https://www.thebalancecareers.com/what-is-human-resource-development-hrd-1918142>
- <http://www.whatishumanresource.com/human-resource-development>
- <https://www.hcamag.com/us>
- <https://niti.gov.in/verticals/human-resource-development>

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: First	Semester: Second
Course Code: BBA 202B	Course Title: Marketing Theory & Practices	
Course Objective: The aim of this course is to build knowledge and understanding of Marketing Management among the students. It further seeks to give detailed knowledge about the subject matter by instilling them with the basic ideas about Marketing Theory and Practices to provide employability & skills.		
Unit	Topics	No. of Lectures Total = 40
I	Introduction to Marketing: Definition, nature, scope and importance of Marketing Management, Core concepts of marketing: selling concept, production concept, modern marketing concept, societal marketing for skill development	08
II	Market segmentation: Concept, basis of segmentation, its Importance in marketing; Targeting: Concept, Types, Importance; Positioning: Concept, Importance, Brand positioning, Repositioning knowledge for better employability in industry	08
III	Marketing Mix: Product: Product Mix, New Product development, types of product, Product life cycle, Branding and Packaging; Distribution – Concept, importance, different types of Distribution Channels; Concept of Omni channel Marketing Marketing Mix: Price: Meaning, objective, factors influencing pricing, methods of pricing Promotion: Promotional mix, tools, objectives, media selection & management understanding for entrepreneurial skill	14
IV	Marketing Research: Importance, Process and Scope Marketing Information System: Meaning, Importance and Scope Consumer Behaviour: Concept, Importance and factors influencing consumer Behaviour for entrepreneurship & employability	10
<p>Course Outcomes: Students completing this course will be able to:</p> <p>CO1: Understand the various concepts related to marketing and its importance skill development and employability.</p> <p>CO2: Understand the concept of STP in marketing at regional, national and International parameter for entrepreneurship.</p> <p>CO3: Understand the 4Ps framework and its importance while devising a marketing strategy employability.</p> <p>CO4: Understand the role of Marketing Research, MIS and importance of Consumer Behaviour for a marketer skill development and employability.</p>		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	1	2	1	1	1	2
CO2	1	2	3	2	2	1	1	2
CO3	2	1	1	3	3	3	3	1
CO4	3	3	3	3	3	3	3	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	1	1
CO2	3	1	2
CO3	3	3	3
CO4	3	2	3

Suggested Readings:

1. Kotler Philip, Marketing Mgt. (PHI)
2. Stanton MEW, Walker Bruce & Pandit Ajay, Marketing, McGraw Hill.
3. Rajan Saxena, Marketing Management, McGraw Hill Education.

Website Sources:

- www.edx.org/course/marketing-management
- www.salesforce.com
- www.businessdictionary.com
- onlinecourses.nptel.ac.in
- www.yourarticlelibrary.com
- en.wikipedia.org
- www.managementstudyguide.com

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: First	Semester: Second
Course Code: BBA 203A	Course Title: Business Mathematics	
Course Objective: The basic objective of this course is to provide knowledge about the mathematical tools and techniques applicable in Business Management to provide employability & skills.		
Unit	Topics	No. of Lectures Total = 40
I	Elementary Mathematics: Percentage, Ratio and Proportion; Sequences & Series -A.P. & G.P and their business application; Simple Interest and Compound Interest for skill development.	08
II	Matrices and Determinants: Meaning and Types of Matrices, Elementary operations - Addition, Subtraction & Multiplication; Applications of matrices operations for solution to simple business and economic problems; Determinants and their properties; Minors and Co- factors; Adjoint of a matrix, Inverse of a Matrix. System of linear equations and its applications, Solution of linear equations – Adjoint Matrix method and Cramer’s rule knowledge for better employability in industry	12
III	Theory of Sets: Meaning, Elements, Types of sets; Sets Operations- Union, Intersection, Compliment & Difference of sets; Venn diagrams-Applications of set theory in Business; Permutations and Combinations- Definition, basic problems on permutations and combinations understanding for entrepreneurial skill	12
IV	Calculus: Concept of Differentiation and Integration, Maxima and Minima in Differentiation, Application of Differentiation & Integration in Business (No proof of theorems, etc.) for entrepreneurship & employability	08
<p>Course Outcomes: Students completing this course will be able to:</p> <p>CO1: Understand basic algebraic skills and their applications to solve common business problems skill development and employability.</p> <p>CO2: Apply matrix operations to solve the problems related to business and economics entrepreneurship.</p> <p>CO3: Apply different set operations to solve business related problems employability.</p> <p>CO4: Inspect concepts of differentiation and integration, and apply them to solve problems in business at national basis for skill development and employability.</p>		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	1	1	2	1	1	2
CO2	2	3	2	3	1	1	1	3
CO3	2	2	3	3	1	1	1	2
CO4	3	2	2	3	1	1	1	3

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	3	1
CO2	3	3	1
CO3	3	3	1
CO4	3	3	1

Suggested Readings:

1. Render, B., Stair, Jr. R.M. & Hanna, M.E., "Quantitative Analysis for Management", Prentice Hall of India.
2. Rubin, L., "Mathematics for Management", Pearson Education.
3. Dikshit, A & Jain, J.K., "Business Mathematics", NiraliPrakashan.
4. Kapoor, V. K., "Business Mathematics", Sultan Chand & Sons.
5. Zameeruddin, Q., Khanna, V.K. & Bhambri, S.K., "Business Mathematics", VikasPublishing.
6. Raghavachari, M., "Mathematics for Management: An Introduction", Tata McGraw-Hill Education

Website Sources:

- <http://ncert.nic.in/ncerts/l/keep209.pdf>-----for Mathematical Series
- <http://ncert.nic.in/ncerts/l/keep201.pdf>-----for SETTHEORY
- <http://ncert.nic.in/ncerts/l/lemh103.pdf> ----- forMatrices
- <http://ncert.nic.in/ncerts/l/lemh104.pdf> forDeterminants
- <http://grd.org:8084/grdcs/mcq/>

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: First	Semester: Second
Course Code: BBA 203B	Course Title: Advertising Management	
Course Objective: This paper aims to develop an in-depth understanding of the modern concepts and latest techniques of advertising in business management to provide employability & skills		
Unit	Topics	No. of Lectures Total = 40
I	Advertising: Introduction, Scope, importance in business: Role of advertising in social and economic development of India: Ethics and truths in Indian Advertising for skill development.	08
II	Integrated Communication Mix (IMC) – meaning, importance; Communication meaning, importance, process, communication mix components, role in marketing. An overview of – Social Media Marketing, Mobile Marketing, Google ad words, e-mail Marketing knowledge for better employability in industry.	12
III	Promotional objectives – importance determination of promotional objectives, setting objective DAGMAR; Advertising Budget importance, establishing the budget- approaches allocation of budget understanding for entrepreneurial skill.	08
IV	Advertising Copy-meaning components types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix; Advertising research – importance, testing advertising effectiveness market testing for ads; International Advertising- importance, international Vs local advertising for entrepreneurship & employability.	12
Course Outcomes: Students completing this course will be able to:		
CO1: Understand the concept of advertising, Scope, importance in business: Role of advertising in social and economic development of India skill development and employability.		
CO2: Understand the concept of ICM, important, communication mix, components, social media marketing, Google ad words and e-mail marketing used in national and international basis for entrepreneurship.		
CO3: Understand the concept of promotional objectives, DAGMAR, advertising budget, budget allocation employability.		
CO4: Understand the concept of advertising copy meaning, strategies, media mix, advertising research, international vs. local advertising skill development and employability.		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	3	2	1
CO2	3	2	2	3	1	2	1	2
CO3	2	1	1	1	1	2	2	1
CO4	3	1	1	3	3	3	1	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	3	3
CO2	3	3	1
CO3	3	2	3
CO4	3	3	1

Suggested Readings:

1. Beich George E. & Belch Michael A, Advertising and Promotion, T.M.H.
2. Mohan Manendra, Advertising Management, Concept and Cases, TMH
3. Batra Rajeev, Advertising Management, PHI

Website Sources:

- www.davp.nic.in
- www.mib.gov.in
- dmi.gov.in
- tourism.gov.in/overseas-marketing
- commerce.gov.in
- www.businessdictionary.com
- onlinecourses.nptel.ac.in
- www.yourarticlelibrary.com
- en.wikipedia.org
- www.managementstudyguide.com
- www.slideshare.com

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad
Bachelor of Business Administration (BBA) Programme
(Minor Elective)

IFTM University, Moradabad
Bachelor of Science (B.Sc.) Programme
B.Sc. Home Science I Year (II Semester)
BHSC-201T: Fundamentals of Nutrition and Food Science

COURSE OBJECTIVES

- To understand the relationship between food, nutrition and health for skill development
- To understand the functions of food, basic concepts of food groups and balanced diet for skill development
- To describe the functions of various nutrients and their sources & gaining knowledge about clinical manifestations of excess/ deficiency of nutrients for skill development
- To learn about various methods of cooking and to understand the selection, nutritional contribution of and effect of cooking on different food groups for skill development
- To describe ways of reducing nutrient losses during cooking and methods of enhancement of nutritional quality of foods for skill development
- To be able to prepare dishes using principles of food science for skill development and employability

UNIT I: Basic concepts in food and nutrition

(8 Sessions)

- Basic terms used in study of food and nutrition for skill development
- Understanding relationship between food, nutrition and health
- Functions of food-Physiological, psychological and social for skill development

UNIT II: Nutrients

(8 Sessions)

- Functions, dietary sources and clinical manifestations of deficiency/ excess of the following nutrients:
- Carbohydrates, lipids and proteins for skill development
- Fat soluble vitamins-A, D, E and K
- Water soluble vitamins – thiamin, riboflavin, niacin, pyridoxine, folate, vitamin B12 and vitamin C
- Minerals – calcium, iron and iodine for skill development

UNIT III: Food Groups

(8 Sessions)

Selection, nutritional contribution and changes during cooking of the following food groups for skill development:

- Cereals
- Pulses
- Fruits and vegetables
- Milk & milk products

- Eggs
- Meat, poultry and fish
- Fats and Oils

UNIT IV: Methods of Cooking and Preventing Nutrient Losses

(6 Sessions)

- Dry, moist, frying and microwave cooking for skill development and employability
- Advantages, disadvantages and the effect of various methods of cooking on nutrients for skill development and employability
- Minimising nutrient losses

Course Outcomes: Students completing this course will be able to:

- CO1: Comprehend relationship between food, nutrition and health for global skill development.
 CO2: Understand functions of various nutrients and their sources & gaining knowledge about clinical manifestations of excess / deficiency of nutrients for skill development.
 CO3: Understand the selection, nutritional contribution and changes during cooking of the commonly consumed foods for global skill development
 CO4: Understand the concept of nutrient losses during pre-preparation and preparation of food for skill development and national employability

PO – CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped and 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	3	3	3	3	2	3	1	2	1
CO2	3	3	2	3	1	3	2	2	1	3	3	1
CO3	3	1	2	1	2	3	3	1	1	3	2	1
CO4	3	1	2	1	1	3	3	2	3	1	2	1

CO- Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped and 1 for low mapped)

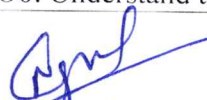
	Skill Development	Employability	Entrepreneurship Development
CO1	3	2	1
CO2	3	2	1
CO3	3	3	1
CO4	3	3	2

SUGGESTED READINGS:

1. Rekhi T and Yadav H (2014). Fundamentals of Food and Nutrition. Elite Publishing House Pvt Ltd., Delhi
2. Srilakshmi B (2014). Food Science, 6th Edition. New Age International Ltd., Delhi
3. Chadha R and Mathur P (eds)(2015). Nutrition: A Lifecycle Approach. Orient Blackswan, Hyderabad

IFTM University, Moradabad
 Bachelor of Business Administration (BBA) Programme
 (Minor Elective)

Programme/Class: Certificate/ BA		Year: First	Semester: Second
Subject: Sociology			
Course Code: A070201T		Course Title: Society in India: Structure, Organization & Change.	
Credits: 4		Core Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 40	
Total No. of Lectures-Tutorials-Practical (in hours per week): 4-0-0/w			
Unit	Topics		No. of Lectures
I	The structure and composition of Indian society: Village, Town, City, Rural Urban linkages. Unity and diversity in Indian society level for skill Development.		7
II	Indological, Historical, Structural and Functional Perspective to study Indian Society for skill Development.		7
III	Cultural and Ethnic diversity: Diversities in respect of language, caste, region and religious beliefs and practices for skill Development.		8
IV	Tribal Communities in India: Geographical distribution, Problem of Assimilation, Integration and Assertion, Backwardness and Underdevelopment in Tribe for skill Development.		8
V	Basic Institutions of Indian society: Caste, Marriage, Religion, Class and Joint Family for skill Development.		6
VI	Social Classes in India: Agrarian-Rural, Industrial-Urban: The Middle Class; Exclusion and Inclusion, Backward classes, Dalits, Women for skill Development.		8
VII	Population: Structure and dynamics, Demographic analysis, Population explosion, Demographic theories, Population growth and control for better skill development for skill Development.		8
VIII	Change and Transformation in Indian Society; Factors affecting National Integration: Casteism and Politics of caste in India, Communalism and Politics of communalism, Naxalism for skill Development.		8
Course Learning outcomes:			
CO1: This paper is designed in this manner, so that students are introduced to the concepts related to Indian Society at local and national level for skill Development.			
CO2: They are made familiar with the Indian Society, its linkages and continuity with past and present at local and national level for skill Development.			
CO3: It also gives insights to analyze contemporary Indian society at local and national level. This paper provides comprehensive understanding of Indian society for skill Development at local and national level.			
CO4: Understand the Tribal Communities in India, Problems and Underdevelopment in Tribe for skill Development.			
CO5: Understand the Basic Institutions of Indian society to fulfill national needs for skill Development.			
CO6: Understand the Social Classes in India as Agrarian-Rural, Industrial-Urban: The Middle Class;			


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Exclusion and Inclusion, Backward classes, Dalits, Women for skill Development.
 CO7: Explain the Population, Demographic analysis, Population explosion, Demographic theories for skill development for skill Development.
 CO8: Understand the Change and Transformation in Indian Society at local and national level for skill Development.

PO-CO Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped and 1 for low mapped)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	1	2	2	3
CO2	3	3	3	3	1	2	2	3
CO3	3	3	3	3	2	2	2	3
CO4	3	3	3	3	1	2	2	3
CO5	3	3	3	3	3	2	2	3
CO6	3	3	3	3	3	2	2	3
CO7	3	3	3	3	3	2	2	3
CO8	3	3	3	3	2	2	2	3

Co-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped and 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	2	1	1
CO2	2	1	1
CO3	2	1	1
CO4	2	1	1
CO5	2	1	1
CO6	2	1	1
CO7	3	1	1
CO8	2	1	1

Suggested Readings:

1. Bose, N.K.1967: Culture and Society in India
2. Dube, S.C., 1958: India's Changing Villages.
3. Karve, Irawati, 1961: Hindu Society: An Interpretation.
4. Srinivas, M.N., 1963 Social Change in Modern India.
5. अहूजा आर, 2000, भारतीय समाज, रावत पब्लिकेशन

This is an elective course open for all.

Suggested Continuous Internal Evaluation Methods (25 Marks):

- Seminar/Assignment on any topic of the above syllabus.
- Test with multiple choice questions / short and long answer questions.
- Research Orientation of the student.
- Quiz

Suggested equivalent online courses:

IGNOU & Other centrally/state operated Universities / MOOC platforms such as "SWAYAM" in India and Abroad.


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IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: First	Semester: Second
Course Code: BBA CCC 201	Course Title: First Aid & Health	
Course Objective: This paper aims to make the students familiar with the concept and importance of first aid as well as issues and remedies related with human health to provide employability & skills.		
Unit	Topics	No. of Lectures Total = 40
I	<p>Basic First Aid: Aims of first aid & First aid and the law; Dealing with an emergency, Resuscitation (basic CPR); Hand washing and Hygiene; Types and Content of a First aid Kit for skill development.</p> <p>First AID Technique: Dressings and Bandages; Fast evacuation techniques (single rescuer); Transport techniques.</p> <p>First aid related with respiratory system: Basics of Respiration; No breathing or difficult breathing, Drowning, Choking, Strangulation and hanging; Swelling within the throat, Suffocation by smoke or gases and Asthma for skill development.</p> <p>First aid related with Heart, Blood and Circulation: Basics of the heart and the blood circulation; Chest discomfort, bleeding. First aid related with Wounds and Injuries: Type of wounds, small cuts and abrasions; Head, Chest, Abdominal injuries; Amputation, Crush injuries, Shock. First aid related with Bones, Joints Muscle related injuries: Basics of the skeleton, Joints and Muscles; Fractures (injuries to bones) for skill development.</p>	12
II	<p>First aid related with Nervous system and Unconsciousness: Basics of the nervous system; Unconsciousness, Stroke, Fits – convulsions – seizures, Epilepsy. First aid related with Gastrointestinal Tract: Basics of the gastrointestinal system; Diarrhea, Food poisoning. First aid related with Skin, Burns: Basics of the skin; Burn wounds, Dry burns and scalds (burns from fire, heat and steam); Electrical and Chemical burns, Sun burns, heat exhaustion and heatstroke; Frost bites (cold burns), Prevention of burns, Fever and Hypothermia. First aid related with Poisoning: Poisoning by swallowing, Gases, Injection, Skin. First aid related with Bites and Stings: Animal bites, Snake bites, Insect stings and bites. First aid related with Sense organs: Basic of Sense organ; Foreign objects in the eye, ear, nose or skin; Swallowed foreign objects knowledge for better employability in industry.</p> <p>Specific emergency satiation and disaster management: Emergencies at educational institutes and work; Road and traffic accidents; Emergencies in rural areas; Disasters and multiple casualty accidents; Triage. Emergency Child</p>	10

	birth knowledge for better employability in industry.	
III	Basic Sex Education: Overview, ground rules, and a pre-test; Basics of Urinary system and Reproductive system; Male puberty — physical and emotional changes; Female puberty — physical and emotional changes; Male-female similarities and differences; Sexual intercourse, pregnancy, and childbirth; Facts, attitudes, and myths about LGBTQ+ issues and identities; Birthcontrol and abortion; Sex without love — harassment, sexual abuse, and rape; Prevention of sexually transmitted diseases understanding for entrepreneurial skill.	06
IV	Mental Health and Psychological First Aid: Mental Health First Aid; Mental Health Problems in the India; The Mental Health First Aid Action Plan; Understanding Depression and Anxiety Disorders; Crisis First Aid for Suicidal Behavior & Depressive symptoms; Non-Suicidal Self- Injury; Non-crisis First Aid for Depression and Anxiety; Crisis First Aid for Panic Attacks, Traumatic events; Understanding Disorders in Which Psychosis may Occur; Crisis First Aid for Acute Psychosis; Understanding Substance Use Disorder; Crisis First Aid for Overdose, Withdrawal; Using Mental Health First Aid for entrepreneurship & employability.	12
<p>Course Outcomes: Students completing this course will be able to:</p> <p>CO1: Learn the skill needed to assess the ill or injured person dealing with an emergency, first aid related with respiratory system, heart, blood and circulation, wounds and Injuries, Bones, Joints Muscle related injuries skill development and employability.</p> <p>CO2: Learn the skills to provide CPR to infants, children and adults, First aid related with Nervous system and Unconsciousness, Gastrointestinal Tract, Skin, Burns, Poisoning, Bites and Stings, sense organs, specific emergency satiation and disaster management at international level for entrepreneurship.</p> <p>CO3: Learn the basic sex education help young people navigate thorny questions responsibly and with confidence male female similarities and differences, sex without love — harassment, sexual abuse, and rape; Prevention of sexually transmitted diseases, facts, attitudes, and myths about LGBTQ+ issues and identities employability.</p> <p>CO4: Learn the skill to identify Mental Health status and Psychological First Aid, first Aid for Panic Attacks, Traumatic events; understanding disorders in which Psychosis may occur, learn crisis first aid for acute psychosis, understanding substance, use disorder, crisis first Aid for overdose, withdrawal, using mental health First Aid skill development and employability.</p>		



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Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	2	1	1	1	1	3
CO2	3	2	2	1	1	1	1	3
CO3	3	3	1	1	3	3	1	1
CO4	2	2	3	2	1	1	2	3

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	2	1
CO2	3	1	1
CO3	2	3	2
CO4	1	3	1

Suggested Readings:

1. Indian First Aid Manual-<https://www.indianredcross.org/publications/FA-manual.pdf>
2. Red Cross First Aid/CPR/AED Instructor Manual
3. Finkelhor, D. (2009). The prevention of childhood sexual abuse. Durham, NH: Crimes Against Children Research Center. www.unh.edu/ccrc/pdf/CV192.pdf
4. Kantor L. & Levitz N. (2017). Parents' views on sex education in schools: How much do Democrats and Republicans agree? PLoS ONE, 12 (7):e0180250.
5. Orenstein, P. (2016). Girls and sex: Navigating the complicated new landscape. New York, NY: Harper.
6. Schwiengershausen, E. (2015, May 28). The Cut. www.thecut.com/2015/05/most-women-are-catcalled-before-they-turn-17.html
7. Wiggins, G. & McTighe, J. (2008). Understanding by design. Alexandria, VA: ASCD.

