



Bachelor of Business Administration
(BBA)

PROGRAM CODE - 2

PROGRAM GUIDE
VERSION 1.0

w.e.f. January 2023

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BBA

Program Guide 1.0

1. Program Overview

1.1 Program's Vision and Mission

At Vivekananda Global University (VGU), the Mission is to transform lives of the students and provide the industry with ethical global leaders for the 21st century, who are sensitive towards protecting the environment and are passionate about making significant societal contributions. The University firmly believes in the words of the great philosopher and educator Swami Vivekananda whose philosophy guides us to become better with the time. The Department of Management Studies, aims to create opportunities for the students to comprehend the nuances of becoming global business leaders and entrepreneurs. It is aspired to develop business leadership capable of building resilient organisations, whilst adhering to the highest standards of Corporate Governance. The department continuously seeks to create an enriching educational environment, where innovative thinking is imbibed in ones way of life.

The BBA program at VGU is offered by Centre for Distance and Online Education (CDOE). The program provides the skills that students need to solve business complexities in diverse environments by imparting rigorous education and personalized attention. The CDOE-VGU provides a unique experiential and online learning platform where a team of competent faculty members guide towards excellence incorporating ethics and values while shaping and sharpening the mindset through academic rigor. It strives to mould the young students into world class technocrats in compliance with the mission. It believes in creating an environment where people from different nationalities, races and religious beliefs learn cohesively and competitively with harmony and dignity. The members at CDOE-VGU constantly endeavour to enhance and upgrade their knowledge through research and learning to ultimately add value to the learner's education and the University. The students will be valued as high performing managers in the service of national and international businesses organizations, Government Institutions and NGOs.

The program aims to achieve the following objectives:

1. To inculcate management skills in Digital Marketing, Fintech, Aviation Management,, Travel and Tourism and Retail Management other dynamic fields.
2. To develop the skills which makes efficient future managers ready to work in versatile business environment
3. To create the environment in which students learn the alignment of business goals across the borders
4. To provide a platform where the students experience all-round development in various managerial disciplines through the courses designed in line with New Education Policy

1.2 Relevance of the Program with VGU's Vision and Mission

VGU was established with a vision to become a University with commitment to excellence in education, research and innovation aimed towards human advancement.

The BBA program provides students with an in-depth understanding of the core concepts essential for successful management. The curriculum equips them with the knowledge and skills they need to take on leadership roles in the corporate world. The program is designed to help students develop the ability to think critically and strategically, to make sound business decisions, and to solve complex problems. Emphasis is laid on developing skills in leadership, communication, and data analysis. CDOE-VGU strives to provide the students with the best education and to prepare them to take on the challenges of the modern business world and the same is relevant to VGU's mission i.e.

- **To promote quality education, training, research, consultancy, and enhance employability and entrepreneurial skills of our students.**
- **To integrate industry with academics in order to prepare our students in an immersive way for the world of work developing an effective interface with the industry and other institutes within and outside the country is the cornerstone of our approach.**
- **To meet these ends, we encourage and nurture the development of students' physical, mental, emotional, secular, and spiritual faculties.**

The BBA Program in online mode aims to provide quality education to the candidates aspiring for higher education but are unable to match the requirements of a fixed time-table and teaching tools in the conventional mode of education in the Universities.

Moreover, to maintain the quality of the curriculum, the syllabus has been designed at par with the conventional mode keeping in mind the specific needs and acceptability of the students of online mode in the industry. The curriculum is also in line with the aims and objectives of the University and the requirements of future skills in the industry.

1.3 Nature of Prospective Target Group of Students

The curriculum of BBA infused with flexibility is designed to enhance comprehension of management education and encourage graduates from varied disciplines and enables them to become learned managers or entrepreneurs. The students are prepared to explore opportunities being newly created in the management profession. The program will target all graduates who want to enhance their knowledge, skills and build careers in entrepreneurial and business world.

The target group of students will be both working professionals and students who are deprived of admission in the regular mode due to limited intake capacity, dropouts primarily due to social, financial and economic compulsions as well as demographic reasons, population of any age and those living in remote areas where higher education institutes are not easily accessible. Ones who wish to pursue education in flexible mode of timings/delivery. It is also aimed at the working professionals who wish to upgrade their knowledge. Students enrolled in the program for delivery through online mode shall contribute towards Gross Enrolment Ratio (GER) of 50% by 2035, as envisaged by the Government of India.