Website Sources:

- www.davp.nic.in
- www.mib.gov.in
- dmi.gov.in
- tourism.gov.in/overseas-marketing
- commerce.gov.in
- www.businessdictionary.com

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: First	Semester: Second
Course Code: BBA VOC201	Course Title: Tally ERP 9	
Course Objective: This course is designed to impart knowledge regarding concepts of financial accounting to provide employability & skills.		
Unit	Topics	No. of Lectures Total =40
I	Accounting & Inventory Master: Fundamentals of Accounting, Fundamentals of Tally ERP.9, Company Operation in Tally ERP.9, Introduction to Gateway of Tally, Maintaining Chart of Accounts in Tally, Maintaining Stock Keeping Units (SKU) for skill development	10
II	Accounting & Inventory Transaction: Recording Day-to-Day Transactions in Tally ERP 9, Management of Purchase & Sales Cycle, Accounts Receivable and Payable Management, Banking knowledge for better employability in industry	08
III	MIS Reports: Basic Report Features, Trail Balance, Financial Statements, Inventory Books, Account Books understanding for entrepreneurial skill Payroll Accounting: Payroll Master, Maintaining Employee Information, Payroll Voucher, Pay Reports understanding for entrepreneurial skill	12
IV	Tally Administration: Data Backup, Data Restoration, Data Export, Data Import, E-mailing in Tally ERP.9 Taxation using Tally ERP.9: Goods and Services Tax (GST), Recording Vouchers with TDS (Tax Deducted at Source) for entrepreneurship & employability	10
<p>Course Outcomes: Students completing this course will be able to:</p> <p>CO1: Understand the basics of accounting and of tally and learn the operations of company in tally and maintaining the charts of accounts and SKU in tally skill development and employability.</p> <p>CO2: Understand how to enter day to day transactions in tally and to maintain purchase and sales cycle, accounts receivables and payable management banking in tally entrepreneurship.</p> <p>CO3: Learn how to manage MIS report and payroll accounting employability.</p> <p>CO4: Understand about the tally administration and to use tally for taxation in a nation for skill development and employability.</p>		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	1	2	1	1	1
CO2	3	3	2	1	1	1	1	3
CO3	2	2	2	3	2	1	3	2
CO4	3	2	3	3	2	1	1	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	3	3
CO2	3	3	3
CO3	2	3	3
CO4	3	3	3

Suggested Readings:

1. TallyEssential Level 1 by Tally Education Pvt. Ltd. , Sahaj Enterprises
2. Gupta, P. : Advanced Tally ERP9 with GST
3. Nadhani, A.K.: Implementing Tally ERP 9, BPB Publications
4. Iodha. R.: Tally.ERP9 with GST Accounting Paperback, Law point Publications

Website Sources:

- <https://www.youtube.com/watch?v=eA8oK3wn1p4> ==> Tally Prime full course| City Commerce Academy
- <https://www.youtube.com/watch?v=vH9Q-EUJvw8> ==> Tally course beginner to expert with all tallybasic
- <https://www.youtube.com/watch?v=NsbU27wRsoI> ==> Tally ERP 9 full class in Hindi from basic | Tally AccountingTutorial
- <https://www.youtube.com/watch?v=EOS9UQJ0Nck> ==> How to make GST bill in Tally.ERP9 || By RonakGupta

Note: Latest editions of all the suggested readings must be used.

SKILL DEVELOPMENT PROGRAM

Title of the Program -	Tally ERP 9
Nodal Department of Higher Educational Institute (HEI) to run program -	School of Business Management, IFTM University, Moradabad
Broad Area / Sector -	Accounting, Banking & Finance
Sub Sector -	Taxation, GST, Financial Services
Nature of Program -	Independent
Name of Sector Skill Council	Banking Financial Services & Insurance (BFSI) Sector Skill Council
Aliened National Skills Qualifications Framework (NSQF) Level -	Level – 4
Expected fees of the program -	N/A
Stipend to student expected from Industry -	8000/-
Number of Seats -	As per intake
Course Code -	
Name of Proposed Skill Partner	Institute of Systematic Studies, Moradabad
Job Prospects for students after completion of the program-	Banking and Insurance Companies, Job related to Accounting and Taxation for e.g., Accounts Executive, Tally Operator, Tally Accounts Manager, Tax Accountant and Accounting Assistant


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Course Code:	VOC 201	
Maximum Marks:100	Minimum Marks:35	Credits- 03 (1 theory, 2 Practical)

Course Objective-	This course is designed to impart knowledge regarding concepts of financial accounting to provide employability & skills.
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Unit	Topics	General (G) / Skill Component (SC)	Theory (T) / Practical (P)	No. of Theory Hours (Total-15 hours =1 Credit)	No. of Skills Hours (Total-60 hours = 2 Credit)
I - Accounting & Inventory Master	Fundamentals of Accounting	G	T	1	--
	Fundamentals of Tally ERP.9	G	T	1	--
	Company Operation in Tally ERP.9	G	T	1	--
	Introduction to Gateway of Tally	G	T	1	--
	Maintaining Chart of Accounts in Tally for skill development	SC	P	--	4
	Maintaining Stock Keeping Units (SKU)	SC	P	--	4
II - Accounting & Inventory Transaction	Recording Day-to-Day Transactions in Tally ERP 9	SC	P	--	4
	Management of Purchase & Sales Cycle	G / SC	T / P	2	4
	Accounts Receivable and Payable Management knowledge for better employability in industry	SC	P	--	4
	Banking	G / SC	T / P	1	4
III - MIS Reports	Basic Report Features, Trail Balance, Financial Statements, Inventory Books, Account Books understanding for entrepreneurial skill	G / SC	T / P	2	8
IV- Payroll Accounting	Payroll Master, Maintaining Employee Information, Payroll Voucher, Pay Reports	G / SC	T / P	2	8
V - Tally Administration	Data Backup, Data Restoration, Data Export, Data Import, E-mailing in Tally ERP.9	G / SC	T / P	2	8
VI - Taxation using Tally	Goods and Services Tax (GST)	G / SC	T / P	1	4
	Recording Vouchers with TDS (Tax Deducted at Source) for	G / SC	T / P	1	4

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ERP.9	entrepreneurship & employability				
VII - Appendices	Shortcut keys	SC	P	--	2
	Installation	SC	P	--	2

Suggested Readings:

1. TallyEssential Level 1 by Tally Education Pvt. Ltd., SahajEnterprises
2. Gupta, P. : Advanced Tally ERP9 withGST
3. Nadhani, A.K.: Implementing Tally ERP 9, BPBPublications
4. lodha. R.: Tally.ERP9 with GST Accounting Paperback, Lawpoint Publications

Web Source:

1. <https://www.youtube.com/watch?v=eA8oK3wn1p4> ==> Tally Prime full course| City CommerceAcademy
2. <https://www.youtube.com/watch?v=vH9Q-EUJvw8> ==> Tally course beginner to expert with all tallybasic
3. <https://www.youtube.com/watch?v=NsbU27wRsoI> ==> Tally ERP 9 full class in Hindi from basic | Tally Accounting Tutorial
4. <https://www.youtube.com/watch?v=EOS9UQJ0Nck> ==> How to make GST bill in Tally.ERP 9 || By RonakGupta

Course Pre-requisties: No pre-requisite required, open to all

IFTM University, Moradabad									
Bachelor of Business Administration Programme									
Programme: BBA			Year: Second			Semester: Third			
Course Code: BBA 301 A			Course Title: Management & Cost Accounting						
Course Objective: The objective of this paper is to give the basic knowledge about the management and cost accounting to provide employability & skills.									
Unit	Topics								No. of Lectures Total = 40
I	Introduction: Meaning, Nature and Scope of Management Accounting, Functions, Relationship of Management Accounting, Financial Accounting and Cost Accounting for skill development.								10
II	Cost Accounting: Nature and Scope of Cost Accounting, Cost concepts and classifications, Methods and Techniques, Installation of a Costing System; Accounting for Material, Labour and Overheads for better employability in industry.								12
III	Product Costing: Single unit costing preparation of cost sheet, Process costing, Contract costing (Elementary numerical problems) for entrepreneurial skill.								10
IV	Marginal Costing and Absorption Costing, Break-even analysis for entrepreneurship & employability.								08
Course Outcomes: Students completing this course will be able to: CO1: Understand the concept of management accounting and its functional relationship with other types of accounting for skill development. CO2: Learn and apply the concepts of cost accounting at national level for better employability in industry. CO3: Understand the concept of product costing and its working for entrepreneurial skill. CO4: Learn the concept of marginal and absorption costing and do break even analysis for entrepreneurship & employability.									
Mapping course outcomes leading to the achievement of programme outcomes									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	
CO1	3	1	1	1	1	1	1	3	
CO2	1	3	1	1	1	3	1	3	
CO3	1	3	1	3	1	3	1	3	
CO4	3	3	3	1	1	1	1	3	

CO-Curriculum Enrichment Mapping			
	Skill Development	Employability	Entrepreneurship Development
CO1	1	3	1
CO2	1	3	3
CO3	1	3	3
CO4	1	3	1

Suggested Readings:

1. Maheshwari S.N., Advanced Problem and Solutions in Cost Accounting
2. Khan & Jain, Management Accounting
3. Gupta, S.P., Management Accounting

Website Sources:

- https://www.portcity.edu.bd/files/636444804364870777_CostManagementAccounting&Control.pdf
- <http://www.yourarticlelibrary.com/cost-accounting/study-notes-on-costaccounting/81086>
- <http://download.nos.org/srsec320newE/320EL27a.pdf>

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: Second	Semester: Third
Course Code: BBA 301 B	Course Title: Business Law	
Course Objective: The objective of this paper is to give the basic knowledge about the rules and regulation of execution of Business to provide employability & skills.		
Unit	Topics	No. of Lectures Total = 40
I	The Indian Contract Act 1872: Scope of the Act, Essential of A Valid Contract, Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts for skill development.	08
II	The Sale of Good Act, 1930: Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller, Performance of the Contract of Sale for better employability in industry.	10
III	The Negotiable Instruments Act, 1881: Nature and Types of negotiable instruments, Negotiation and Assignment, Holder-in-Due Course, Dishonour and Discharge of Negotiable Instrument; Arbitration for entrepreneurial skill.	12
IV	The Companies Act, 1956: Nature and Type of Companies, Formation of Companies, Memorandum and Articles of Association, Prospectus, Share capital, Membership, Meetings and Winding-Up for entrepreneurship & employability.	10
Course Outcomes: Students completing this course will be able to:		
CO1: Practice the acquired knowledge about the Indian Contract Act and appreciate its relevance in business management at the local and national level for skill development.		
CO2: Acquire knowledge about the Sales of Good Act and appreciate its relevance in business management for better employability in industry.		
CO3: Apply about the Negotiable Instruments Act and appreciate its relevance in business management for entrepreneurial skill.		
CO4: Understand the concept and constituents of Companies Act for entrepreneurship & employability.		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	3	1	1	1	1	1
CO2	3	1	3	1	1	3	1	1
CO3	3	1	1	1	1	3	1	1
CO4	3	1	3	1	1	3	1	1

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	1	3	1
CO2	1	3	1
CO3	1	3	1
CO4	1	3	1

Suggested Readings:

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

Website Sources:

- https://d3bxy9euw4e147.cloudfront.net/oscmsprodcms/media/documents/Business_Law_I_Essentials_-_WEB.pdf
- <https://www.geektonight.com/business-law-notes/>

Note: Latest editions of all the suggested readings must be used.


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IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: Second	Semester: Third
Course Code: BBA 302 A	Course Title: Production Management	
Course Objective: The objective of this paper is to give the basic knowledge about the Production Management in industry to provide employability & skills.		
Unit	Topics	No. of Lectures Total = 40
I	Introduction to Production Management: History of Production Management; Definitions of Production Management; Production Process; Production: The Heart of an Organization; Objectives of Production Management; Scope of Production Management; Importance of Technology in Production for skill development.	10
II	Concept of Forecasting: Purpose of Sales Forecasting, Basic Elements of Forecasting, Importance of Forecasting, Objectives of Forecasting, Classification of Forecasting; Qualitative and Quantitative Techniques of Forecasting for better employability in industry.	08
III	Product Selection; Definitions of Product Design and Development: Need for Product Design and Development, Origin of the Product Idea and Selection from Various Alternatives, Choosing among Alternative Products, Modifying the Existing Products, Sources of Product for entrepreneurial skill.	12
IV	Nature of Production Planning and Control (PPC): Types of Plans, Elements of Production Planning, Strategy of Production Planning, Aggregate Planning; Main Functions of Production Planning and Control (PPC) for entrepreneurship & employability.	10
<p>Course Outcomes: Students completing this course will be able to:</p> <p>CO1: Understand production management and its related concepts for skill development.</p> <p>CO2: Understand concept of forecasting and learn about its various techniques for better employability in industry.</p> <p>CO3: Understand product design at global level and its development process including the various stages involved for entrepreneurial skill.</p> <p>CO4: Understand the elements and process of planning for production for entrepreneurship & employability.</p>		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	1	1	1	3
CO2	3	3	3	3	1	1	1	1
CO3	1	3	3	3	1	1	1	1
CO4	3	3	3	3	1	1	1	3

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	1	3	1
CO2	1	3	3
CO3	1	3	3
CO4	1	3	3

Suggested Readings:

1. Production Management by Telsang Martand S Chand Publication
2. Everet, A.: Production and Operations Management. Prentice Hall of India.
3. Chary, S. N.: Production and Operations Management. Tata McGraw-Hill.
4. McGregor, D.: Operations Management. Tata McGraw-Hill.
5. Morton, T. E.: Production and Operations Management. Vikas Publication House.

Website Sources:

1. <https://www.geektonight.com/production-and-operations-management-notes-pdf/>
2. http://iaear.weebly.com/uploads/2/6/2/5/26257106/production_operation_management.pdf
3. <http://www.ddegjust.ac.in/studymaterial/bba/bba-303.pdf>
4. http://gurukpo.com/Content/BBA/production_and_Material_Management.pdf

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad Bachelor of Business Administration Programme		
Programme: BBA	Year: Second	Semester: Third
Course Code: BBA 302 B	Course Title: Business Policy	
Course Objective: The objective of this paper is to give the basic knowledge about the business policy in business and industry to provide employability & skills.		
Unit	Topics	No. of Lectures Total = 40
I	Introduction: Nature & importance of Business Policy, Development & Classification of Business Policy; Mechanism of policy making for skill development.	10
II	Responsibilities & Tasks of Top Management: Objectives of Business, Characteristics, Classification, Types of objectives and their overall Hierarchy, Setting of objectives, Key areas involved; Corporate Planning; Concept of long term planning, Strategic Planning, Nature, Process & Importance for better employability in industry.	12
III	Corporate Strategy: Concept, Components, Importance, and Strategy for entrepreneurial skill. Formulation: Concept, Process & Affecting Factors. Strategy Evaluation: Process, Criteria, Environmental Analysis, Resource Analysis for entrepreneurial skill.	10
IV	Concept of Synergy: Types, Evaluation of Synergy, Capability Profiles, Synergy as a Component of Strategy & its relevance for entrepreneurship & employability.	08
<p>Course Outcomes: Students completing this course will be able to:</p> <p>CO1: Understand the concept of business policy at national and international level, its classification and mechanism for skill development.</p> <p>CO2: Comprehend the responsibilities and various tasks of top management and concept of strategic planning for better employability in industry.</p> <p>CO3: Appreciate the concept of corporate strategy, its formulation and its impact for entrepreneurial skill.</p> <p>CO4: Recognize the importance of synergy as a component in strategy for entrepreneurship & employability.</p>		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	3	3	1	1
CO2	1	3	1	1	3	3	1	1
CO3	3	3	1	1	3	3	3	1
CO4	3	1	3	1	3	1	3	1

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	1	1	3
CO2	1	3	1
CO3	1	3	3
CO4	3	3	3

Suggested Readings:

1. Gluek & Jauch, Corporate Strategy
2. Hatton & Hatton, Strategic Management
3. Christian, Anderson, Bower Business Policy
4. McCarthy, IninChiello, Curran Business Policy & Strategy
5. Azhar Kazmi, Business Policy

Website Sources:

- <http://www.mim.ac.mw/books/Wheelen's%20Strategic%20Management.pdf>
- <https://www.managementstudyguide.com/business-policy.htm>
- <https://smallbusiness.chron.com/importance-business-policy-10199.html>
- <https://www.360factors.com/blog/importance-of-business-policy-management/>
- <https://theintactone.com/2018/12/23/sm-u1-topic-3-introduction-to-business-policy/>

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: Second	Semester: Third
Course Code: BBA 303 A	Course Title: Business Communication	
Course Objective: The objective of this paper is to give the basic knowledge about the Business Communication to provide employability & skills.		
Unit	Topics	No. of Lectures Total = 40
I	Introduction: Meaning and objective of Business communication, Forms of Communication, Communication model and process, Principles of Effective Communication for skill development.	10
II	Corporate Communication: Formal and Informal Communication, Networks, Grapevine, Barriers in Communication, Groups discussion, Mock Interviews, Seminars, Individual and Group Presentations for better employability in industry.	10
III	Essential of effective Business letters, Writing Important Business letters including correspondence with Bank and Insurance companies; Oral & Non- verbal communication: Principles of Oral Presentation, Factors affecting Presentation, effective Presentation skills, conducting Surveys; Body Language, Para Language, Effective Listening, Interviewing skill, Writing Resume, Letter and Application for entrepreneurial skill.	12
IV	Modern forms of communication, International communication, Cultural sensitiveness and cultural context, Writing and presenting in international situations for entrepreneurship & employability.	08
<p>Course Outcomes: Students completing this course will be able to:</p> <p>CO1: Understand the concept of communication globally and it's guiding principles for skill development.</p> <p>CO2: Assess the difference between various forms of formal and informal communication for better employability in industry.</p> <p>CO3: Understand verbal and non-verbal communications in different organizational set ups for entrepreneurial skill.</p> <p>CO4: Appreciate the key skills required for international communication for entrepreneurship & employability.</p>		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	1	1	3	1
CO2	1	1	1	3	1	3	3	1
CO3	1	1	1	3	1	1	3	3
CO4	3	1	3	3	1	1	3	3

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	1	1	1
CO2	3	3	1
CO3	3	3	3
CO4	3	3	3

Suggested Readings:

1. Bapat & Davar, A Text book of Business Correspondence
2. Bhende D.S., Business Communication
3. David Berio, The Process of Communication
4. Gowd & Dixit, Advance Commercial Correspondence
5. Gurky J.M., A Reader in Human Communication

Website Sources:

- http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001401/M0111
- 97/ET/1465194741Module_9_quadrant1_TypesofReading.pdf
- <https://dcomm.org/wp-content/uploads/2019/05/Business-CommunicationPDFDrive.com-.pdf>

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: Second	Semester: Third
Course Code: BBA 303 B	Course Title: Business Environment	
Course Objective: The objective of this paper is to give the basic knowledge about the business environment in industry to provide employability & skills.		
Unit	Topics	No. of Lectures Total = 40
I	Introduction: Concept, Significance and Components of Business environment, Factor affecting Business Environment, Micro and Macro environment for skill development.	08
II	Economic Systems: Capitalism, Socialism, Communism, Mixed Economy- Public Sector & Private Sector for better employability in industry.	08
III	Industrial Policy: Brief historical perspective; New industrial policy of India, Socio-economic implications of Liberalization, Privatization and Globalization for entrepreneurial skill.	12
IV	Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA; Overview of International Business Environment, Trends in World Trade: WTO-Objectives and role in International trade for entrepreneurship & employability.	12
<p>Course Outcomes: Students completing this course will be able to:</p> <p>CO1: Understand the concept of business environment for skill development.</p> <p>CO2: Identify the various types of national economic system for better employability in industry.</p> <p>CO3: Assess the evolution of industrialization and economic reforms in the form of LPG for entrepreneurial skill.</p> <p>CO4: Observe the regulatory framework governing global trade and commerce for entrepreneurship & employability.</p>		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	1	3	1	1	1
CO2	1	3	3	1	1	3	1	1
CO3	1	3	1	1	3	3	1	1
CO4	1	3	3	1	3	3	1	1

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	1	1	3
CO2	1	3	3
CO3	1	3	3
CO4	1	3	3

Suggested Readings:

1. Francis Cherunilum, Business Environment
2. K. Aswathapa, Business Environment

Website Sources:

- http://www.mexconnect.com/mex_/culxcomp.html
- <https://gurujistudy.com/chapter-wise-business-environment-notes-study-material/>
- <https://www.geektonight.com/business-environment-pdf/>
- <https://lecturenotes.in/download/material/26458-business-environment-ethics>
- <https://www.yourarticlelibrary.com/business/business-environment-nature-and-significances-of-business-environment/23367>

Note: Latest editions of all the suggested readings must be used.

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IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: Second	Semester: Third
Course Code: BBA CCC 301	Course Title: Human Values and Environment studies	
Course Objective: The objective of the course on Human Values and Environmental Studies is to create morally articulate solutions to be truthful and just and to become responsible towards humanity to provide employability & skills.		
Unit	Topics	No. of Lectures Total = 40
I	<p>Human Values- Introduction- Values, Characteristics, Types ,Developing Value system in Indian Organisation , Values in Business Management , value based Organisation , Trans –cultural Human values in Management. Swami Vivekananda's philosophy of Character Building, Gandhi's concept of Seven Sins, APJ Abdul Kalam view on role of parents and Teachers.</p> <p>Human Values and Present Practices – Issues : Corruption and Bribe , Privacy Policy in Web and Social Media, Cyber threats ,Online Shopping etc. Remedies for skill development.</p> <p>UK Bribery Act, Introduction to sustainable policies and practices in Indian Economy. Principles of Ethics Secular and Spiritual Values in Management-Introduction- Secular and Spiritual values, features , Levels of value Implementation. Features of spiritual Values , Corporate Social Responsibility- Nature, Levels ,Phases and Models of CSR, Corporate Governance. CSR and Modern Business Tycoons Ratan Tata, Azim Premji and Bill Gates.</p>	10
II	<p>Holistic Approach in Decision making- Decision making, the decision making process , The Bhagavad Gita: Techniques in Management , Dharma and Holistic Management for better employability in industry.</p> <p>Discussion through Dilemmas – Dilemmas in Marketing and Pharma Organisations, moving from Public to Private – monopoly context , Dilemma of privatisation, Dilemma on liberalization, Dilemma on social media and cyber security , Dilemma on Organic food , Dilemma on standardization ,Dilemma on Quality standards. Case Studies</p>	10

III	Ecosystem: Concept, structure & functions of ecosystem : producer, consumer, decomposer, foodweb, food chain, energy flow, Ecological pyramids Conservation of Biodiversity- In-situ & Ex- situ conservation of biodiversity Role of individual in Pollution control Human Population & Environment Sustainable Development India and UN Sustainable Development Goals Concept of circular economy and entrepreneurship for entrepreneurial skill.	10
IV	Environmental Laws? International Advancements in Environmental Conservation Role of National Green Tribunal Air Quality Index Importance of Indian Traditional knowledge on environment Bio assessment of Environmental Quality Environmental Management System Environmental Impact Assessment and Environmental Audit for entrepreneurship & employability.	10

Course Outcomes: Students completing this course will be able to:

CO1: To know how environmental degradation has taken place for skill development.

CO2: Be aware of negotiations and international efforts to save environment for better employability in industry.

CO3: How to develop sustainably for entrepreneurial skill?

CO4: Efforts taken up by UN in Sustainable Development at international level for entrepreneurship & employability.

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	1	1	3	1	1	1
CO2	1	3	3	1	1	3	1	1
CO3	1	3	1	1	3	3	1	1
CO4	1	3	3	1	3	3	1	1

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	1	1	3
CO2	1	3	3
CO3	1	3	3
CO4	1	3	3

Suggested Readings:

1. A foundation course in Human Values and Professional Ethics by RR. Gaur, R. Sangal et.al
2. JUSTICE: What's the Right Thing to Do? Michael J. Sandel.
3. Human Values by A. N. Tripathi New Age International
4. Environmental Management by N.K. Uberoi
5. <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>
6. <https://www.india.gov.in/my-government/schemes>
7. <https://www.legislation.gov.uk/ukpga/2010/23/contents>

Website Sources:

- http://www.mexconnect.com/mex_/culxcomp.html
- <https://gurujistudy.com/chapter-wise-business-environment-notes-study-material/>
- <https://www.geektonight.com/business-environment-pdf/>
- <https://lecturenotes.in/download/material/26458-business-environment-ethics>
- <https://www.yourarticlelibrary.com/business/business-environment-nature-and-significances-of-business-environment/23367>

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: Second	Semester: Third
Course Code: BBA VOC 301	Course Title: Front Office Management	
Course Objective: The course endeavours to introduce the students about the concept, significance, organization and basic functions of Hotel Front Office to enhance skills.		
Unit	Topics	No. of Lectures Total = 40
I	Introduction to Front Office: Front Office – meaning, nature and scope, Functions of Front Office, Components of Front Office, Organizational structure of Front Office of large, medium and small hotels, Significance, role and contribution of Front Office in hotel operations, Terminology for skill development.	10
II	Organization of Front Office: Qualities/Attributes of Front Office staff, Factors affecting Staffing - size of hotel, location, service, standards, types of guests, level of automation for better employability in industry., Duties of Front Office Staff - Reservation Assistant, Reception, Information Assistant, Front Office Cashier, Bell Captain, Bell Boy, Concierge, Telephone Operator, Guest Relation Executive, Front Office Manager, Lobby Manager, Business Centre and Night Auditor etc .	10
III	The Accommodation Product: Type of guest rooms, Room rates, rack rate, corporate rate, commercial rate, airline rate, group, rate, children’s rate, package plan rate, series rate(back to back), government rates, weekend rates, half day charges, Meal Plans: AP, MAP, EP, CP, Classification of Hotels on basis of size, star, Location, ownership, independent, management contracts, Chains, franchised, supplementary, accommodation, Time share, condominium for entrepreneurial skill.	10
IV	Cooperation & Coordination with other departments: Importance, How it is done. Front Office Layout and Equipments: Layout, Room Rack/ Numerical Rack, Information, Rack / Alphabetical Rack, Mail /Key Rack, Computers, Billing Machine, Folio Well, PABX, EPABX, and Fax for entrepreneurship & employability.	10

Course Outcomes: Students completing this course will be able to:

CO1: Explain the front office department its organizational structure in a hotel and understand the protocol for pandemic situation & role and contribution of front office in hotel operations for skill development.

CO2: Know the front office hierarchy and its roles and responsibility. Understand the size of hotel, location, service, standards, and types of guests at national level as well as international level hotels; accounts receivables and payable management banking in tally entrepreneurship for better employability in industry.

CO3: Describe the different type of guest room rates and the meal plans, classification of hotels on their ownership basis for entrepreneurial skill.

CO4: Understand the Cooperation & Coordination with other departments of hotel and know how to prepare and work on Billing Machine, Folio Well, PABX, EPABX, and Fax for entrepreneurship & employability.

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	1	2	1	1	1
CO2	3	3	2	1	1	1	1	3
CO3	2	2	2	3	2	1	3	2
CO4	3	2	3	3	2	1	1	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	3	3
CO2	3	3	3
CO3	2	3	3
CO4	3	3	3

Suggested Readings:

1. Basic Practical like Receiving a Call, Guest Handling, Luggage Handling etc.
2. Telecommunication skills and telephone manners.
3. Front office terminology
4. Forms/formats related to front office Basic manners and grooming standard required to front office operations

[Signature]
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Website Sources:

- <http://smallbusiness.chron.com/front-office-operations-its-relation-guest-cycle-14378.html>
- <https://www.routier.io/blog/the-different-types-of-guests-you-can-expect-in-a-hotel-and-how-to-deal-with-them/>
- <https://setupmyhotel.com/train-my-hotel-staff/front-office-training/96-room-type-definitions-in-hotels.html>
- <https://www.linkedin.com/pulse/how-coordination-front-office-other-departments-abbas-gull>

Note: Latest editions of all the suggested readings must be used.



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SKILL DEVELOPMENT PROGRAM

Title of the Program-	Front office operation foundation-1
Nodal Department of Higher Educational Institute(HEI) to run program-	School of Business Management, IFTM University, Moradabad
Broad Area/Sector -	Hotels
Sub Sector-	Hospitality
Nature of Program-	Independent
Name of Sector Skill Council	Hospitality Sector Skill Council
Aliened National Skills Qualifications Framework (NSQF) Level-	Level-3
Expected fees of the program-	N/A
Stipend to student expected from Industry-	10000/-
Number of Seats-	As per intake
Course Code-	VOC301
Name of Proposed Skill Partner	Yet to be decided
Job Prospects for students after completion of the program-	Bell desk Office Assistant, MIS Executive, Data Entry Operator, guest relation executive, IT Support Services/ Helpdesk, reservation assistant

Course Code: BBA VOC 301					
Maximum Marks:100		Minimum Marks: 35		Credits- 03 (1 Theory, 2 Practical)	
Course Objective-	The course endeavours to introduce the students about the concept, significance, organization and basic functions of Hotel Front Office to enhance skill.				
Unit	Topics	General (G) / Skill Component (SC)	Theory (T) /Practical (P)	No. of Theory Hours (Total-15 hours =1 Credit)	No. of Skills Hours (Total-60 hours =2 Credit)
FRONT-OFFICE	Introduction to Front Office	G	T	2	--
	Front Office – meaning, nature and scope	G	T	2	--
	Components of Front Office	G	T	2	--
	Organizational structure of Front Office	SC	P	--	4
	Significance, role and contribution of Front Office	SC	P	--	4
	Terminology for skill development.	G	T	3	--
II- ORGANIZATION CHART OF FRONT OFFICE- II	Qualities/Attributes of Front Office staff	G	T	2	--
	Factors affecting Staffing - size of hotel, location, service, standards, types of guests, level of automation	SC	P	--	4
	Duties of Front Office Staff - Reservation Assistant, Reception, Information Assistant, Front Office Cashier	SC	P	--	4
	Bell Captain, Bell Boy, Concierge, Telephone Operator, Guest Relation Executive	SC	P	--	4
	Front Office Manager, Lobby Manager	SC	P	--	4
	Business Centre and Night Auditor	SC	P	--	4
III - THE - ACCOMMODATION PRODUCT-I	Type of guest rooms	G	T	2	--

IV- TYPES OF RATE-II	Room rates, rack rate, corporate rate, commercial rate, airline rate, group, rate, children's rate, package plan rate, series rate(back to back), government rates, weekend rates, half day charges	SC	P	--	4
	Meal Plans: AP, MAP, EP, CP	SC	P	--	4
V- CLASSIFICATION OF HOTELS	basis of size, star, Location, ownership, independent, management contracts, Chains, franchised	G	T	2	--
	Supplementary, accommodation, Time share, condominium .	SC	P	--	4
VI FRONT OFFICE LAYOUT AND EQUIPMENT	Layout, Room Rack Key Rack	SC	P	--	4
	Numerical Rack, Information, Rack	SC	P	--	2
	Alphabetical Rack, Mail rack	SC	P	--	4
	Billing Machine, Folio Well	SC	P	--	4
	PABX, EPABX	SC	P	--	4
	Fax machine and its role in front office	SC	P	--	2
VII- COOPERATION & COORDINATION WITH OTHER DEPARTMENT	Operational work with other department	SC	P	--	2
	Importance, How it is done.	SC	P	--	2

Suggested Readings:

1. Basic Practical like Receiving a Call, Guest Handling, Luggage Handling etc.
2. Telecommunication skills and telephone manners.
3. Front office terminology and Forms/formats related to front office Basic manners and grooming standard required to front office operations

Web Sources:

- <http://smallbusiness.chron.com/front-office-operations-its-relation-guest-cycle-14378.html>
- <https://www.routier.io/blog/the-different-types-of-guests-you-can-expect-in-a-hotel-and-how-to-deal-with-them/>
- <https://setupmyhotel.com/train-my-hotel-staff/front-office-training/96-room-type-definitions-in-hotels.html>
- <https://www.linkedin.com/pulse/how-coordination-front-office-other-departments-abbas-gull>

Course Prerequisites - No pre-requisite required, open to all

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: Second	Semester: Fourth
Course Code: BBA 401 A	Course Title: Supply Chain Management	
Course Objective: The objective of this paper is to give the basic knowledge about the Supply Chain Management for goods and services to provide employability & skills.		
Unit	Topics	No. of Lectures Total = 40
I	Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions for skill development.	08
II	Introduction, Three Components of SCM, Demand Management, Demand Forecasting; Introduction, Supply Management, Evolution of ERP, Concept of ERP in SCM, Quick Response and Accurate Response System in SCM, Use of Other Planning Strategies for entrepreneurial skill.	12
III	Introduction, Understanding the Benchmarking Concept, Benchmarking Process, Benchmarking Procedure for better employability in industry.	08
IV	Introduction, New Developments in Supply Chain Management, Outsourcing Supply Chain Operations, Co-Maker ship, The Role of E- Commerce in Supply Chain Management, Green Supply Chain Management, Distribution Resource Planning, World Class Supply Chain Management for entrepreneurship & employability.	12
<p>Course Outcomes: Students completing this course will be able to:</p> <p>CO1: Understand the concept of supply chain management in national context and its related concepts for skill development.</p> <p>CO2: Identify the key components construing SCM and related concepts like ERP for entrepreneurial skill.</p> <p>CO3: Understand the concept of Bench Marking for better employability in industry.</p> <p>CO4: Relate the modern concepts related to SCM including Green SCM and global standards in SCM for entrepreneurship & employability.</p>		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	1	1	1	1	1	2
CO2	1	2	2	1	1	1	1	1
CO3	1	3	3	3	1	1	2	1
CO4	2	3	1	1	3	2	1	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	1	3
CO2	3	1	3
CO3	3	1	3
CO4	3	1	3

Suggested Readings:

1. Supply Chain Management by Michel H Hungo
2. Supply Chain Management by Sunil Chopra

Website Sources:

- https://www.tutorialspoint.com/supply_chain_management/supply_chain_management_tutorial.pdf
- https://base-logistique-services.com/storage/app/media/Chopra_Meindl_SCM.pdf

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: Second	Semester: Fourth
Course Code: BBA 401 B	Course Title: Research Methodology	
Course Objective: The objective of this paper is to give the basic knowledge about the Research Methodology to provide employability & skills.		
Unit	Topics	No. of Lectures Total = 40
I	Introduction: Meaning of Research, Objectives of Research, Types of Research, Research Process, Research Problem formulation; Research Design: Features of a good research design; Different Research Designs; Measurement in Research; Data types; Sources of Error for entrepreneurship & employability.	12
II	Sampling Design: Census & Sample Surveys; Steps in Sampling Design; Types of Sample designs-Probability & Non Probability sampling for skill development.	08
III	Processing & Analysis of Data: Processing operations; problems in processing; types of analysis, Hypothesis Testing: Chi-square test, Z-test, t-test, F-test for better employability in industry.	12
IV	Presentation: Diagrams; graphs; chars. Report writing; Layout of Research report; Types of Reports; Mechanism of writing a Research report; Precautions for writing report for entrepreneurial skill.	08
Course Outcomes: Students completing this course will be able to:		
CO1: Understand the concept, importance and process of research methodology for entrepreneurship & national employability.		
CO2: Know the various sampling designs and techniques involved in research for skill development.		
CO3: Learn the processing of data and various analytical tools involved in research for better employability in industry.		
CO4: Apply the science and art of report writing including illustrations for entrepreneurial skill.		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	2	3	1	3
CO2	2	2	2	1	1	3	2	2
CO3	2	1	1	3	1	2	1	2
CO4	2	1	1	1	3	1	1	3

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	1	3	1
CO2	1	3	1
CO3	1	3	3
CO4	1	3	2

Suggested Readings:

1. Cooper, D. R. & Schindler, P.S.: Business Research Methods. Tata McGraw Hill.
2. Beri, G. C.: Marketing Research. Tata McGraw Hill.
3. Kothari, C. R.: Research Methodology Methods & Techniques. New Age International Publications.

Website Sources:

- http://www.sociology.kpi.ua/wp-content/uploads/2014/06/Ranjit_Kumar-Research_Methodology_A_Step-by-Step_G.pdf
- <https://www.slideshare.net/paneliyakumar/research-methodology-15284542> 3. <https://research-methodology.net/>
- <https://paperpile.com/g/what-is-research-methodology/>

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: Second	Semester: Fourth
Course Code: BBA 402 A	Course Title: Specialised Accounting	
Course Objective: The objective of this paper is to give the basic knowledge about the specialized Accounting to provide employability & skills.		
Unit	Topics	No. of Lectures Total = 40
I	Accounting of Non-trading Institutions, Joint Venture and Consignment for entrepreneurial skill.	12
II	Accounts of Banking companies and General Insurance companies for better employability in industry.	08
III	Department account and Branch account. Accounts related to Hire Purchase and Installment payment transactions, Royalty Accounts for skill development.	12
IV	Partnership Accounts: Final Account, Reconstitution of Partnership firms: admission, retirement and death of a partner, Dissolution of Partnership (Excluding insolvency of Partner) for entrepreneurship & employability.	08
<p>Course Outcomes: Students completing this course will be able to:</p> <p>CO1: Understand the accounting process in the context of non-trading institutions and joint ventures for entrepreneurial skill.</p> <p>CO2: Learn the application of accounting principles in banking companies and general insurance companies at national level for better employability in industry.</p> <p>CO3: Learn accounting principles in special cases viz. Hire Purchase, instalment and royalty for skill development.</p> <p>CO4: Learn accounting principles in partnership accounts during existence and post dissolution for entrepreneurship & employability.</p>		



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Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	1	3	2	2	2	3
CO2	2	2	1	2	2	1	1	1
CO3	3	3	2	3	2	3	2	3
CO4	2	2	2	3	2	3	2	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	2	1
CO2	3	3	1
CO3	3	3	1
CO4	3	3	1

Suggested Readings:

1. Agarwal, B.D., Advanced Accounting
2. Chawla & Jain, Financial Accounting
3. Chakrawarti, K.S., Advanced Accounts
4. Shukla, M.B., Financial Analysis and Business Forecasting
5. Jain & Naranag, Advanced Accounts

Website Sources:

- <https://archive.org/details/in.ernet.dli.2015.190395/page/n5/mode/2up>
- <https://www.ebooknetworking.net/ebooks/s-m-shukla-specialised-accounting.html>

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: Second	Semester: Fourth
Course Code: BBA 402 B	Course Title: Consumer Behaviour	
Course Objective: The objective of this paper is to give the basic knowledge about the consumer behaviour to provide employability & skills.		
Unit	Topics	No. of Lectures Total = 40
I	CB, Consumer research process. CB models: Economic model, Psycho-analytic model, Sociological model, Howard & Seth model, Nicosia model, Engel- Kollat Blackwell model for skill development.	08
II	Individual determinants: Perceptual process, consumer learning process Introduction: Concept, importance and scope of CB, need for studying, consumer attitude formation, attitude measurement, meaning and nature of personality, self-concept for better employability in industry.	12
III	Influences & Consumer Decision making: Family, reference group, personal, social and cultural influence on CB, Consumer Decision making process, Consumer Communication process, consumer satisfaction for entrepreneurial skill.	12
IV	Industrial Buying Behaviour: Participants, characteristics of industrial markets, factors influencing industrial markets, stages of industrial buying process, Customer and marketing of services for entrepreneurship & employability.	08
<p>Course Outcomes: Students completing this course will be able to:</p> <p>CO1: Understand the concept of Consumer Behaviour at national as well as global level and the various models illustrating different factors involved in the process for skill development.</p> <p>CO2: Appreciate the need of studying Consumer Behaviour and learn about related concepts for better employability in industry.</p> <p>CO3: Learn about the consumer decision making process and the role of various influencing factors involved for entrepreneurial skill.</p> <p>CO4: Recognize the Buying Behaviour process in B2B context for entrepreneurship & employability.</p>		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	1	1	2	2
CO2	2	2	2	1	1	3	2	2
CO3	2	1	3	2	1	3	3	2
CO4	1	1	3	2	3	2	2	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	2	1
CO2	3	1	1
CO3	3	1	1
CO4	3	2	1

Suggested Readings:

1. Suja. R. Nair, Consumer Behaviour in Indian Perspective
2. Schiffman & Kanuk, Consumer Behaviour
3. Louden & Bitta, Consumer Behaviour
4. Bennet & Kasarji, Consumer Behaviour

Website Sources:

- <https://www.geektonight.com/consumer-behaviour-pdf/>
- <https://www.shipbob.com/blog/online-consumer-behavior/>
- https://www.tutorialspoint.com/consumer_behavior/online_customer_behavior.htm
- <https://www.datafeedwatch.com/blog/online-consumer-behaviors>

Note: Latest editions of all the suggested readings must be used.


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IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: Second	Semester: Fourth
Course Code: BBA 403 A	Course Title: Investment Analysis & Portfolio Management	
Course Objective: The objective of this paper is to give the basic knowledge about the investment analysis and portfolio management to provide employability & skills.		
Unit	Topics	No. of Lectures Total = 40
I	Investments: Nature, scope, objective and Process of investments analysis, concept of return and risk analysis, measurement of return and risk: Systematic and Unsystematic Risk for skill development.	08
II	Investment Alternatives: Investment instrument of Capital Market and Money Market, Valuation of Fixed and Variable securities Non Security forms of Investment, Government Securities, Mutual Fund, Real Estate and Gold for better employability in industry.	12
III	Fundamental Analysis: Economic analysis industry analysis and company analysis Technical Analysis: Trends, indicators, indices and moving average applied in technical analysis. Efficient Market Hypothesis: weak, semi-strong and strong market and its testing techniques for entrepreneurial skill.	12
IV	Portfolio Management: Meaning, importance and objectives of portfolio and portfolio management, Risk and Return- Definition types and importance. Portfolio Analysis: Risk Measurement; Estimating rate of return and standard deviation of portfolio returns; Effects of Combining securities for entrepreneurship & employability.	08
<p>Course Outcomes: Students completing this course will be able to:</p> <p>CO1: Understand the notion of investment and related concepts of returns and risk associated with it for skill development.</p> <p>CO2: Understand the various national capital market instruments for better employability in industry.</p> <p>CO3: Understand the various technical indicators and their interpretation in analysis for entrepreneurial skill.</p> <p>CO4: Understand the concept of portfolio management and learn its analysis for entrepreneurship & employability.</p>		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	1	1	3
CO2	1	1	1	3	1	3	2	3
CO3	3	2	3	3	1	2	2	2
CO4	1	1	1	3	1	3	3	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	1	1	3
CO2	3	3	3
CO3	3	3	3
CO4	3	3	3

Suggested Readings:

1. Security analysis and Portfolio Management by Punithavathy Pandian
2. Security Analysis and Portfolio Management by Ambika Prasad Dash

Website Sources:

- https://www.drnishikantjha.com/booksCollection/Investment%20Analysis%20and%20Portfolio%20Management_TYBMS%20V%20202016-17.pdf
- <https://www.tutorialsduniya.com/notes/investment-analysis-and-portfolio-managementnotes/>

Note: Latest editions of all the suggested readings must be used.