1.4 Appropriateness of programs to be conducted in online mode to acquire specific skills and competence

The education throughout the course duration will involve inculcating the skills in the field of business management and entrepreneurship. The degree will provide value to the students in the field of Digital Marketing, Fintech, Aviation Management, Retail Management and Travel and Tourism.

The degree shall not only provide values to students for employment as a professional in industry, business house, finance or the civil service, but it will also be value by employers for other occupations where a demonstrated ability for logical and quantitative reasoning is desired.

A Learning Management System (LMS) that keeps track of execution of e-Learning material, learner's engagement, assessment, results and reporting in one centralized location, is in place. All of the above teaching and learning processes will be delivered by online mode with much ease for the students. Hence the BBA program is suited for online mode of learning.

2. Procedure for Admission and Curriculum Transaction

Academic programs offered for candidates who enrolled for online mode of learning will be conducted by CDOE-VGU with the support of various faculties of the University. Eligibility criteria, course structure, detailed curriculum, duration of program and evaluation criteria shall be approved by Board of Studies and Academic Council, based on UGC guidelines for the programs which comes under the purview of Online mode for award of Degree.

Details of procedure for admission with eligibility criteria for admission, fee structure, Curriculum including program delivery, details about Learning Management System (LMS) and Assessments and Evaluation are provided below.

2.1 Procedure for Admission

Students who are seeking admission in programs offered by CDOE-VGU need to apply through www.onlinevgu.com in the courses offered there.

2.1.1 Minimum Eligibility Criteria for Admission

The minimum eligibility criteria for admission in Online BBA program is 12th or equivalent examination in any stream from a recognized Board / Council / University or a three year Polytechnic Diploma holder from a Recognized Board of Technical Education. The learner should also meet all the required documentation criteria as mentioned on the website for admission in the program. Admission will stand cancelled, if candidate does not submit proof of eligibility within stipulated time given by CDOE-VGU. Candidates are expected to read all instructions given in the Program prospectus before filling of application form.

2.1.2 Online Admission Process and Instructions: Learner Communication

The online admission process for the students is provided below:

Step	Process	Particulars
Step 1	Counselling	Prospective students would be counselled for the chosen program by designated and authorised counsellors
Step 2	Registration on admission portal to get access to My Account.	Prospective student registers by paying Rs. 1000/- as registration fee. Fill all the details in the application form and upload all the mandatory documents.
Step 3	Details of Document upload	<p>Student Uploads document as follows-</p> <p>Personal Documents</p> <p>Passport-size Photograph Student's Signature Aadhar Card (Back & Front) Passport (For International Student)</p> <p>Academic Documents UG Student - 10th Marksheet 12th Marksheet Other Certificates</p> <p>(detailed list of documents is provided in Annexure)</p>

		II)
Step 4	Scholarship Details	<p>Student will be eligible for below categories-</p> <p>Merit Base VGU Alumni & Current Student Extra Curriculum Excellence VGU Employee</p> <p>As per the Notice by Deputy Registrar CDOE-VGU.</p>
Step 5	Verification of documents by the Deputy Registrar	Dy. Registrar verify all the documents uploaded by the prospective student on the admission portal and approve/disapprove within 48 hours the eligibility for the chosen program.
Step 6	Undertaking	Student will sign Undertaking after Approval in Application.
Step 7	Payment of fees	<p>All eligible students, duly approved by the Deputy Registrar, will get fees payment link activated in their My Account for payment.</p> <p>The Fee is payable through any of the following means:</p> <p>(a) UPI (b) Credit/Debit Card (c) Net-banking</p> <p>Note: Cash, bank demand draft and Cheques are not accepted</p>
Step 8	Enrolment	After the payment of program fee, the student will get the Enrolment number and access to the LMS within 48 hours.
Step 9	Access to Learning Management System (LMS)	

General Instructions:

1. All students should carefully read and understand the eligibility conditions given in student handbook document and mentioned on the university website before applying for the online programs.
2. The prospective learner has to ensure that their education/qualifying degree has been issued from a recognized university/board only. For learners from an Indian higher education institution, it should be recognized by the regulatory authority of Government of India. For recognized Board of Education to check www.cobse.org.in/ while for Polytechnic Diploma check the respective State Board of Technical Education. To verify degrees from www.ugc.ac.in for recognized universities. For foreign prospective learners they may verify their institutions from www.aiu.ac.in.