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IFTM University, Moradabad		
Bachelor of Business Administration Programme		
Programme: BBA	Year: Second	Semester: Fourth
Course Code: BBA 403 B	Course Title: Company Law	
Course Objective: The objective of this paper is to give the basic knowledge about the Company Law to provide employability & skills for entrepreneurship.		
Unit	Topics	No. of Lectures Total = 40
I	Introduction: Definition and Kinds of Company, Promotion and Incorporation of Companies; Memorandum of Association, Articles of Association, Prospectus for skill development.	08
II	Shares, Share Capital, Members, Transfer and Transmission of shares, Directors- Managing Director, Whole Time Director for better employability in industry.	12
III	Capital Management; Borrowing powers, mortgages and charges, debentures, Company Meetings-kinds, quorum, voting, resolutions, minutes for entrepreneurial skill.	12
IV	Majority Powers and minority rights, Prevention of oppression and mismanagement, winding up of companies, its Kinds and Conduct for entrepreneurship & employability.	08
<p>Course Outcomes: Students completing this course will be able to:</p> <p>CO1: Understand the notion of company and its related concepts MOA and Articles of Association for skill development.</p> <p>CO2: Learn the concept of shareholders and various types of Directors for better employability in industry.</p> <p>CO3: Understand the basics of capital management and terminologies related to meetings at local as well as national level for entrepreneurial skill.</p> <p>CO4: Recognize powers, rights and conduct in context of a company board for entrepreneurship & employability.</p>		

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	1	1	1	1	3	2
CO2	1	3	2	1	1	1	2	1
CO3	3	1	3	3	2	2	1	2
CO4	1	3	2	2	2	2	1	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	1	3	3
CO2	1	3	3
CO3	1	3	3
CO4	1	3	2

Suggested Readings:

1. Grower L.C.B., Principles of Modern Company Law
2. Ramaiya A., Guide to the Companies Act
3. Singh, Avtar, Company Law
4. Kuchhal, S.C., Modern Indian Company Law
5. Kapoor, N.D., Company Law

Website Sources:

- www.mca.gov.in
- www.cleartax.in
- www.caclubindia.com
- www.incometaxindia.gov.in
- www.indiafilings.com
- www.legalserviceindia.com

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad
Bachelor of Business Administration (BBA) Programme
(Minor Elective)

PROGRAMME: BBA=LLB
SEMESTER IV
RIGHT TO INFORMATION (SEC- I)

PAPER CODE: BBL401

L-3,T-1,P-0,C-4

Objective: The basic objective of the Right to Information Act is to provide skill development, employability & entrepreneurial skills and empower the students promote transparency and accountability in the working of the Public Authorities, contain corruption, and make our democracy work for the people in real sense.

Unit I Introduction

Historical Background & Objectives of RTI, Interpretation Clause & Preamble of RTI Act, 2005, and Obligations of Public Authorities for skill development and employability.

Unit II Constitutional Prospective

Significance in Democracy; Constitutional Basis; Protection of Article 19(1) (a), Right to privacy, Contempt of Court, Public Interest vis-à-vis Information, Breach of Confidentiality and Privacy and Supreme Court on Right to Information for skill development and employability.

Unit III Authorities under the RTI Act

Central information commission; State information commission; Powers and functions of information commissions; Appeals and penalties for skill development and employability.

Unit IV Right to Information

Right to Information and E-Governance: Electronic Information Dissemination, need for regulation, Jurisdiction in Cyberspace: Problem and perspective for skill development and employability.

Unit V Right to Information & Other Acts

Public Authority vis-à-vis Right to Information Act 2005: Right to Information, Breach of Duty to disclose by Public Authority, Right to Information and Other Acts, Reports, Bill for skill development and employability.

- a. The official Secrets Act,1923
- b. Public records Act 1993, Public records rules 1997
- c. The Freedom of Information Act 2002
- d. Reports of National Commission to Review the working of the Constitution,2002(relevant provisions)
- e. 179th Report of Law Commissions of India on Public Interest Disclosure and protection of Informer, 2001(relevant provisions) f. The Public Interest Discloser (Protection of Informer Bill) 2002


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COURSE OUTCOMES:

After completing the subject students will be able to:

1. Understand historical background of RTI Act, 2005 for the purpose of enhance Skill Development. (National)
2. Analyse the constitutional prospect of RTI Act, 2005 for the purpose of enhance Skill Development.
3. Analyse the role of Public Authorities and its liabilities for the purpose of enhance Skill Development. (National)
4. Application of right of information for the purpose of enhance Skill Development.
5. Evaluate the principles of RTI Act, 2005 for the purpose of enhance Skill Development.

SUGGESTED READINGS:

1. The Right to Information Act Book, By Shruti Desai
2. The Right to Information Act,2005 By Dheera Khanawal & Krishna K. Khanawal
3. The Right to Information: Law-Policy-Practice By Rodney D Ryder
4. Handbook on The Right to Information Act By P.K.Das
5. Treaties on The Right to Information Act 2005 By Dr.Hiraj Kumar

WEB SOURCES:

1. <https://indiankanoon.org/>
2. <https://main.sci.gov.in/judgments>
3. <http://legislative.gov.in/documents/list-of-central-acts>

* Latest editions of all the suggested books are recommended.

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	2	2	3
CO2	3	2	3	2	2	3
CO3	2	2	3	3	2	3
CO4	2	2	2	3	3	3
CO5	2	3	2	2	2	3

PO-CO Mapping (Please \checkmark where required)

	Skill Development	Employability	Entrepreneurship Development
CO1	3	3	1
CO2	3	3	1
CO3	3	3	1
CO4	3	3	1
CO5	3	3	1


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IFTM University, Moradabad
Bachelor of Business Administration (BBA) Programme
(Minor Elective)

IFTM University, Moradabad
Bachelor of Computer Applications Program
BCA II Year (IV Semester)
(Effective from 2021-22)

BCAGE-402

INFORMATION SECURITY & CYBER LAW

L T P
3 1 0

Objective(s): The objectives of this course:

1. The objective of the course is to identify, analyze and remediate computer security breaches by learning and implementing the real-world scenarios in Cyber Investigations Laboratory, Network Security Laboratory and in Security and Penetration Testing Laboratory.
2. Exhibit knowledge to secure corrupted systems, protect personal data, and secure computer networks in an Organization *to inculcate skill, provide employability & entrepreneurship skill.*

UNIT I:

(8 Sessions)

Introduction – History of Information Security – defining security – CNSS Security Model – Components of an Information Security – Approaches to Information Security Implementation *for skill development and employability.*

UNIT II:

(8 Sessions)

System Development Life Cycle - Security Systems Development Life Cycle -Security Professionals and the Organization - Information Security: Is it an Art or a Science? *for skill development and employability.*

UNIT III:

(8 Sessions)

Hacking, Types of Hacking/Hackers, what is Cybercrime, Types of cybercrime, Classifications of Security attacks (Passive Attacks and Active Attacks) Essential Terminology (Threat, Vulnerability, Target of Evaluation, Attack, Exploit). Concept of ethical hacking, Phase of Ethical Hacking, Hactivism *for skill development and employability.*

UNIT IV:

(8 Sessions)

About Password, Different types of password (Biometric, Pattern based Graphical password, Strong Password technique, Types of Password attacks. Stay Secure in digital World (3L) How to stay secure in digital World, have strong password, encrypt your data, security suit software, firewall setup, update OS *for skill development and employability.*

UNIT V:

(8 Sessions)

Concept of wireless networking, Wireless standards, Common term used in wireless networking (WLAN, Wireless, Wireless Access point, cellular, Attenuation, Antenna, Microwave, Jamming, SSID, Bluetooth, Wi-Fi hotspots) What is Wi-Fi, Wireless attacks(War Driving, War Walking: War Flying, War Chalking, Blue Jacking) , How to secure wireless networks *for skill development and employability.*


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Course Outcomes (COs):

Students will be able to understand, Analyze and evaluate the cyber security needs of an organization.

CO1	Determine and evaluate Security Systems Development Life Cycle for skill development, employability and entrepreneurship development.
CO2	Determine and analyze software vulnerabilities and security solutions to reduce the risk of exploitation for skill development, employability and entrepreneurship development.
CO3	Measure the performance and troubleshoot cyber security systems for skill development, employability and entrepreneurship development.
CO4	Implement cyber security solutions and use of cyber security at local/global level, information assurance, and Cyber /computer forensics software/tools for skill development, employability and entrepreneurship development.
CO5	Design and develop security architecture for an organization. Design operational and strategic cyber security strategies and policies for skill development, employability and entrepreneurship development.

Mapping COs with POs:

(3,2,1- indicates the strength of correlation)												
	3 strong, 2 medium, 1 weak											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	1	1	1	1	1	1	1	1	1	2	3
CO2	1	2	1	2	2	2	1	2	1	1	2	1
CO3	3	2	2	1	1	2	1	1	1	2	1	2
CO4	1	1	2	1	1	1	1	1	1	1	1	1
CO5	2	1	1	1	2	1	1	2	1	1	1	1

CO-Curriculum Enrichment Mapping (Please write 3, 2, 1 wherever required)

(Note: 3 for highly mapped, 2 for medium mapped and 1 for low mapped)

	Skill Development	Employability	Entrepreneurship Development
CO1	3	2	1
CO2	3	2	1
CO3	3	2	1
CO4	2	3	1
CO5	2	3	1

Suggested Readings:

1. Michael E. Whitman & Herbert J. Mattord, "Principles of Information Security", Course Technology, Cengage Learning, 4th edition, 2011.
2. Fundamentals of Cyber Security By Mayank Bhushan, BPB Publications

Websites Sources:

1. www.vssut.ac.in/lecture_notes/lecture1423183198.pdf
2. www.professionalcipher.com/2017/08/information.
3. www.uou.ac.in/.../files/slm/Introduction-cyber-security.pdf

4. www.iare.ac.in/sites/default/files/lecture_notes

MOOCS Certification Courses:-

1. <https://siit.co/courses/information-security-and-cyber-law-course-and-certification/36>
2. https://www.nielit.gov.in/sites/default/files/headquarter/education/pdf/160512_InformationSecurity_CyberLaw.pdf
3. https://harvardx-onlinecourses.getsmarter.com/presentations/lp/harvard-cybersecurity-online-short-course-lf/?cid=1645521280&utm_contentid=316015117371&ef_id=c:316015117371_d:c_n:g_ti:aud-733905065437:kwd-297495058264_p:_k:%2Bcyber%20%2Bsecurity%20%2Bcourse%20%2Bonline_m:b_a:65563391880&gclid=Cj0KCQjws4aKBhDPArisAIWH0JUbGc9aVQE3LBtypQbss-pGC4G4KnbMGNRVAJQmp5fWu7ncd-tbuLoaAujyEALw_wcB&gclsrc=aw.ds

Programme: BBA		Year: Second	Semester: Fourth
Course Code: BBA CCC 401		Course Title: Physical Education and Yoga	
Course Objective: The objective of this paper is to give the basic knowledge physical education and yoga to the students in order to provide employability & skills for entrepreneurship.			
Unit	Topics		No. of Lectures
I	Physical Education: Meaning, Definition, Aim and Objective. Misconception About Physical Education. Need, Importance and Scope of Physical Education in the Modern Society. Physical Education Relationship with General Education. Physical Education in India before Independence. Physical Education in India after Independence for skill development.		08
II	Concept of Fitness and Wellness: Meaning, Definition and Importance of Fitness and Wellness. Components of Fitness. Factor Affecting Fitness and Wellness. Weight Management: Meaning and Definition of Obesity. Causes of Obesity. Management of Obesity. Health problems due to Obesity for better employability in industry. Lifestyle: Meaning, Definition, Importance of Lifestyle. Factor affecting Lifestyle. Role of Physical activity in the maintenance of Healthy Lifestyle.		12
III	Yoga and Meditation: Historical aspect of yoga. Definition, types scopes & importance of yoga. Yoga relation with mental health and value education. Yoga relation with Physical Education and sports. Definition of Asana, differences between asana and physical exercise. Definition and classification of pranayama. Difference between pranayama and deep breathing for entrepreneurial skill. Practical: Asana, Suraya-Namaskar, Bhujang Asana, Naukasana, Halasana, Vajrasana, Padmasana, Shavasana, Makrasana, Dhanurasana, Tad Asana. Pranayam: Anulom, Vilom.		12
IV	Traditional Games of India: Meaning. Types of Traditional Games- Gilli-Danda Kanche Stapu Gutte, etc. Importance/ Benefits of Traditional Games. How to Design Traditional Games. Recreation in Physical Education: Meaning, Definition of Recreation. Scope and Importance of Recreation. General Principles of Recreation. Types of Recreational Activities. Aerobics and Zumba.(Fir India Movement) for entrepreneurship & employability.		08
Course Outcomes: Students completing this course will be able to: CO1: Learn the introduction of Physical Education, for skill development CO2: Concept of fitness and wellness, Weight management and lifestyle of an individual for better employability in industry. CO3: Learn about the relation of Yoga with mental health and value education for entrepreneurial skill. CO4: Learn about the aspects of the Traditional games of India for entrepreneurship & employability.			


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Mapping course outcomes leading to the achievement of programme outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	1	1	1	2	1	1
CO2	2	2	3	1	2	1	1	2
CO3	3	2	1	2	1	2	1	1
CO4	2	2	2	2	2	2	1	3

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	1	3
CO2	3	1	3
CO3	3	1	3
CO4	3	1	3

Suggested Readings:

1. Singh, A.: Physical Education and Olympic Abhiyan. Kalayani Publishers, New Delhi.
2. Patel, S. K.: Physical Education. Agrawal Publishers, Agra.
3. Panday, P. & , Sharirik S. S.: Khel Sanskriti Prakashan, Kanpur.
4. Kamlesh, M. L.: Physical Education, Facts and foundations. Faridabad P.B. Publications.
5. Nigam, B. B.: Yoga Power; The K path of Personal achievement. Domen and Publishers, New Delhi.
6. Jack, P.: Yoga Master the Yogic Powers. Abhishek Publications, Chandigarh.
7. Janice, J.: A Guide To Yoga. Parragon Bath, Baiih.

Website Sources:

- <https://study.com/learn/lesson/physical-education-overview-school-activities-pe.html>
- <https://www.ncbi.nlm.nih.gov/books/NBK201501/>
- <https://www.pgpedia.com/p/physical-education>
- <https://my.clevelandclinic.org/health/treatments/17633-weight-management-tips>
- <https://sivanandayogafarm.org/blog/what-is-yoga-meditation/>

Note: Latest editions of all the suggested readings must be used.


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Programme: BBA		Year: Second	Semester: Fourth
Course Code: BBA VOC 401		Course Title: Bakery and Confectionary	
Course Objective: The course has been designed to inculcate basic understanding on Bakery and Confectionary perspectives of Hospitality Sector with special reference to Hotel, Bakery and Confectionary Business to enhance skill provide employability & entrepreneurial skills			
Unit	Topics		No. of Lectures
I	Introduction to Bakery: Introduction, Bakery terms, Organization chart of Bakery, Different types of flours available, Constituents of flours, Water absorption power of flour, Grade of flour, Raw material required for bread making, Role of flour, water, yeast, salt, Sugar, milk and fats, Scope of Bakery in Hospitality Industry for skill development.		08
II	Bakery layout: The required approvals for setting up of a Bakery – Government procedure and Bye-laws, Selection of site, Selection of equipment, Layout design, Electricity, Ingredient used in Cake Making types & Varieties : Flour, Sugar, Shortening – Fats and oil, Egg, Moistening agent, Leavening Agents, Bakery Business in India – Status and Scope for entrepreneurship & employability.		10
III	Methods of bread making: Straight dough method, Delayed salt method, No time dough method, Sponge and dough method, Characteristics of good bread: External characteristics, Internal characteristics - color, texture, aroma, clarity and elasticity, Bread faults: Bread faults and their remedies, Scope of bakery in culinary Industry for better employability.		12
IV	Methods of Cake Making: Sugar butter process, Flour butter process, Genoise method, Blending and rubbing method, Types of icing, Characteristic of Cakes :Balancing cake formula External Characteristics Internal Characteristics, Cake Faults and remedies, Sugar Identify and describe the different stagesof cooking sugar, Caramelized Sugar Preparations Sugar for desserts and presentations. Scope of Confectionary in Hospitality Industry for entrepreneurship & employability..		10
Course Outcomes: Students completing this course will be able to:			
CO1: Understand the basic concept of bakery, various types of ingredient which are used to for making bread, scope of Bakery in hospitality Industry for skill development at national level and employability.			
CO2: Learn about the organization infrastructure of bakery in hotel. Scope of Bakery and Confectionary for entrepreneurship.			
CO3: Know about different method of making bread and scope of bakery in culinary Industry for better employability.			
CO4: Elaborate the various types of cake making method and sugar preparation in culinary sector, Scope of Confectionary business in India for skill development and employability.			

Mapping course outcomes leading to the achievement of programme outcomes :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	1	3	3	1	1	3	2
CO2	3	1	3	3	3	3	1	1
CO3	3	1	1	3	1	1	3	3
CO4	1	3	3	1	1	1	1	3

CO-Curriculum Enrichment Mapping:

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	3
CO2	1	3	2
CO3	3	2	1
CO4	3	1	2

Suggested Readings:

1. Victor, C. & Ronald, K.: Theory of Catering. ELBS, Hodder Edu.
2. Arora, K.: Theory of Cookery. Frank Brothers.
3. Victor, C. & Ronald, K.: Practical Cookery. ELBS, Edward Arnold.
4. Philip, T.: Modern Cookery for Teaching and Trade. Orient Blackswan Pvt. Ltd.

Website Sources:

- <https://www.youtube.com/watch?v=kiEvniCk1zQ>
- <https://bakerbettie.com/intro-bread-making-basic-process/>
- <https://www.youtube.com/watch?v=svuhkok9Tgc>

Note: Latest editions of all the suggested readings must be used.


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SKILL DEVELOPMENT PROGRAM

Title of the Program -	Bakery and Confectionary
Nodal Department of Higher Educational Institute (HEI) to run program -	School of Business Management, IFTM University, Moradabad
Broad Area / Sector -	Hospitality
Sub Sector -	Food Production and Bakery
Nature of Program -	Independent
Name of Sector Skill Council	Food Processing Suppliers Association (FPSA) Bakery Council
Alienated National Skills Qualifications Framework (NSQF) Level -	Level – 4
Expected fees of the program -	N/A
Stipend to student expected from Industry -	4000/-
Number of Seats -	As per intake
Course Code -	NA
Name of Proposed Skill Partner	The Bakery, Moradabad
Job Prospects for students after completion of the program-	Technical Sales Representative, Production Supervisor, Quality Control Supervisor, Baking Technologist.


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Course Code: BBA VOC 401

Maximum Marks:100

Minimum Marks: 35

Credits- 03 (1 Theory, 2 Practical)

Course Objective-

The course has been designed to inculcate basic understanding on Bakery and Confectionary perspectives of Hospitality Sector with special reference to Hotel, Bakery and Confectionary Business to enhance skill provide employability & entrepreneurial skills.

Unit	Topics	General (G) / Skill Component (SC)	Theory (T) /Practical (P)	No. of Theory Hours (Total-15 hours =1 Credit)	No. of Skills Hours (Total-60 hours =2 Credit)
I-Introduction to Bakery	Introduction, Bakery terms, Organization chart of Bakery	G	T	1	--
	Different types of flours available, Constituents of flours	G	T	1	--
	Water absorption power of flour, Grade of flour.	G	T	1	--
	Raw material required for bread making.	G	T	1	--
	Role of flour, water, yeast, salt, Sugar, milk and fats.	SC	P	--	4
	Scope of Bakery in Hospitality Industry for skill development.	SC	P	--	4
II - Bakery layout	The required approvals for setting up of a Bakery – Government procedure and Bye-laws.	SC	P	--	4
	Selection of site, Selection of equipment, Layout design, Electricity.	G / SC	T / P	2	4
	Ingredient used in Cake Making types & Varieties : Flour, Sugar, Shortening – Fats and oil, Egg.	SC	P	--	4
	Moistening agent, Leavening Agents, Bakery Business in India – Status and Scope for entrepreneurship & employability.	G / SC	T / P	1	4
III - Methods of bread making	Straight dough method, Delayed salt method, No time dough method, Sponge and dough	G / SC	T / P	2	8

	method, Characteristics of good bread: External characteristics, Internal characteristics - color, texture, aroma, clarity and elasticity, Bread faults: Bread faults and their remedies, Scope of bakery in culinary Industry for better employability.				
IV- Methods of Cake Making	Sugar butter process, Flour butter process, Genoise method, Blending and rubbing method, Types of icing, Characteristic of Cakes : Balancing cake formula External Characteristics Internal Characteristics, Cake Faults and remedies, Sugar Identify and describe the different stages of cooking sugar, Caramelized Sugar Preparations Sugar for desserts and presentations. Scope of Confectionary in Hospitality Industry for entrepreneurship & employability.	G / SC	T / P	2	8

Suggested Readings:

- Victor, C. & Ronald, K.: Theory of Catering. ELBS, Hodder Edu.
- Arora, K.: Theory of Cookery. Frank Brothers.
- Victor, C. & Ronald, K.: Practical Cookery. ELBS, Edward Arnold.
- Philip, T.: Modern Cookery for Teaching and Trade. Orient Blackswan Pvt. Ltd.

Web Sources:

- https://www.google.com/search?q=introduction+to+bakery&rlz=1C1SQJL_enIN972IN972&source=lnms&tbm=vid&sa=X&ved=2ahUKEwiXybGG5dz7AhWmwjgGHcRhBhwQ_AUoAnoEC AIQBA&biw=1093&bih=500&dpr=1.25#fpstate=ive&vld=cid:044c484d,vid:YuL_U_wSduI
- <https://www.youtube.com/watch?v=kiEvniCk1zQ>
- <https://bakerbettie.com/intro-bread-making-basic-process/>
- <https://www.youtube.com/watch?v=svuhkok9Tgc>

Course Prerequisites - No pre-requisite required, open to all



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SCHOOL OF BUSINESS MANAGEMENT
DEPARTMENT OF MANAGEMENT STUDIES

BAHCELOR OF BUSINESS ADMINISTRATION

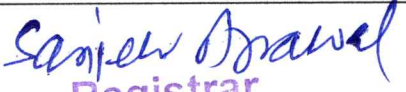
[III YEAR]

[FOR ACADEMIC SESSION 2022-23]

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IFTM University, Moradabad
COURSE STRUCTURE FOR
Bachelor of Business Administration

PREAMBLE

The main aim of the education system is to impart knowledge, skills and certain values which in turn prepare an individual for occupational mobility and participating actively in society. The emerging need for a borderless corporate world has begun to realize the indispensability of management education to business. An entirely new set of behavior patterns, attitudes, and methods of communication is expected to deal with the emerging global business, global market trends, organizational versatility, trade agreements, and trade barriers.

The Need of the hour is to equip the young generation with traditional business values blended with modern concepts and techniques of management. The degree programme like BBA is becoming popular and is in great demand. The management education at the under-graduate level is intended to serve as a grooming ground for the future managers. This will make a student more receptive to the advanced level of theory and practice of management science

BBA Programme at **IFTM University, Moradabad** aims at catering to the demand for the skilled and chiseled managing personnel in the industry in general and at all levels in the world of business, in particular in India. The expressed objective of this programme is to provide a wider and sound base to the students not only for an advanced course in management but also to open a range of career avenues like the management trainees picked-up by the industry, as also in the business researches/studies engaged in by the business consulting houses giving a variety of vital services to the trade industry.

Program Objectives: The program specific objectives are:

- To provide adequate basic understanding of Management Education among the students,
- To prepare students to exploit opportunities being newly created in the management profession,
- To train the students in communication skills effectively,
- To develop appropriate skills in the students so as to make them competent and provide themselves self-employment, and
- To inculcate Entrepreneurial skills in the students.

Programme Outcomes (POs):

BBA graduates will be able to:

- PO1: Management Knowledge:** Enhance the horizon of knowledge so as to enable the learners to carry out qualitative research and pursue academic or professional careers.
- PO2: Problem analysis:** Develop problem analysis skills and knowledge and applying the same in real life situation.
- PO3: Conduct investigations of complex problems:** Using research knowledge and aptitude acquired in the course of study for solving socially relevant problems.
- PO4: Modern tool usage:** Use application of technology tools in business which may be beneficial at national and international level.
- PO5: Environment and sustainability:** Understand the role and applicability of knowledge acquired in the context of local, national & global society, environment and sustainable development sticking on to the ethics and values.
- PO6: Ethics:** Apply ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.
- PO7: Communication and Team Work:** Develop effective communication skills and ability to work in teams by strengthening group dynamics to meet global demand.
- PO8: Life-long learning:** Foster ability to engage in life-long learning, demonstrating empathetic social concern, contributing to the development of nation.


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Semester V

S. No.	Paper Code	Category	Subject Title	Period	Credit	Evaluation Scheme		
						Internal	External	Total
1	BBA 501	Core	MANAGEMENT ACCOUNTING	4	4	30	70	100
2	BBA 502	Core	COMPANY LAW	4	4	30	70	100
3	BBA 503	Core	E-BUSINESS	4	4	30	70	100
4	BBA 504	Elective Paper (select any one)	ENTREPRENEURSHIP DEVELOPMENT	4	4	30	70	100
	BBA 512		SERVICES MARKETING					
	BBA 513		RURAL MARKETING					
5	BBA 505	Elective Paper (select any one)	INTERNATIONAL BUSINESS	4	4	30	70	100
	BBA 508		INTERNATIONAL MARKETING					
	BBA 509		FINANCIAL MARKETS & INSTITUTIONS					
6	BBA 506	Elective Paper (select any one)	ADVERTISING MANAGEMENT	4	4	30	70	100
	BBA 510		CONSUMER BEHAVIOUR					
	BBA 511		BUSINESS VALUES & ETHICS					
7	BBA 507	Core	MARKET SURVEY REPORT EVALUATION & VIVA VOCE	--	4	30	70	100
Total				20	28	180	520	700

Semester VI

S. No.	Paper Code	Category	Subject Title	Period	Credit	Evaluation Scheme		
						Internal	External	Total
1	BBA 601	Core	STRATEGIC MANAGEMENT	4	4	30	70	100
2	BBA 602	Core	LABOUR LAWS	4	4	30	70	100
3	BBA 603	Core	MANAGEMENT INFORMATION SYSTEM	4	4	30	70	100
4	BBA 604	Elective Paper (select any one)	AUDITING	4	4	30	70	100
	BBA 612		INDUSTRIAL PSYCHOLOGY					
	BBA 613		MANAGEMENT OF SMALL BUSINESS					
5	BBA 605	Elective Paper (select any one)	INCOME TAX	4	4	30	70	100
	BBA 608		PUBLIC FINANCE					
	BBA 609		SECURITY ANALYSIS AND INVESTMENT MANAGEMENT					
6	BBA 606	Elective Paper (select any one)	SALES MANAGEMENT	4	4	30	70	100
	BBA 610		RETAIL MANAGEMENT					
	BBA 611		SUPPLY CHAIN MANAGEMENT					
7	BBA 607	Core	COMPREHENSIVE VIVA-VOCE	--	4	--	100	100
Total				20	28	180	520	700

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BBA501: MANAGEMENT ACCOUNTING

Objective: The objective of this paper is to acquaint the students with the basic management accounting concepts and their applications in managerial decision making to provide employability & skills.

UNIT I **(08 Sessions)**

Introduction: Meaning, scope, importance and limitations of management accounting; Management Accounting vs. Cost Accounting vs. Financial Accounting; Tools & techniques of Management accounting for skill development.

UNIT II **(10 Sessions)**

Marginal Costing: Meaning of Marginal cost and Marginal Costing; Cost-Volume-Profit Analysis- Contribution, Profit-Volume Ratio, Break-even Analysis; Advantages, Limitations and Applications of Marginal Costing for skill development.

UNIT III **(10 Sessions)**

Budget and Budgetary Control: Meaning, objectives, merits and limitations of budgetary control; Types of budget knowledge for better employability in industry; Preparation of different functional budget- Cash budget, Fixed and Flexible budgeting; An overview of Zero Base Budgeting for skill development.

UNIT IV **(12 Sessions)**

Standard Costing: Meaning, advantages, limitations and applications of standard costing; Variance analysis- Significance of variance analysis; Computation of material and labour variances knowledge for better employability in industry.

Responsibility Accounting: Meaning and Definition, Main features of responsibility accounting, Principles of responsibility accounting, Steps involved in responsibility accounting, Types of Responsibility Centres, Difference between Cost Centre and Responsibility Centre, Advantages of Responsibility Accounting, Shortcomings and Limitations of Responsibility Accounting.

Course Outcomes: Students completing this course will be able to:

CO1: Critically analyze and provide recommendation to improve the operations of organizations at regional and national level through the application of management accounting technique skill development and employability;

CO2: Explain the conceptual framework of marginal costing and apply the concept of marginal costing and CVP analysis in decision making entrepreneurship;

CO3: Understand the meaning and essentials of budgets and also describe the process of preparing various budgets employability;

CO4: Understand the importance of standard costing as a tool of cost reduction and learn the computation of all cost and revenue variances skill development and employability.

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	1	1	2	1	3	1
CO2	1	2	2	3	1	3	1	2
CO3	1	3	3	2	1	1	1	1
CO4	2	1	2	2	2	1	1	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	3	3
CO2	3	2	3
CO3	2	3	3
CO4	3	3	2

Suggested Readings:

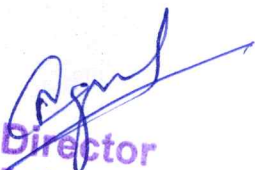
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2. Horngren, T.: Introduction to Management Accounting. Pearson Education.
3. Khan, M. Y. & Jain, P. K.: Management Accounting. Tata McGraw-Hill.
4. Kishore, R.M.: Advanced Management Accounting. Taxman.
5. Pandey, I. M.: Management Accounting. Vikas Publication.
6. Charles, T. & Gary, L. S.: Introduction to Management Accounting. PHI.

Web Sources:

- www.icaai.org
- www.wikipedia.org/wiki/Management_accounting
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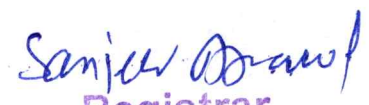
- www.yourarticlelibrary.com
- www.icmai.in
- [www.wikipedia.org/wiki/Standard cost accounting](http://www.wikipedia.org/wiki/Standard_cost_accounting)

Note: Latest editions of all the suggested readings must be used.



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Bachelor of Business Administration (BBA) Programme

BBA502: COMPANY LAW

Objective: This paper aims to acquaint the students with the importance of company law to understand the legal formalities involved in the management of an organization from its formation to winding-up to provide employability & skills.

UNIT I

(10 Sessions)

Introduction: Meaning, nature and characteristics of Company, evolution of company Legislation in India (in brief), Objectives and Salient Features of the Companies Act, 2013; Kinds of Companies, Concept of One Person Company, Exemption and Privileges of Private Companies; Conversion of Private Company into Public Company and Vice-versa; Formation of company– Promoters, their legal position, pre-incorporation contract and provisional contracts for skill development.

UNIT II

(12 Sessions)

Memorandum and Articles: Memorandum of Association and Articles of Association; Doctrine of Ultra- Vires, Doctrines of Constructive Notice and Indoor Management.

Prospectus: Meaning and concept of Red Herring Prospectus; Mis-statement in Prospectus and consequences thereof; Statement in Lieu of Prospectus for skill development.

Membership: Modes of Acquisition and Termination of Membership for better skilling of entrepreneurship.

UNIT III

(10 Sessions)

Share Capital: Different Types of Shares and their characteristics, types of share capital; Issue of Shares at Par, Premium and Discount, Forfeiture and Re-issue of forfeited shares, Dematerialization of Shares, Transmission of shares, buyback and redemption of shares knowledge for better employability in industry.

Debentures: Classification of debentures, provisions regarding issue of debenture; Members and shareholder their rights and duties; Borrowing powers of a Company knowledge for better employability in industry.

UNIT IV

(08 Sessions)

Management of Companies: Directors, classification of directors, dis-qualifications, appointment, legal position, powers, rights and duties, disclosures of interest, removal of directors, board meetings, other managerial personnel and remuneration; Winding up of a company, Modes of winding up of a company for entrepreneurship & employability.

Course Outcomes: Students completing this course will be able to:

CO1: Understand the meaning, nature and characteristics of the company, Objectives and Salient Features of the Companies Act, 2013, Kinds of Companies, and Formation of company in the nation for skill development and employability;

CO2: Understand the MOA, AOA, Prospectus and membership entrepreneurship;

CO3: Understand the concept of share capital, types of shares, debentures and classification of debentures employability;

CO4: Understand the concept of directors, classification of directors, qualification of directors, powers and duties of directors and procedures of winding up of the company skill development and employability.

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	2	1	1	1	3	3
CO2	1	2	2	2	2	2	2	2
CO3	2	1	1	2	2	3	3	2
CO4	1	2	1	1	1	1	3	3


CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship
CO1	3	3	1
CO2	3	2	1
CO3	3	3	1
CO4	3	3	1

Suggested Readings:

1. Gower, L.C.B.: Principles of modern Company Law. Stevens & Sons, London.
2. Ramaiya, A.: Guide to the Companies Act. Wadhwa and company, Nagpur.
3. Singh, A.: Company Law. Eastern Book Company, Lucknow.
4. Kuchal, M.C.: Modern India Company Law. ShriMahavir Books.
5. Kapoor, N.D.: Company Law. Sultan Chand & Sons, New Delhi.


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6. Bagrial, A.K.: Company Law. Vikas Publishing House, New Delhi.
7. Kannal, S. & Sowrirajan, V.S.: Company Law Procedure. Taxman Publications.

Website Sources:

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- www.cleartax.in
- www.caclubeindia.com
- www.incomtaxindia.gov.in
- www.indiafilings.com
- www.legalserviceindia.com
- www.businessdictionary.com
- www.en.wikipedia.org
- www.managementstudyguide.com

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad
Bachelor of Business Administration (BBA) Programme

BBA503: e-BUSINESS

Objective: This paper aims to familiarize the students with the primary aspects of e-commerce as well as the uses of e-commerce in different areas of business management to provide employability & skills.

UNIT I

(08 Sessions)

Introduction: Meaning, need and importance of e-commerce in present scenario; Advantages of e-commerce (as compared with traditional system of commerce) for skill development; e-commerce and e-business; Internet and its relation to e-business; Mobile Commerce.

UNIT II

(12 Sessions)

Business to Consumer (B2C) Model: Major activities in B2C market; Models of B2C- portals, e-tailing, content provider, transaction broker knowledge for better employability in industry.

Business to Business (B2B) Model: Major activities in B2B market; Types of B2B market-independent, buyer oriented, supplier oriented, vertical and horizontal e-market place; Other models- Business to Government (B2G), Consumer to Consumer (C2C), Consumer to Business (C2B) for better skilling of entrepreneurship.

UNIT III

(10 Sessions)

e-Payment: Types of e-Payment- Payment card, electronic or digital cash, electronic or digital wallet; Stored value card; Online banking-Meaning and concept, features, Goals of e-CRM business framework knowledge for better employability in industry

UNIT IV

(10 Sessions)

Introduction to ERP: Meaning and concept, features, major characteristics for entrepreneurship & employability.

Securities issues in e-commerce: Firewall, e-Locking, Encryption, Cyber laws- aims and salient provisions, Public key infrastructure for entrepreneurship & employability.

Course Outcomes: Students completing this course will be able to:

CO1: Understand the basics of e-Business including mobile commerce and its importance in the current business environment skill development and employability;

CO2: Identify different Business Models and distinguish between them entrepreneurship;

CO3: Understand the concept of e-Payment constituents of its ecosystem and e-CRM employability;

CO4: Understand the concept, features of ERP, basics of cyber laws at national level along with basic concepts in cyber security at International standard for skill development and employability.

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	1	1	3	1	1	2
CO2	3	1	2	1	1	1	2	1
CO3	3	1	1	3	1	3	1	1
CO4	3	3	3	3	2	2	1	1

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	1	1	3
CO2	3	1	3
CO3	3	2	3
CO4	3	1	1

Suggested Readings:

1. Joseph, R.: Electronic Commerce – An Indian Perspective. Prentice Hall India.
2. Pandey, U., Srivastava, R. & Shukla, S.: E-Commerce and its Application. Sultan Chand and sons.
3. Chandra, B.: Electronic Commerce, Tata McGraw Hill.
4. Turban, E., King, D., Lee, J.K. & Viehland, D.: Electronic Commerce- A Managerial Perspective. Prentice Hall India.
5. Kalakota, R. & Whinston, A.B.: Electronic Commerce- A Manager's Guide, Pearson Education.

Web Sources:

- <https://ecommerceguide.com/>
- https://www.researchgate.net/publication/40943659_E-business_fundamentals
- https://www.tutorialspoint.com/e_commerce/index.htm
- <https://managementmania.com/en/e-business>
- <https://www.destinationcrm.com/Default.aspx>

Note: Latest editions of all the suggested readings must be used.

IFTM University, Moradabad
Bachelor of Business Administration (BBA) Programme

BBA 504: ENTREPRENEURSHIP DEVELOPMENT

Objective: The basic objective of this paper is to provide fundamental knowledge about the functions performed by an entrepreneur in setting up an enterprise to provide employability & skills.

UNIT I

(10 Sessions)

Entrepreneur: Evolution, Characteristics, Types, Functions of Entrepreneur; Distinction between an Entrepreneur and a Manager, Entrepreneur vs. Intrapreneur, Problem faced by entrepreneurs for skill development.

Entrepreneurship: Meaning, concept, theories, process of Entrepreneurship; Growth of Entrepreneurship in India, Role of Entrepreneurship in Economic Development for skill development.

UNIT II

(10 Sessions)

Entrepreneurship Development: Introduction, factors and barriers of Entrepreneurial Development, Entrepreneurship Development Programme (EDP) - their role, relevance and achievements, Problems of EDP for better skilling of entrepreneurship.

Women Entrepreneurship: Meaning, concept, functions and growth of Women Entrepreneurs; Development of Women Entrepreneurs knowledge for better employability in industry.

UNIT III

(12 Sessions)

Starting the Venture: Generating Business Idea- Sources of New Ideas, Methods of Generating Ideas, Creative Problem Solving; Environmental Scanning, Competitor and Industry Analysis knowledge for better employability in industry.

Feasibility Analysis: Economic, Marketing, Financial & Technical; Drawing Business Plan; Preparing Project Report; Presenting Business Plan to Investors.

UNIT IV

(08 Sessions)

Financing of Enterprises: Need for financial planning; Sources of finance; Sources of Short-Term Finance; Venture capital, Export Finance, Institutional finance to Entrepreneurs for entrepreneurship & employability.

Course Outcomes: Students completing this course will be able to:

CO1: Recognize the conceptual details of an Entrepreneur and Entrepreneurship skill development and employability;

CO2: Know the particulars of EDPs along with the diverse facets of Women Entrepreneurship;

CO3: Comprehend the basics of starting a new venture along with the workings of its feasibility in real world and national and international level for employability;


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CO4: Identify with how the arrangement of finances for a new business enterprise may be done skill development and employability.

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	2	1	1	2	2	2
CO2	2	1	2	1	1	3	2	2
CO3	1	3	3	2	1	1	3	3
CO4	1	3	3	1	1	1	1	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	1	3
CO2	2	2	3
CO3	1	1	2
CO4	1	1	3

Suggested Readings:

1. Michael, P. P.: Entrepreneurship, Tata McGraw Hill.
2. Holt, D.H.: Entrepreneurship: New venture creation. Prentice Hall India.
3. Doliinger, M.J.: Entrepreneurship: Strategies and Resources, Prentice Hall India.
4. Gupta, C.B.: Entrepreneurship Development in India, Sultan Chand and sons.

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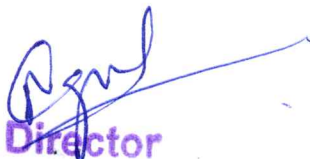
- <http://download.nos.org/srsec319new/319EL9.pdf>
- http://www.ymcaust.ac.in/mba/images/Study_Material/Entrepreneurship-Development-notes.pdf
- http://www.ymcaust.ac.in/mba/images/Study_Material/Entrepreneurship-Development-notes.pdf


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- <https://www.inc.com/guides/2010/08/10-things-to-do-before-you-start-your-start-up.html>
- <http://mbaexamnotes.com/project-feasibility-analysis.html>
- <http://download.nos.org/srsec319new/319EL15.pdf>

Note: Latest editions of all the suggested readings must be used.



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Bachelor of Business Administration (BBA) Programme

BBA 512: SERVICE MARKETING

Objective: To clarify the exclusive challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence, and people for skills development. Project service quality measurements to build customer loyalty and evaluate the effectiveness offerings provide employability and entrepreneurship.

UNIT I

(12 Sessions)

Introduction: Introduction to Service Marketing: Meaning, Nature, Definition and Characteristics, Goods versus Services, Service Marketing Triangle, Service Classifications, Tangibility Spectrum, Issues and Challenges in Service Marketing for skills development , Service Environment and Development of Economy

UNIT II

(10 Sessions)

Consumer Behaviour: Customer Expectations & Perceptions in Services, Managing & Exceeding Customer Expectations, Strategies influencing Customer Perception, Three Stage Model of Service Consumption - Pre-purchase, Service Encounter & Post Encounter Stage. Customer Delight Model. CRM for the learning of entrepreneurial skills

UNIT III

(8 Sessions)

Service Marketing Mix & Service Design: Developing Service Products & Brands, Distributing Services through Physical & Electronic Channels, Setting Prices and Implementing Revenue Management, Promoting Services and Educating Customers for better employability in the industry, Designing Service Processes, Balancing Demand & Capacity, Crafting the Service Environment, Managing People for Service Advantage

UNIT IV

(10 Sessions)

Service Quality & Productivity: Integrating Service Quality & Productivity, Service GAP Model, SERVQUAL, Measures of Service Quality - Root Cause Analysis, Pareto Analysis, Blueprinting. Defining & Measuring Productivity, Improving Service Productivity, Service Failure & Recovery Strategies for entrepreneurship and employability

Course Outcomes: Students completing this course will be able to:

CO1: Validate an extended understanding of the similarities and differences in service based and physical product based marketing activities for skills development

CO2: Inculcate a knowledge of the extended marketing mix for services and develop & justify marketing planning and control systems appropriate to service-based activities for the learning of entrepreneurial skills

CO3: Demonstrate integrative knowledge of marketing issues associated with service productivity, , customer satisfaction and loyalty for better employability in the industry

CO4: Conduct an investigation of service delivery systems at local, national and International level, collecting, analyzing data, and synthesizing information to provide valid conclusions for entrepreneurship and employability

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	1	2	2	1
CO2	1	2	1	2	1	1	1	1
CO3	2	2	1	2	2	2	2	2
CO4	2	2	1	2	2	1	2	1

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	1	1
CO2	2	1	2
CO3	1	3	1
CO4	2	2	1

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Suggested Reading

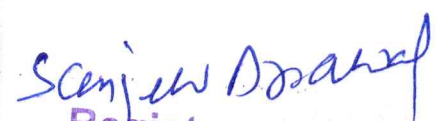
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2. Verma, Harsh V: Service Marketing: Text and Cases, Publisher : Pearson.
3. Mohana Rao, K Rama: Service Marketing: Text and Cases, Publisher : Pearson.
4. Zeithaml, Valarie A & Mary Jo Bitner : Service Marketing, Publisher : McGraw Hill.
5. Jauhari, Vinnie &Kirti Dutta :Service Marketing: Text and Cases, Publisher : Oxford Publication.
6. GovindApte : Service Marketing, Publisher : Oxford Publication.

Website Sources

- <https://kanchiuniv.ac.in>
- <https://www.geektonight.com>
- <http://sim.edu.in>

Note: Latest editions of all the suggested readings must be used.


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Bachelor of Business Administration (BBA) Programme

BBA 513: RURAL MARKETING

Objective Acquaint the students with conceptual understanding of Rural Marketing and development practices in Indian context for skill development and provide employability. To provide an overview of marketing environment, consumer behaviour, distribution channels, marketing strategies, etc. in the context of rural markets in India for entrepreneurship.

UNIT I

(12 Sessions)

Introduction: Introduction to Rural Market, Definition and Scope of Rural Marketing, Concept of 4As in Rural Marketing. Rural Market in India : Size, Scope, Government Initiatives for Rural Development, Emerging Profile for Rural Markets in India, Problems of Rural Market, Constraints in Rural Marketing and Strategies to overcome Constraints increase skills for better employability

UNIT II

(10 Sessions)

Consumer Behaviour: Meaning, Rural Consumer Behaviour - Social, Cultural, Technological Factors, Lifestyle & Personality. Buying Decision Process, Characteristics & Comparison of Rural vs Urban Consumer. Rural Marketing : Demographics (Population, Occupation Literacy), Economic Factors (Income Generation & Expenditure Pattern, Rural Demand & Consumption), Rural Infrastructure (Rural Housing, Electrification, Roads) for the learning of entrepreneurial skills

UNIT III

(8 Sessions)


Rural Research & Segmentation-Targeting-Positioning: Rural Market Research, Tools and Techniques of Rural Research, Research Process. Classification of Products & Services in Rural Market. Rural Segmentation, Segmentation Bases, Selection and Coverage of Segments. Rural Targeting and its strategies. Rural Positioning and its strategies for better entrepreneurial skills

UNIT IV

(10 Sessions)

Rural Product, Pricing & Promotion: Relevance of Marketing Mix for Rural Market/ Consumers, Product Strategies, Rural Product Categories: FMCGs, Consumer Durables, Agriculture Goods & Services. Branding, Packaging & Labelling. Competition in Rural Markets, Problem of Fake Brands/


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Products. Pricing Strategies & Objectives. Rural Promotion and Strategies for employability and entrepreneurship

Course Outcomes: Students completing this course will be able to:

CO1: Develop the understanding of the Indian rural economy Illuminate and interpret Rural Marketing Evolution and Structure increase skills for better employability

CO2: Able to recognise the challenges and opportunities in the field of rural marketing for the budding managers and also expose the students to the rural market environment and the emerging challenges for the learning of entrepreneurship

CO3: Able to implement the concepts and techniques of marketing management and their application in rural marketing for better enterprenuniral skills

CO4: Able to identify the difference and design marketing strategies for rural specific products. Assess and interpret the relevance of pricing and distribution strategies at local and national level for employability and entrepreneurship

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	1	2	1	2
CO2	2	1	1	1	1	1	2	1
CO3	1	2	1	2	1	1	2	1
CO4	3	1	1	1	1	1	2	1

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	2	2	1
CO2	1	1	3
CO3	2	1	2
CO4	1	2	2

Suggested Reading

1. Kamat, MinoutiS & R. Krishnamoorthy : Rural Marketing, Publisher: Himalaya Publishing.
2. Bajaj, Chetan&Nandini Bajaj : Introduction to Rural Marketing, Publisher: New Age International.
3. Dr. Rajesh S Shinde : Rural Marketing in India, Publisher: ABD Publishers.
4. Dogra, Balram&KarminderGhuman : Rural Marketing: Concepts & Practices, Publisher: McGraw Hill.
5. Kashyap, Pradeep:- Rural Marketing, Publisher: Pearson.

Website sources

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- o <https://backup.pondiuni.edu.in>
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Note: Latest editions of all the suggested readings must be used.


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IFTM University, Moradabad
Bachelor of Business Administration (BBA) Programme

BBA 505: INTERNATIONAL BUSINESS

Objective: This paper aims to acquaint the students with emerging issues in international business and to assess the impact of international business environment on foreign market operations of a firm to provide employability & skills.

UNIT I

(08 Sessions)

Introduction: Meaning, need and importance of International Business, Changing dimensions of International Business Environment, Complexities of International Business Environment, Globalization of Markets- Trends, Effects and Benefits; Balance of Payment for skill development.

UNIT II

(08 Sessions)

Theories of International Business: Mercantilism, Absolute Advantage Theory Comparative Cost Theory, Hecksher-Ohlin Theory, Product Cycle Theory, Implication of Trade Theories for better skilling of entrepreneurship.

UNIT III

(10 Sessions)

Foreign Investments: Meaning, need and types; Modes of International Business Expansion; Policy framework to promote FDI and FII, Multi-national Corporations knowledge for better employability in industry.

UNIT IV

(14 Sessions)

International Economic Institutions and Integrations: International Monetary Fund (IMF)- Objectives and functions for entrepreneurship & employability, World Bank- Objectives and Functions; Evolution, structure and functions of North Atlantic Free Trade Agreement (NAFTA), South Asian Association for Regional Cooperation (SAARC), European Union (EU), World Trade Organization (WTO), BRICS for entrepreneurship & employability.

Course Outcomes: Students completing this course will be able to:

- CO1: Identify and explain the meaning need and importance of International Business Globalization and International business environment skill development and employability;
- CO2: Understand the different types of theories of International business entrepreneurship;
- CO3: Understand about the foreign investment, policy framework of FDI and FII and MNC employability;
- CO4: Understand the international economic institutions like-SAARC, World Bank, IMF, NAFTA, WTO, EU, and BRICS skill development and employability.

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	2	1	1	2	1	2
CO2	1	2	2	1	2	1	2	2
CO3	1	1	2	2	1	1	2	2
CO4	1	1	1	3	1	1	2	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	3	3
CO2	2	1	1
CO3	3	3	3
CO4	3	3	1

Suggested Readings:

1. Agarwal, R.: International Trade. Excel Books.
2. Hill, C.W.: International Business. Tata McGraw Hill.
3. Daniels, J.: International Business. Pearson Education.
4. Black, J.: International Business Environment. Prentice Hall India.
5. Bhalla, V.K.: International Business Environment. Anmol Publications.
6. Chacholiades, M.: International Economics. Tata McGraw Hill, New York.
7. Aswathappa, K.: International Business. Tata McGraw Hill.

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- http://www.pepsico.com/company/brands_links.shtml
- www.mpsgroup.org.in/estudyzone/mba/MBA_3_ibm_notes_final.pdf
- www.pondiuni.edu.in/sites/.../International%20business%20environmentt200813.pdf

Note: Latest editions of all the suggested readings must be used.

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Bachelor of Business Administration (BBA) Programme

BBA 508: INTERNATIONAL MARKETING

Objective: The aim of this course is to build knowledge and understanding of Marketing Management among the students at International level. It further seeks to give detailed knowledge about the subject matter by instilling them with the basic ideas about Marketing Theory and Practices is inculcate skill development, provide employability and entrepreneurial skills.

UNIT I

(10 Session)

Introduction to International Marketing: Nature, scope, significance of International Marketing; International Marketing Distinguished from Domestic Marketing. Exporting, International Trade and International Business, International Business, International marketing environment, International Marketing Management Process for skill development and employability.

UNIT II

(12 Session)

International Marketing Environment: Geographic, demographic, economic, politic, Legal, Socio-cultural environments; their nature and effect on international marketing operations, tariff and non-tariff barriers; WTO, UNCTAD, Generalized system of preferences (GSP), regional economic groupings European Union(EU), NAFTA, SAFTA, ASEAN, facilities and incentives for exporters to Promote the employability and entrepreneurship.

UNIT III

(8 Session)

International Product: Market Selection and Entry Modes Selection of Products, Selection of Market, various modes of entry into international markets and their evaluation for skill development and employability, export licensing franchising, Contracting, Joint venture, setting up a wholly-owned subsidiary.

UNIT IV

(12 Session)

International Product Planning and Pricing: Product in an international context, Standardization vs. adoption decision, other considerations; Packaging, branding after-sales services ,ISO 9001:2000 quality system standard, factors influencing price, pricing methods and processes, price quotations and related considerations for entrepreneurship and employability.

Course Outcomes: Students completing this course will be able to:

CO1: Define the concept of International Marketing and describe the nature of international business and international marketing process for skill development and employability.

CO2: Providing the information of tariff and non-tariff barriers; WTO, UNCTAD, Generalized system of preferences (GSP) and incentives for exporters to promote the employability and entrepreneurship.

CO3: Discuss the Entry Modes Selection of Products, Selection of Market, various modes of entry into international markets for skill development and employability.

CO4: Providing information relate to international product planning and pricing and ISO 9001:2000 quality system standard for entrepreneurship and employability.

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	1	3	1	1
CO2	2	3	2	2	3	3	2	1
CO3	2	3	2	2	3	3	1	1
CO4	3	3	3	1	2	3	1	1

CO-Curriculum Enrichment Mapping

	Skill development	Employability	Entrepreneurship development
CO1	3	2	1
CO2	1	3	3
CO3	3	3	2
CO4	3	3	1

Suggested Reading:

1. John Shaw; International Marketing: Strategy and Theory.
2. Michael Czinkota, IlkkaRonkainen; International Marketing
3. Published by Pearson (August 10th 2016);Marketing and Export Management, 8th edition
4. James Foley, Ravi Sarathy, Vern TerpstraEditor: Victoria Putman; International Marketing


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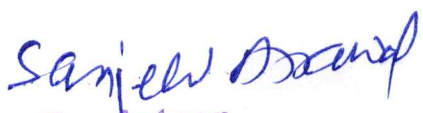

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Website Sources:

- www.edx.org/course/marketing-management
- www.salesforce.com
- www.businessdictionary.com
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- www.yourarticlelibrary.com

Note: Latest editions of all the suggested readings must be used.


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Bachelor of Business Administration (BBA) Programme

BBA 509: FINANCIAL MARKET AND INSTITUTIONS

Objective: This paper aims to acquaint the students with the overview of financial system and helps in understanding the significance of financial services in India to inculcate skill development, provide employability and entrepreneurial skills.

UNIT I

(8 Session)

Introduction: Meaning, components, structure and features of Indian Financial System; Deficiencies and Recent Developments; Financial sector reforms in India, Financial Markets and Institutions- nature, features, functions, structure and types; Role of financial markets in economic development helpful for skill development.

UNIT II

(12 Sessions)

Financial Markets: Money and Capital Market- Functions, organization and instruments; RBI-Role and functions; Regulation of money and credit, monetary and fiscal policies; Debt and Equity-market; Primary and Secondary-Role of stock exchanges in India; SEBI and its role for entrepreneurship and employability

UNIT III

(10 Sessions)

Financial Institutions: Depository and non-depository institutions, Commercial banking-introduction, role in project finance and working capital finance; Development Financial Institutions (DFIs)- An overview and role in Indian economy; Life and non- life insurance companies in India; Non- Banking Financial Companies (NBFCs) better for entrepreneurship and employability.

UNIT IV

(10 Sessions)

An Overview of Financial Services: Merchant banking; Lease and Hire Purchase; Factoring & Forfaiting; Mutual Funds for entrepreneurship; Introduction, features and their role in capital market development; Plastic Money; High-Tech Banking; E-Banking, Venture Capital Financing, Credit Rating, emerging trends for better employability.

Course Outcomes: Students completing this course will be able to:

CO1: Understand the Indian Financial System, Financial Markets and institutions Role of financial markets in economic development helpful for skill development.

CO2: Provide the Money and Capital Market and Regulation of money and credit, monetary and fiscal policies SEBI and its role for entrepreneurship in national development and employability

CO3: Discuss the concept of financial institutions Commercial banking- introduction, role in project finance and working capital finance is better for Entrepreneurship and employability.

CO4: Provide the information related to financial services and E-Banking, Venture Capital Financing, Credit Rating, emerging trends for better employability.

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	3	3	1	1	3	2	1
CO2	1	3	3	3	2	2	1	3
CO3	2	3	2	3	2	3	1	1
CO4	1	3	3	2	1	3	3	2

CO-Curriculum Enrichment Mapping

	Skill development	Employability	Entrepreneurship development
CO1	3	2	2
CO2	1	3	3
CO3	2	3	3
CO4	1	2	3

Suggested Readings:

1. Khan, M.Y.: Indian Financial System (Theory and Practice). Vikas Publishing House.
2. Pathak, B.: Indian Financial System. Pearson Education, New Delhi.
3. Bhole, L.M.: Financial Markets and Institutions. Tata McGraw-Hill.
4. Meir, K.: Financial Institution and Market, Oxford University Press, New Delhi.
5. Clifford, G.: Financial Markets, Institutions and Financial Services. Prentice Hall India.
6. Fabozzi: Foundations of Financial Markets and Institutions. Pearson Education.
7. Srivastava, R.M. & Nigam, D.: Management of Indian Financial Institutions. Himalaya Publishing House.

Website Sources:

- www.finmin.nic.in
- www.indianchamber.org
- www.indiantradeportal.in
- www.sebi.gov.in
- www.rbi.org.in
- www.capitalmarket.com
- www.moneycontrol.com
- www.nseindia.com
- www.bseindia.com

Note: Latest editions of all the suggested readings must be used.


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Bachelor of Business Administration (BBA) Programme

BBA 506: ADVERTISING MANAGEMENT

Objective: This paper aims to develop an in-depth understanding of the modern concepts and latest techniques of advertising in business management to provide employability & skills.

UNIT I

(08 Sessions)

Introduction: Meaning, scope, importance of advertising in business; Types of Advertising, Role of advertising in social and economic development of India, Ethics and truths in Indian Advertising for skill development.

UNIT II

(08 Sessions)

Integrated Communication Mix (IMC): Meaning, importance and process, communication mix-components, role of IMC in marketing; Branding-meaning, importance in advertising for better skilling of entrepreneurship.

UNIT III

(10 Sessions)

Promotional Objectives: Importance, determination of promotional objectives, setting objective-DAGMAR approach; Advertising Budget: Approaches, Allocation and importance knowledge for better employability in industry.

UNIT IV

(14 Sessions)

Advertising Copy: Meaning, components, types of advertising copy, importance of creativity in advertising; Media planning-importance, strategies, media mix for entrepreneurship & employability.

Advertising Research: Importance, testing advertising effectiveness, market testing for advertisements; International Advertising- importance, international vs. local advertising for entrepreneurship & employability.

Course Outcomes: Students completing this course will be able to:

- CO1: Understand the Meaning, scope, importance of advertising in business, and different types of advertising skill development and employability;
- CO2: Understand the meaning, importance and process of integrated marketing mix, and communication mix components entrepreneurship;
- CO3: Understand the Importance, determination of promotional objectives, DAGMAR approach, and allocation of budget employability;
- CO4: Understanding the Meaning, components, types of advertising copy, media mix, Advertising Research and International and Local Advertising skill development and employability.

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	1	1	1	2	2	2	2
CO2	1	1	3	3	1	1	3	2
CO3	1	1	1	2	1	3	3	3
CO4	3	2	1	1	1	2	2	2

Co-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	1	1	1
CO2	3	1	1
CO3	3	3	3
CO4	2	3	1

Suggested Readings:

1. George, B. & Michael, B.: Advertising and Promotion: An Integrated Marketing Communications Perspective. Tata McGraw Hill.
2. Sharma, K.: Advertising: Planning and Decision Making. Taxmann Publication.
3. Manendra, M.: Advertising Management, Concept and Cases. Tata McGraw Hill.
4. Batra R.: Advertising Management. Prentice Hall India.

Web Sources:

- www.davp.nic.in
- www.mib.gov.in
- dmi.gov.in
- tourism.gov.in/overseas-marketing
- commerce.gov.in

Note: Latest editions of all the suggested readings must be used.

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Bachelor of Business Administration (BBA) Programme

BBA 510: Consumer Behaviour

Objective: This paper aims to acquaint the students to understand comprehensive coverage of consumer behaviour with examples from the Indian Scenario. This course also challenges students to understand the complexities of consumer needs and perceptions and translate them into effective Marketing Strategies. to inculcate skill, provide employability & entrepreneurial skills.

UNIT I

(8 Sessions)

Introduction to Consumer Behaviour: Nature and Importance of CB; Application of CB in Marketing; Consumer involvement; Consumer decision making processes; Purchase behavior and marketing implications, Interdisciplinary Nature of Consumer Behaviour, Consumer Research Process: Various methods and techniques of consumer research; New developments in the field of consumer research. to inculcate skill, provide employability & entrepreneurial skills

UNIT II

(10 Sessions)

Individual Determinants of Consumer Behavior: Perception: Elements of Perception; Dynamics of Perception, Barriers to accurate perception, Consumer Imagery Personality & Self Concept: Personality theories; Personality and understanding Consumer Diversity; Brand Personality; Self and Self-Image and its types for better skilling of entrepreneurship. **Motivation:** Needs/Motives & Goals, dynamics; Motivation process; Types of Buying Motives, Buying Roles. **Learning:** Principals and theories of Learning. Attitudes: Structural model of attitude; attitude formation & change; Strategies for Changing Attitudes. knowledge for better employability in industry

UNIT III

(10 Sessions)

Group Determinants of Consumer Behavior: Reference group influence: types of consumer relevant groups; factors affecting group influence; application of reference group concept. Family influence: Functions of family, family decision making; family life cycle (FLC). Opinion Leadership and personal influence: Role & types of opinion leader. for understanding of entrepreneurship & employability


UNIT IV

(12 Sessions)

Consumer Decision Making Process: Problem recognition, Information search and evaluation, Outlet selection and purchase; Post-purchase behavior, Customer Satisfaction and Customer Commitment. Models of CB: Traditional Models of Consumer Behaviour: Economic, Social & Psychological; Contemporary Models of Consumer Behaviour: Nicosia, Howard & Sheth, Engel-Kollat Blackwell, Input-Process-Output Model. to inculcate skill, provide employability & entrepreneurial skills


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Environmental Influences on CB: Social class; Life style; Culture; Cross cultural understanding; Profile of Indian Consumers. **Industrial Market & Consumer Behaviour:** Meaning, Scope and Characteristics of Industrial buying; Factors affecting industrial buying, Industrial buying process. understanding for entrepreneurial skill

Course Outcomes: Students completing this course will be able to:

CO1: Understand the concepts and theories of consumer behavior, consumer behaviour models and their significance in business, and consumer decision-making processes. for entrepreneurship & employability

CO2: Understand the individual and group influences on consumer behavior and consumer decision making process. For skill development, entrepreneurship & employability


CO3: Relate consumer behaviour theories, models and concepts to marketing decisions and understanding their implications & Analyzing the environmental influences on consumer behavior and differentiating individual buying from industrial buying. For entrepreneurship & employability

CO4: Applying most appropriate consumer behavior models and techniques for appropriate market solutions at local, national and International level. for skill development, entrepreneurship & employability.

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	3	2	1	1	3	2
CO2	2	3	3	3	3	2	3	3
CO3	2	3	2	3	2	2	3	2
CO4	3	1	3	1	2	3	1	3


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CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	2	3	3
CO2	1	2	3
CO3	2	3	3
CO4	2	3	3

Suggested Readings:

1. Leon Schiffman, Leslie Kanuk, S.Ramesh Kumar, Consumer Behaviour, Pearson.
2. Dr. S.L Gupta, Sumitra Pal, Consumer Behavior - An Indian perspective, Sultan Chand and Sons.
3. David L. Loudon & Albert J. Della Bitta, Consumer Behaviour, McGraw Hill.
4. Hawkins, Mothersbaugh, Consumer Behaviour, McGraw Hill.
5. Batra, Kazmi, Consumer Behaviour, Excel Books.
6. Suja R. Nair, Consumer Behavior - An Indian perspective, Himalaya Publishing House.
7. Paco Underhill, Why we Buy: The Science of Shopping, Simon and Schuster Paperbacks.

Website Sources:

- https://www.clootrack.com/knowledge_base/what-is-consumer-behavior
- <https://opentextbc.ca/introconsumerbehaviour/>
- <https://bbamantra.com/consumer-decision-making-process-models/>
- <https://www.yourarticlelibrary.com/market-segmentation>
- <https://kpu.pressbooks.pub/introconsumerbehaviour/>

Note: Latest editions of all the suggested readings must be used.

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Bachelor of Business Administration (BBA) Programme

BBA 511: BUSINESS VALUES AND ETHICS

Objective: The course aims to introduce the students to the ethical concepts that are relevant for resolving moral issues in business for better skilling of entrepreneurship

UNIT I

(12 Sessions)

An overview of Ethics: Introduction, Principles of personal ethics, professional ethics and business ethics, Values vs. Ethics, characteristics of an ethical organization. for skill development

Concept and theories of business ethics: Morality, etiquette and professional codes, Normative theories, Ethical theories in relation to business for better skilling of entrepreneurship

UNIT II

(10 Sessions)

Ethical dilemmas: Concept, sources of ethical problems, Walton's six models of business conduct, ethical decision making in business, Kohlberg's models of cognitive moral development; Influences on ethical decision making for better skilling of entrepreneurship

UNIT III

(8 Sessions)

Values impact in Business: Teaching from scriptures and traditions (Geeta, Ramayana, Mahabharata, Bible and Quran), Firm's duties to the Employees, Employee's obligations to firm, Ethics in functional areas of business management for better skilling of entrepreneurship & employability

UNIT IV

(10 Sessions)

Corporate Ethics: Corporate governance, Elements of good corporate governance, Corporate Social Responsibility (CSR), Steps to attain CSR for better skilling of entrepreneurship & knowledge for better employability in industry

Environmental Ethics and Environmental Preservation: Role of stakeholders, India's Environmental Policy, Role of various agencies in ensuring Ethics in corporation to develop skill

Course Outcomes: Students completing this course will be able to:

CO1: Use contemporary and classical frameworks to analyse and suggest resolutions to ethical dilemmas; for skill development & entrepreneurship

CO2: Understand various theories and models of Business Ethics; for entrepreneurship

CO3: Recognize the importance of Corporate Social Responsibility at national level for entrepreneurship & employability

CO4: Apply the basic teachings of the Indian Scriptures in the Management of an organization. For skill development, entrepreneurship & employability

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	2	1	3	3	3	2
CO2	1	3	3	2	2	3	3	3
CO3	2	1	2	2	2	3	1	2
CO4	1	2	3	1	2	3	3	3

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	1	2
CO2	2	1	3
CO3	2	3	2
CO4	3	3	2

Suggested Readings:

1. Fernando, A.C.: Business Ethics- An Indian Perspective. Pearson Publication.
2. Hartman, L.P. & Chatterjee, A.: Business Ethics. Tata McGraw Hill
3. Murthy, C.S.V.: Business Ethics: Text and Cases. Himalaya Publishing House


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Website Sources:

- http://shodhganga.inflibnet.ac.in/bitstream/10603/148478/10/10_chapter%201.pdf
- http://www.socialworker.com/feature-articles/ethics-articles/What_Is_an_Ethical_Dilemma%3F/
- <https://www.learnpick.in/prime/documents/notes/details/2468/moral-dilemmas-and-ethics>
- <http://www.businessmanagementideas.com/notes/management-notes/notes-on-functional-areas-of-management/4661>
- <https://www.civilserviceindia.com/subject/Management/notes/corporate-governance.html>

Note: Latest editions of all the suggested readings must be used.

● **BBA 507: Market Survey Report Evaluation & Viva Voce (100 Marks)**


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Bachelor of Business Administration (BBA) Programme

BBA 601: STRATEGIC MANAGEMENT

Objective: This paper intends to acquaint the students with the nature of Strategic Management as an integration point of all the management functional areas to provide employability & skills.

UNIT I **(12 Sessions)**

Introduction: Meaning, nature, scope and importance of strategic management; Evolution of strategic management- Forecasting, Long-range planning, strategic planning and strategic management for skill development.

Strategic Management Process: Formulation Phase- vision, mission, environmental scanning, objectives and strategy; Implementation phase- Strategic Activities, Evaluation and Control.

UNIT II **(08 Sessions)**

Environmental Analysis: Meaning, need, characteristics and categorization of environmental factors, approaches to the environmental scanning process, structural analysis of competitive environment for skill development.

UNIT III **(08 Sessions)**

Analysis of Internal Resources: Strengths and Weaknesses; Resource Audit; Strategic Advantage Analysis; Value-Chain Approach to Internal Analysis; Strategic Advantage Profile; SWOT analysis knowledge for better employability in industry.

UNIT IV **(12 Sessions)**

Approaches to Strategy formation: Major strategy options- Stability, Growth and Expansion, Diversification, Retrenchment, Mixed Strategy; Choice of Strategy – BCG Model; Evaluation of Strategy & Control- Overview, techniques & role for entrepreneurship & employability.

Course Outcomes: Students completing this course will be able to:

- CO1: Understand the meaning, nature, scope and importance of strategic management, strategic management process skill development and employability;
- CO2: Understand the meaning, nature, characteristics and categorization of environmental factors strategic management entrepreneurship;
- CO3: Understand the analysis of internal resources, audit of resources, value chain approach and SWOT analysis employability;
- CO4: Understand the formulation of strategy, BCG model, and evaluation of strategy at national level, diversification and retrenchment skill development and employability.

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	2	1	2	1	2
CO2	2	2	1	1	1	1	1	3
CO3	3	3	3	1	1	1	3	1
CO4	3	1	1	3	1	1	3	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	3	3
CO2	1	2	1
CO3	1	3	1
CO4	3	3	2

Suggested Readings:

1. Wheelen, T.L. & Hunger J.D.: Strategic Management and Business Policy: Emerging, 21st Century Global Society. Prentice Hall, New Jersey.
2. Ghosh, P.K.: Strategic Planning and Management. Sultan Chand & Sons, New Delhi.
3. Kazmi, A.: Business Policy. Tata McGraw-Hill, New Delhi.
4. Thompson, A.A. & Strickland, A.J.: Strategic Management. Tata McGraw Hill, New York.

Web Sources:

- <https://www.ikbooks.com>
- www.fucape.br
- <http://www.ros.hw.ac.uk>
- <https://www.strategicmanagementinsight.com>
- <http://www.cimaglobal.com>

Note: Latest editions of all the suggested readings must be used.

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Bachelor of Business Administration (BBA) Programme

BBA602: LABOUR LAWS

Objective: This paper intends to provide an insight into the principles and functions of labour laws and their applicability in the business environment to provide employability & skills.

UNIT I

(08 Sessions)

Introduction: Concept, Origin, Objectives and Classification of Labour Laws; International Labour Organization (ILO) and Indian Labour Legislations, Labour Policy-Emerging Issues and Future Trends for skill development.

Laws on Working Conditions: The Factories Act, 1948; Contract Labour (Regulation and Abolition Act, 1986); Child Labour (Prohibition and Regulation Act, 1986).

UNIT II

(10 Sessions)

Laws for Labour Welfare and Social Security: Social Security Legislation: An Overview, Workmen's Compensation Act, 1923; Employees' State Insurance Act, 1948; Maternity Benefit Act, 1961; Employee's Provident Fund and Miscellaneous Provision Act, 1952; Payment of Gratuity Act, 1972 for better skilling of entrepreneurship.

UNIT III

(12 Sessions)

Wages and Labour Laws: Minimum Wages Act, 1948; Payment of Wages Act, 1936; Payment of Bonus Act, 1965; Equal Remuneration Act, 1976 knowledge for better employability in industry.

UNIT IV

(10 Sessions)

Industrial Relations Laws: Trade Union Act, 1926; Industrial Disputes Act, 1947-I; Industrial Disputes Act, 1947-II; Industrial Employment (Standing Orders) Act, 1946; Industrial Discipline and Misconduct for entrepreneurship & employability.

Course Outcomes: Students completing this course will be able to:

- CO1: Learn the role of management and unions in the promotion of industrial relations skill development and employability;
- CO2: Examine the labour relation issues and its management entrepreneurship;
- CO3: Acquire skills in handling employer-employee relations employability;
- CO4: Know the provisions of various acts related to Labour Laws followed in nation skill development and employability.

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	2	2	1	1	1	2
CO2	1	1	1	2	3	3	1	1
CO3	1	1	1	2	3	1	3	1
CO4	1	1	1	3	1	1	1	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship
CO1	3	3	1
CO2	3	2	1
CO3	3	2	1
CO4	3	2	1

Suggested Readings:


1. Singh, B.D.: Industrial Relations and Labour Laws. New Delhi: Excel Books.
2. Monappa, A.: Industrial Relations. Tata McGraw Hill, New Delhi.
3. Srivastava, S.C.: Industrial Relations and Labour Laws. Vikas Publishing House Pvt. Ltd., New Delhi.
4. Mamoria, C.B., Gankar, S.V. & Mamoria, S.: Dynamics of Industrial Relations. Himalaya Publishing House, New Delhi.
5. Bareja, J.K.: Industrial Law. Galgotia Publishing House.

Web Sources:

- [http://www.icsi.in/Study%20Material%20Executive/Executive%20Programme-2013/INDUSTRIAL,%20LABOUR%20AND%20GENERAL%20LAWS%20\(MODULE%20II%20PAPER%207\).pdf](http://www.icsi.in/Study%20Material%20Executive/Executive%20Programme-2013/INDUSTRIAL,%20LABOUR%20AND%20GENERAL%20LAWS%20(MODULE%20II%20PAPER%207).pdf)
- http://www.isspa.org/uploads/laws/pdfs/15_pdf.pdf
- <https://www.studynama.com/community/threads/labour-law-lecture-notes-pdf-ebook-download-for-llb-students.852/>
- <http://lawschoolguide.blogspot.com/2011/05/labour-law-notes.html>

Note: Latest editions of all the suggested readings must be used.


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Bachelor of Business Administration (BBA) Programme

BBA603: MANAGEMENT INFORMATION SYSTEM

Objective: This paper aims to provide an insight into various information systems available to the organization in order to aid effective decision making to provide employability & skills.

UNIT I

(10 Sessions)

Introduction: Meaning of Data and Information; Information Systems (IS), Classification of Information system- Operations Support System (OSS), Management Support System (MSS), Transaction Processing System(TPS), Process Control System(PCS), Enterprise Collaboration System(ECS), Management Information System(MIS), Decision Support System(DSS), Executive Information System(EIS) for skill development.

UNIT II

(08 Sessions)

Strategic Role of MIS: Strategic Advantage with MIS, Enhancing Decision Making through IS; Competitive Strategy Concept for skill development, the Value Chain and Strategic IS, Business Process Re-engineering; Improving Business Quality-Virtual company, agile company, knowledge creating company for better skilling of entrepreneurship.

UNIT III

(12 Sessions)

Building Information Systems: System Development Life Cycle- Investigation Phase, Prototyping, Feasibility Analysis, System Analysis, System Design, Implementing Business Systems, Testing, Documenting, Training, Conversion and Maintenance knowledge for better employability in industry.

UNIT IV

(10 Sessions)

Applications of Information Systems: Artificial Intelligence (AI)- Meaning and concept, application areas of AI- Neural Networks, Fuzzy Logical Control System, Virtual Reality, Expert System(ES);Enterprise Resource Planning (ERP), Customer Relationship Management (CRM) for entrepreneurship & employability.

Course Outcomes: Students completing this course will be able to:

CO1:Understand concepts of data, information, Information System (IS) and its classification skill development and employability;

CO2:Appreciate the strategic role and advantage offered by MIS entrepreneurship;

CO3:Understand the concept & phases of System Development Life Cycle employability;

CO4: Define various applications of IS and Cross Functional IS such as ERP and CRM followed at national level for skill development and employability.

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	2	3	3	2
CO2	2	2	1	3	1	3	1	2
CO3	1	1	2	1	3	1	1	2
CO4	1	3	1	3	1	3	2	3

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	1	1	3
CO2	1	1	3
CO3	3	2	1
CO4	3	3	1

Suggested Readings:

1. Laudon, K.C. & Laudon, J.P.: Management Information Systems: Managing the Digital Firms. Prentice Hall of India.
2. O'Brien, J.: Management Information System. Tata McGraw Hill.
3. Jawedkar, W.S.: Management Information System Tata McGraw Hill.
4. Arora, A. & Bhatia, A.: Management Information System. Excel Books.

Web Sources:

- https://www.tutorialspoint.com/fundamentals_of_science_and_technology/index.htm
- <https://www.smartsheet.com/management-information-systems>
- https://www.tutorialspoint.com/management_information_system/index.htm
- <https://www.guru99.com/mis-tutorial.html>
- https://www.tutorialspoint.com/network_security/index.htm

Note: Latest editions of all the suggested readings must be used.

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Bachelor of Business Administration (BBA) Programme

BBA 604: AUDITING

Objective: The objective of this paper is to understand the principles and practices needed for the verification and evaluation of the company accounts to provide employability & skills.

UNIT I

(12 Sessions)

Introduction: Meaning and objectives of Auditing, Types of Audit, Audit Programme, Routine Checking and Test Checking; Difference between book keeping, Accountancy, auditing and Investigation, Qualities of an Auditor; Generally Accepted Auditing Practices; Classification of Audit, Audit Planning, Internal Control- internal check and internal audit for skill development.

UNIT II

(08 Sessions)

Audit Procedure: Verification of Assets and Liabilities; Vouching, Auditor's Report and Audit Certificate for better skilling of entrepreneurship.

UNIT III

(08 Sessions)

Audit of Limited Companies: Company Auditor- Appointment and removal, Powers, Rights, Duties and liabilities; Nature and significance of Cost Audit, Management Audit and Tax Audit for better skilling of entrepreneurship.

UNIT IV

(12 Sessions)

Audit of Banking companies, Audit of Insurance Companies, Audit of Educational Institutions for entrepreneurship & employability.

Course Outcomes: Students completing this course will be able to:

- CO1: Articulate knowledge of fundamental audit concept, audit programme, audit planning and qualities of an auditor skill development and employability;
- CO2: Acquire the knowledge of audit procedure entrepreneurship;
- CO3: Comprehend the knowledge about appointment, rights, duties and responsibility of auditor at National basis employability;
- CO4: Acquire knowledge of audit documentation of various sectors skill development and employability.

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	2	2	2	1	2	1	2
CO2	1	1	3	2	1	1	1	2
CO3	1	1	2	2	2	3	1	3
CO4	1	1	1	1	1	1	2	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	3	3
CO2	2	3	2
CO3	3	3	2
CO4	3	3	2

Suggested Readings:

1. Aruna, J.: A Student's Guide to Auditing. Taxmann Publications.
2. Tandon, B.N., Sudharsanam, S. & Sundharabahu, S.: A Handbook of Practical Auditing. Sultan Chand and sons.
3. Dinkar, P.: Principles and Practice of Auditing. Sultan Chand and sons.
4. Institute of Chartered Accountants of India: Auditing and Assurance Standards. ICAI, New Delhi.
5. Gupta, K. & Arora, A.: Fundamentals of Auditing. TMH.

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- <https://www.accountingedu.org/what-is-auditing.html>
- <https://www.topaccountingdegrees.org/lists/the-5-characteristics-of-an-auditor/>

- <https://www.owlgen.com/question/what-is-the-meaning-and-objects-of-routine-checking-what-are-advantages-and-disadvantages-of-test-checking>
- <https://keydifferences.com/difference-between-vouching-and-verification.html>
- <https://taxguru.in/company-law/appointment-auditor-companies-act-2013.html>
- <http://www.shareyouressays.com/knowledge/what-special-points-will-receive-your-attention-while-auditing-the-accounts-of-banking-company/93029>
- <https://cleartax.in/s/statutory-audit-of-banks>

Note: Latest editions of all the suggested readings must be used.

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Bachelor of Business Administration (BBA) Programme

BBA 612: INDUSTRIAL PSYCHOLOGY

Objective: The paper aims to provide an understanding to the students how the science of human behavior is used to select, develop, and manage employees & to learn how organizations can create a supportive work environment. to inculcate skill, provide employability & entrepreneurial skills.

UNIT I

(8 Sessions)

Introduction to Industrial Psychology –Definitions & Scope. Major influences on industrial Psychology- Scientific management and human relations schools, Hawthorne Experiments for better skilling of entrepreneurship.

UNIT II

(10 Sessions)

Individual in Workplace- Motivation and Job satisfaction, stress management. Organizational culture, Leadership & group dynamics. for entrepreneurship & employability

UNIT III

(10 Sessions)

Work Environment & Psychology- Fatigue, boredom, accidents and safety. Job Analysis, Recruitment and Selection – Reliability & Validity of recruitment tests. knowledge for better entrepreneurship & employability

UNIT IV

(12 Sessions)

Performance Management:, Leadership: Leadership vs Management, Leadership Theories, Emerging issues in Leadership, Emerging Trends -Complexity, challenges and choices in the future. for better skilling of entrepreneurship.

Course Outcomes: Students completing this course will be able to:

CO1: Understand the theoretical frameworks of psychology that can be applied to make an organization more effective and efficient for entrepreneurship

CO2: learn about acquiring the necessary interpersonal, behavioral and technical skills for application in the work setting at national and international level for entrepreneurship & employability

CO3: understand about the effect of work environment & psychology on performance of human resource. for employability & entrepreneurship


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CO4: understand about applicability of different techniques that may be helpful in improving & managing Performance of employees for better entrepreneurial skills.

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	2	1	1	3	2
CO2	2	3	3	3	3	1	3	3
CO3	3	2	2	3	2	2	3	2
CO4	3	2	3	1	2	3	2	3

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	1	2	3
CO2	1	2	3
CO3	2	3	3
CO4	1	1	3

Suggested Readings:

1. Miner J.B. (1992) Industrial/Organizational Psychology. N Y : McGraw Hill.
2. Blum & Naylor (1982) Industrial Psychology. Its Theoretical & Social Foundations CBS
3. Publication.
4. Aamodt, M.G. (2007) Industrial/Organizational Psychology : An Applied Approach (5th edition) Wadsworth/Thompson : Belmont, C.A.
5. Aswathappa K. (2008). Human Resource Management (fifth edition) New Delhi : Tata McGraw Hill.
6. Nelson, Quick and Khandelwal, ORGB : An innovative approach to learning and
7. Teaching Organizational Behaviour. A South Asian Perspective, Cengage Learning, 2012


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8. Luthans, Fred, Organizational Behavior, McGraw Hill 2008
9. Udai Pareek, Understanding Organizational Behavior, Oxford University Press
10. Robbins, Stephen, Organizational Behavior, Prentice Hall, India

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- <https://odl.ptu.ac.in/SLM/mba/3RD/HRM/MBA%20963.pdf>
- <https://www.studocu.com/in/document/symbiosis-international-university/indian-psychology/industrial-psychology-notes/28150271>
- <http://egyankosh.ac.in/bitstream/123456789/23907/1/Unit-1.pdf>
- <https://www.ktunotes.in/ktu-s8-industrial-psychology-notes/>
- <https://www.careershodh.com/industrial-and-organizational-i-o-psychology/>
- <https://www.worldsupporter.org/en/chapter/69927-public-summary-industrial-and-organizational-psychology-work-21st-century-lande>

Note: Latest editions of all the suggested readings must be used.

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Bachelor of Business Administration (BBA) Programme

BBA 613: MANAGEMENT OF SMALL BUSINESS

Objective: The course aims to enable the students to know the importance of small scale business in a developing economy like India and motivate them to start small scale business to inculcate skill, provide employability & entrepreneurial skills.

UNIT I

(8 Sessions)

Introduction of Small Business- Definition , Features , Role of Small Business in Economic Development , Reasons for Establishing Small Business , Quality of Small Businessmen , Advantages and Disadvantages of Small Business ,Reasons for Failures of Small Business, Characteristics of Successful Small Businessmen, Different Stages of Small business , Steps in Setting up a Small Business , Crisis Management in Business ,Relationships between Small and Large Units , Small Sector in India. to enhance skill for entrepreneurship & employability

UNIT II

(12 Sessions)

Dynamics of Small Business- Concepts and Definitions of Small Scale Industries (SSIs) , Role of SSIs ,Government Policy and Development of SSIs , Growth and Performance ,SSI Sector and Committee Report , Reservation of items for SSI , Problems of SSI , Sickness of SSI: Causes, Symptoms and Cures , Prospects of SSI in free Economy. Institutions Supporting Small Business Central, State and Other Institutional Support for SSI , Technological Up-gradation and Institutional facility for SSI , Incentives and Subsidies for SSI. to enhance skill for entrepreneurship & employability

UNIT III

(8 Sessions)

Management of Small Business- Production Management, Financial Management, Marketing Management, Strategic Management, Personal Management, and Office Management in Small Business Enterprises. for better skilling of entrepreneurship

UNIT IV

(12 Sessions)

Global Opportunities for Small Business :Small Enterprises in International Business , Export Documents and Procedures for Small Enterprises , E-commerce and Small Enterprises , for better skilling of entrepreneurship Exposure and Observation Visit: Poultry, Sericulture, Courier, Cell Phone Sales and Service, Dairy, Mushroom Cultivation, Ornamental Pottery, Dying Unit, Power

loom and Handloom, Blood Bank, Rice Mill and Food and Fruit. to inculcate skill, provide employability & entrepreneurial skills.

Course Outcomes: Students completing this course will be able to:

CO1: understand the concepts related to small Business for entrepreneurship & employability

CO2: Learn about Small Scale Industries their growth, future prospects, challenges & global trade opportunities for small businesses for entrepreneurship & employability

CO3: understand about different techniques and kinds of small business management for skill development ,employability & entrepreneurship

CO4: Understand about applicability of different techniques that may be helpful in improving & managing small business globally employability & entrepreneurial skills.

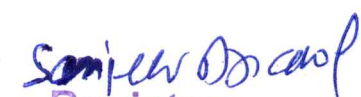
Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	1	1	3	2
CO2	2	3	3	3	3	1	3	3
CO3	1	2	2	3	2	1	1	2
CO4	3	1	1	3	2	3	1	3

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	2	3	3
CO2	2	3	3
CO3	2	3	3
CO4	2	3	3


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Suggested Readings:

1. Barrow C. The Essence of Small Business, Prentice Hall of India, New Delhi, 1997.
2. Bedapatai Mohanty, Economics of Small Scale Industries, Ashish, New Delhi, 1986
3. Charantimath P.M., Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi, 2006.
4. Cormon J and Lussier R.N., Small Business Management: A Planning Approach, IRWIN, London, 1996
5. Datt, Ruddar and Sundharam K.P.M., Indian Economy, S.Chand, New Delhi, 2006.
6. Desai S.S.M., Industrial Economy of India, Himalaya Publishers, New Delhi, 1968.

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- https://ebooks.lpude.in/commerce/bcom/term_5/DCOM305_DMGT310_ENTREPRENEURS_HIP_AND_SMALL_BUSINESS_MANAGEMENT.pdf
- <https://www.geektonight.com/entrepreneurship-and-small-business-notes/>
- https://www.dynamictutorialsandservices.org/2017/05/small-business-management-notes_7.html
- https://collegetutor.net/notes/ENTREPRENEURSHIP_and_SMALL_BUSINESS_JNU_Book_notes

Note: Latest editions of all the suggested readings must be used.

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Bachelor of Business Administration (BBA) Programme

BBA 605: INCOME TAX

Objective: This paper aims to provide an understanding of the Direct taxes involved & various techniques adopted in order to save the tax to provide employability & skills.

UNIT I

(08 Sessions)

Introduction: Important definitions of Income Tax Act, 1961-Rates of taxes-Basis of charge, Assessment Year, Previous Year, Assessee – types, Residential status: Its Determination and incidence of tax and valuation for skill development.

UNIT II

(12 Sessions)

Income from Salaries: Income from Salaries, Different forms of salaries; Allowances and perquisites, Tax treatment of Provident fund, Retirement benefits for better skilling of entrepreneurship.

Income from House property: Meaning and taxability of Property income, Valuation and exemptions for better skilling of entrepreneurship.

UNIT III

(12 Sessions)

Business Income: Principles for arriving for business income, income from profession, difference, exemption, valuation of profits and gains knowledge for better employability in industry.

Capital Gains: Types of assets, types of gains and valuation; Income from other sources knowledge for better employability in industry.

UNIT IV

(08 Sessions)

Tax Planning: Meaning, nature and objectives of Tax Management, Tax Planning, Tax Avoidance & Tax Evasion, clubbing of incomes & Aggregation of incomes, set off and carry forward of Losses, Tax Planning for Individuals, Deductions to be made in computing total income(80c) for entrepreneurship & employability.

Note: Latest amendments made in the relevant Act should be considered.

Course Outcomes: Students completing this course will be able to:

CO1: Understand the provisions of Income Tax Act,1961 of India and various terminologies used in the process of calculating tax liability in nation of a particular person and also to know the concept and process of determine the residential status of a person skill development and employability;

CO2: Calculate the taxable income of a particular assessee from Income from Salary and Income from House Property head entrepreneurship;

CO3: Understand and calculate the taxable income of a particular assessee from Business or Profession head, Capital Gains head and Income from Other Sources head employability;

CO4: Define the provisions of Income Tax Act, 1961 with reference to deductions u/s 80 (C) to 80 (U), Set-off and Carry Forward of Losses, Clubbing of Incomes and their practical applicability, calculate tax liability of a particular person, and understand the applicability of the concept of tax planning, tax avoidance and tax evasion skill development and employability.

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	1	1	3	1	2
CO2	1	3	2	1	1	2	1	2
CO3	1	3	1	1	1	1	3	2
CO4	3	2	2	2	1	3	2	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship
CO1	3	3	1
CO2	3	3	1
CO3	2	3	1
CO4	3	3	1

Suggested Readings:

1. Singhania, V.K. & Singhania, M.: A student guide for income tax. Taxmann Publication, New Delhi.
2. Ahuja, G.K. & Gupta, R: Systematic Approach to Income Tax and Central Sales Tax. Bharat Law House, New Delhi.
3. Income Tax Act, Income Tax Rules and Annual Finance Act.

4. Mehrotra, H.C. & Goyal, S.P.: Income Tax Planning and Management. Shahitya Bhawan Publication.
5. Singhanian, V.K.: Direct Tax Planning and Management. Taxmann Publication.

Website Sources:

- www.icai.org
- www.incometaxindia.gov.in/pages/acts/income-tax-act.aspx
- www.taxmann.com/income-tax-acts.aspx
- www.incometaxindia.gov.in
- www.incometaxindia.gov.in/pages/about-us/central-board-of-direct-taxation.aspx
- www.caclubindia.com

Note: Latest editions of all the suggested readings must be used.

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Bachelor of Business Administration (BBA) Programme

BBA 608: PUBLIC FINANCE

Objective: This paper aims to provide an understanding of the importance of public revenue, public expenditure and budgeting system in the formulation, implementation, and evaluation of policy framework in an economy inculcate skill development, provide employability and entrepreneurial skills.

UNIT I (10 Sessions)

Introduction: Meaning, nature, scope and significance of public finance, public vs. private finance, theory of maximum social advantage.

Tax: Classification of tax, canons of taxation, theories of taxation; Impact, shifting and incidence of taxes, theories of tax shifting, economic effects of taxes, Indian tax structure helpful for better skill development.

UNIT II (08 Sessions)

Public Revenue: Meaning and classification, sources of revenue.

Public Expenditure: Nature, objective, canons and classification of public expenditure, public expenditure in India for better employability and entrepreneurship.

UNIT III (10 Sessions)

Public Budget: Concept, objectives, classification of public budget, balanced and unbalanced budget, zero-base budgeting, budgeting process in India, features of recent union budget inculcate entrepreneurial skills.

Financial Administration in India: Concept and principles, instruments of financial administration, role of Comptroller and Auditor General (CAG) of India.

UNIT IV (12 Sessions)

Public Debt: Concept, significance, classification and sources of public debt, effects of public debt, different methods of repayment of public debt, limitations of public debt, public debt in India for better skill development

Deficit Financing: Concept, objectives, significance and limitations, methods of deficit financing, deficit financing in India for better employability.

Course outcome: Students completing this course will be able to:

CO1: Understand the concept of public finance, canons of taxation, and theories of taxation and economic effects of taxes on nation, Indian tax structure for skill development.

CO2: Providing the information of public revenue and public expenditure and public expenditure in India for better employability and entrepreneurship.

CO3: Discuss the Concept, objectives, classification of public budget, zero-base budgeting, budgeting process in India and Financial Administration in India for entrepreneurial skills.

CO4: Describe the Concept, significance, classification and sources of public debt and Concept, objectives, significance and limitations, methods of deficit financing for employability and entrepreneurship.

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	1	3	2	1	1	3	1	3
CO2	2	3	3	2	1	3	1	3
CO3	1	3	3	3	1	3	2	3
CO4	2	3	2	1	1	3	1	3

CO-Curriculum Enrichment Mapping

	Skill development	Employability	Entrepreneurship development
CO1	3	1	2
CO2	2	3	3
CO3	2	1	3
CO4	1	3	3

Suggested Readings:

1. Chand, S.N.: Public Finance. Atlantic Publishers.
2. Rosen, H.: Public Finance. Irwin/McGraw-Hill Publishers.

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3. Bhatia, H.L.: Public Finance. Vikas Publishing House Pvt. Ltd.
4. Musgrave, R.A. & Musgrave, P.B.: Public Finance in Theory and Practice. Tata McGraw Hill.
5. Singh, S.K.: Public Finance in Theory and Practice. Sultan Chand and sons.

Website Sources:

- <http://www.rjspm.com>
- <http://www.universityofcalicut.info>
- <http://www.retawprojects.com>
- <http://www1.worldbank.org/publicsector>

Note: Latest editions of all the suggested readings must be used.


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Bachelor of Business Administration (BBA) Programme

BBA 609: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Objectives: This course aims at developing an understanding of the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges inculcate skill development, provide employability and entrepreneurial skills.

UNIT I

(10 session)

Nature and Scope of Investment Management and Portfolio Analysis:

Overview Basics of stock markets. Investment versus Speculation, Investment Alternatives and Their Evaluation, Financial Markets, Portfolio Management Process, Approaches to Investment Decision Making, Common Errors in Investment Management, and Qualities of Successful Investing. Role of Portfolio Management, Portfolio Management Practices in International markets for skill development.

UNIT II

(10 session)

Basic Concepts and Methods: Risk and Return –Measuring Historical Return, measuring Historical Risk, Measuring Expected (Ex Ante) Return and Risk. Fundamental Analysis: Economic Analysis, Industry Analysis for better employability.

Company Analysis Framework Technical Analysis : Basic Tenets of Technical Analysis – Dow Theory – Behaviour of Stock Prices –Major Trends – Charts and Trend Lines – Resistance and support Lines – Different Patterns, Elliot Wave Theory, Efficient market theory for better entrepreneurial skill.

UNIT III

(10 session)

Modern Portfolio Theory: Portfolio Theory: The Benefits of Diversification, Diversification and Portfolio Risk, Portfolio Return and Risk, Measurement of Co movements in Security Returns, Calculation of Portfolio Risk, Efficient Frontier, Optimal Portfolio. Capital Asset Pricing Model – Assumptions – Inputs Required for Applying CAPM, The Capital Market Line – Security Market Line, Pricing of Securities with CAPM for better employability and entrepreneurship.

UNIT IV

(10 session)

Portfolio Management: Specification of Investment Objectives and Constraints, Selection of Asset Mix, Formulation of Portfolio Strategy for better entrepreneurship, Selection of Securities, Portfolio

Execution, Portfolio Revision, Performance Evaluation. Latest Developments, Trends and Practice. Structure of Forward and Future Markets. Interpretation of Future and Option Price Quotations for better employability.

Course outcome: Students completing this course will be able to:

CO1: Understand the Nature and Scope of Investment Management and Portfolio Analysis and Portfolio Management Practices in International markets for skill development.

CO2: Describe the Risk and Return, Fundamental Analysis: Economic Analysis, Industry Analysis, company Analysis Framework Technical Analysis for better employability and entrepreneurship.

CO3: Portfolio Theory: The Benefits of Diversification, Diversification and Portfolio Risk, Capital Asset Pricing Model for employability and entrepreneurship.

CO4: Describe Specification of Investment Objectives and Constraints, Selection of Asset Mix, Formulation of Portfolio Strategy for better entrepreneurship.

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	2	3	2	3	1	2
CO2	1	3	2	3	3	3	2	2
CO3	1	3	2	3	2	3	1	2
CO4	1	3	2	3	3	3	3	3

CO-Curriculum Enrichment Mapping

	Skill development	Employability	Entrepreneurship development
CO1	3	3	2
CO2	2	3	3
CO3	2	3	3
CO4	2	1	3

Suggested reading:

1. Investment Analysis and Portfolio Management, Chandra, P (Tata McGraw Hill Publishing Co. Ltd.) References
2. Security Analysis and Portfolio Management, S. Kevin (PHI Publications)
3. Investment Analysis and Portfolio Management, 6e, Frank K. Reilly and Keith C. Brown (Dryden Press)
4. Modern Investments and Security Analysis, Fuller R J; Farrel JL (McGraw Hill)
5. Security Analysis and Portfolio Management, 6e, Fischer DE & Jordan R J (Prentice Hall).

Website Sources:

- www.bseindia.com
- www.sebi.gov.in
- www.nseindia.com
- www.moneycontrol.com
- in.finance.yahoo.com

Note: Latest editions of all the suggested readings must be used.

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Bachelor of Business Administration (BBA) Programme

BBA606: SALES MANAGEMENT

Objective: The objective of this paper is to provide an understanding of theory and practice of managing sales and to inculcate personal selling skills among the students to provide employability & skills.

UNIT I

(08 Sessions)

Introduction: Meaning, concept, nature, role of sales management in marketing, Salesmanship, Specific characteristics of a successful salesman, The evolving face of personal selling for skill development.

UNIT II

(08 Sessions)

Sales Forecasting: Concept and need of forecasting, Sales forecasting methods, Quantitative and Qualitative methods for better skilling of entrepreneurship.

Sales Organization: Need for Sales Organization, their structure, Sales Managers Functions and responsibilities, planning for major customers and sales budget for better skilling of entrepreneurship.

UNIT III

(10 Sessions)

Personal Selling Process and Approaches: Personal Selling and Relationship Management- Selling to individuals & Institutions, Sales leads, Planning sales calls- Types of calls, Building long term partnership by selling- Sales presentations, tools for personal selling, Sales Aids – Use of technology in sales effective selling techniques, Telemarketing knowledge for better employability in industry.

UNIT IV

(14 Sessions)

Sales Force Management: Recruitment and selection; training and development- Objectives, techniques and evaluation; Sales force compensation and techniques- straight salary, straight commission, sales contests; rewards and expense accounts; Motivating, and supervising sales personnel; Evaluation and control of the sales effort- Evaluation of sales personnel performance, Sales and cost analysis for entrepreneurship & employability.

Course Outcomes: Students completing this course will be able to:

CO1: Understand the meaning of sales management, salesmanship & personal selling skill development and employability;

CO2: Explain the sales forecasting techniques and appreciate the sales organization process entrepreneurship;

CO3: Understand the concepts related to personal selling including its process and various elements employability;

CO4: Understand the process of recruitment, selection, training, motivating and evaluation of sales force in national and International level skill development and employability.

Mapping course outcomes leading to the achievement of program outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	1	1	1	1	2	3	2
CO2	3	3	1	3	1	1	1	2
CO3	2	1	1	1	2	1	1	3
CO4	3	3	1	1	1	1	3	2

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship Development
CO1	3	1	1
CO2	2	1	1
CO3	3	1	1
CO4	3	1	1

Suggested Readings:

1. Anderson, B.R.: Professional Selling. Universe Publications Limited.
2. Still, R.R., Cundiff, E.W. & Govoni, N.A.P.: Sales Management: Decisions, Strategies and Cases. Pearson Education.
3. Sharma, K.: Advertising: Planning and Decision Making. Taxmann Publication.
4. Tyagi, C.L. & Kumar, A.: Sales Management. Atlantic Publishers & Distributors.
5. Panda, K.T. & Sahadev, S.: Sales & Distribution Management. Oxford University Press.

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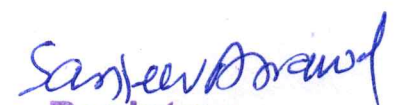
- www.ddegjust.ac.in/studymaterial/mba/mm-308.pdf
- www.ddegjust.ac.in/studymaterial/bba/bba-305.pdf
- gurukpo.com/Content/MBA/Sales_Management.pdf
- 164.100.133.129:81/econtent/Uploads/Sales_Management.pdf/

Note: Latest editions of all the suggested readings must be used.



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Bachelor of Business Administration (BBA) Programme

BBA 610: Retail Management

Objective: This Paper aims to make them well acquaint with retail management concept, functionality, analysis and process of international Retailing to inculcate skill, provide employability and entrepreneurial skills.

UNIT I (10 session)

Overview of Retailing Management: Introduction to retailing, concept, Nature, scope, Functions of retailing; Building and sustaining relationships for skill development and Retail organization structure, Retail management process Types of Retail Outlets, Market structure and control; Planning and development.

UNIT II (10 session)

Retail Management Situational Analysis: Retail institutions by ownership; Retail institutions by store-based strategy mix; Web, non-store-based, and other forms of non-traditional retailing; Targeting customers and gathering information for better employability in industry; Communicating with customers; Market / competitors, Promotional strategies Choosing a store location: Trading-area analysis; Site selection; Store design and layout, Display.

UNIT III (10 session)

Managing Retail Business: Retail organization and HRM for entrepreneurship and employability. Operations management: financial and operations dimensions; Managing retail services; Service characteristics; Branding: perceptions of service quality, sales force management.

UNIT IV (10 session)

Delivering the Product: Retail Information Systems; Merchandise management and pricing: Merchandise plan, Merchandise buying and handling to develop skill, people in retailing.

Course outcomes: Student completing this course will able to:

CO1: Define the concept of Retailing Management and gain the knowledge about retail management process at national and international level for skill development.

CO2: Describe retail institution for better employability.

CO3: Gain the knowledge about Retail organization and HRM for entrepreneurship and employability

CO4: understand the meaning, Merchandise buying and handling to develop skill, people in retailing

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	3	2	1	3	3	2
CO2	3	2	3	3	3	2	2	3
CO3	2	2	2	2	2	3	1	2
CO4	3	1	1	2	2	2	3	3

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship
CO1	3	2	1
CO2	1	3	2
CO3	1	3	3
CO4	3	2	1

Suggested Readings:

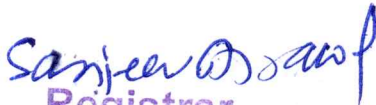
1. Newman A.J. & Cullen P., Retailing: Environment and Operations, Vikas publication.
2. Varley R. & Rafiq M., Principles of Retail Management, Palgrave.
3. Lamba, The Art of Retailing, Tata McGraw-Hill.

Website Sources:

- <https://www.pdfdrive.com> >
- <https://mmimert.edu.in> >
- <https://www.tutorialsduniya.com>

Note: Latest editions of all the suggested readings must be used.


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Bachelor of Business Administration (BBA) Programme

BBA 611: SUPPLY CHAIN MANAGEMENT

Objective: The paper aims to acquaint the importance of and major decisions in supply chain management for gaining competitive advantage to inculcate skill, provide employability & entrepreneurial skills.

UNIT I

(12 Sessions)

Introduction Supply Chain – Fundamentals, Evolution, Role in Economy, Importance, Decision Phases, Enablers & Drivers of Supply Chain Performance; Supply chain strategy; Supply Chain Performance Measures knowledge for better employability in industry.

UNIT II

(10 Sessions)

Supply chain network Distribution Network Design for better skilling of entrepreneurship– Role in supply chain, influencing factors, design options, online sales and distribution network, Distribution Strategies; Network Design in supply chain – Role, influencing factors, framework for network design, Impact of uncertainty on Network Design.

UNIT III

(8 Sessions)

Planning demand, inventory and supply Managing supply chain cycle inventory and safety inventory - Uncertainty in the supply chain for entrepreneurship and employability analyzing impact of supply chain redesign on the inventory, Risk Pooling, Managing inventory for short life-cycle products, multiple item -multiple location inventory management; Pricing and Revenue Management.

UNIT IV

(10 Sessions)

Logistics transportation – Role, Modes and their characteristics, infrastructure and policies for develop skill transport documentation, design options, trade-offs in transportation design, intermodal transportation. Logistics outsourcing – catalysts, benefits, value proposition. 3PL, 4PL, 5PL, 6PL; International Logistics -objectives, importance in global economy for entrepreneurship and employability Characteristics of global supply chains, In co terms.


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Course Outcomes: Students completing this course will be able to:

CO1: Understanding of supply chain fundamental knowledge for better employability in industry.

CO2: Ability to design supply chain networks to enhance supply chain performance at local, national and international level for better skilling of entrepreneurship.

CO3: Ability to plan demand based on inventory and supply for entrepreneurship and employability

CO4: Understanding the role of logistics in supply chain performance for develop skill, global economy for entrepreneurship and employability

Mapping course outcomes leading to the achievement of programme outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	2	3	2	1	3	3	2
CO2	3	2	3	3	3	2	2	3
CO3	2	2	2	2	2	3	1	2
CO4	3	1	1	2	2	2	3	3

CO-Curriculum Enrichment Mapping

	Skill Development	Employability	Entrepreneurship
CO1	3	2	1
CO2	1	3	2
CO3	1	3	3
CO4	3	2	1

Suggested Readings:

1. Sunil Chopra, Peter Meindl and DharamVirKalra, Supply Chain Management-Strategy Planning and Operation, Pearson Education, Sixth Edition, 2016.
2. Janat Shah, Supply Chain Management – Text and Cases, Pearson Education, 2009
3. Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, 5th Edition, 2007.
4. David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi, Designing and Managing the Supply Chain: Concepts, Strategies, and Cases, Tata McGraw-Hill, 2005. 5. Pierre David, International Logistics, Biztantra, 2011.

Website Sources:

- www.marineinsight.com
- www.readthiswice.com
- www.sdexec.com

Note: Latest editions of all the suggested readings must be used.

BBA607: Comprehensive Viva-voce (100 Marks)