3. Prospective learner to check their eligibility on the date of admission and should have passed the qualifying exams before the start of admission batch.
4. Registration fees of Rs.1000 is non-refundable.

Students after enrolment must be registered with ABC (Academic Bank of Credits) a central scheme for depositing credit formulated by Ministry of Education, Govt. of India. Academic Bank of credits (ABC) ID creation is mandatory for all the students. (See **Annexure V** for details)

2.1.3 Program Fee for the Academic Session beginning from January 2023

Program fees for students pursuing BBA in various specializations offered by CDOE-VGU is mentioned below:

Program	Branch & Specialization	Academic Fees per Year (INR)	Foreign Nationals Fees
BBA	General	38,000	\$850
	Aviation Management		
	Digital Marketing		
	Retail Management		
	Fintech		
	Travel And Tourism		
Other Fees			
	Particulars	For Indian Students fees	For Foreign /NRI Students Fees
1.	Bonafide Letter (On Demand)	300	\$10
2.	Transcripts (On Demand)	500	\$10
3.	Specialization Change Fees	1000	\$25
4.	Course Change Fees	1000	\$25
5.	Validation Extension Fees (1 Year)	10000	\$200
6.	Degree Application Fees	3000	\$75
7.	Duplicate Mark Sheet/Grade Card	500	\$10
8.	Duplicate Degree Certificate	5000	\$105
9.	Alumni Membership Fee	3000	\$75

EXAMINATION FEE as per the table

	All Certificate/ Diploma/ UG Programs (per semester) other than final semester	Foreign Nationals
A	End Term Examination	Rs 2000
	Back Paper Examination	Rs 500- per theory/practical course.

B	All PG programs (per semester)		
	End Term Examination	Rs3000	\$75
	Back Paper Examination	Rs 500- per theory/practical course.	\$10
C	Additional Fee for Project evaluation /Thesis		
	All Certificate/ Diploma / UG Programs	Rs 500	\$10

Scholarship

The eligible students can avail scholarship opportunities extended to the students as follows:

Types of Scholarship	Marks scored in qualifying Examination		Scholarship offered	Documents Required	
	Percentage /Equivalent CGPA				
Merit base	60-75%		10%	For UG (12 th mark sheets) and for PG (Final year mark sheet of Bachelor Degree)	
	75% Onwards		20%		
VGU Alumni & Student			20%	Student Enrolment (VGU Degree /Marksheet)	
VGU Employee			20%	Employee Code (Employee_id Caxrd)	
Co-curricular Excellence (Sports/Theatre/Dance/Performing Arts/NCC/NSS)					
Level	District Federation Association	State Federation/ Association	Cluster/ Zonal CBSE	National Federation/Association	Achievement Certificate
Medallist Scholarship	10%	15%	15%	20%	

2.1.4 Financial Assistance Policy

The fees will be paid by the students through the online mode provided on the website. The University has partnered with a third party NBFC to provide financial assistance to those in need.

2.2 Curriculum Transactions

2.2.1 Program Delivery

The curriculum is delivered through the Self Learning Materials (SLMs) in the form of e-Contents supported by various learning resources including audio-video aids through Learning Management System (as per four quadrant approach) along with the online contact hours with discussion forums and synchronous live interactive sessions conducted through LMS as per the prevailing UGC norms for course delivery.

2.2.2 Learning Management System to support online mode of Course delivery

The Learning Management System (LMS) is designed to facilitate the students to have a Global learning experience. LMS has user friendly approach through which the learning is made simple, interesting and truly meeting the global standards of learning. The audio-visual mode of teaching, the self-learning materials, discussion forums and evaluation patterns are unique and meeting the requirements of the industry and in sync with the UGC Guidelines of four quadrant approach.

The students can experience uninterrupted learning 24x7 through web and mobile at the pace chosen by them. The user interface will be simple and easy to navigate through the e-learning modules; the LMS will provide seamless accessibility with all the learning tools designed as per standard norms for a perfect learning experience.

2.2.3 Course Design

The Course content is designed as per the 4-quadrant approach as detailed below to facilitate seamless delivery and learning experience

Quadrant-I i.e., e-Tutorial, that contains – Faculty led Video and Audio Contents, Simulations, video demonstrations, Virtual Labs

Quadrant-II i.e., e-Content that contains – Portable Document Format or e-Books or Illustration, video demonstrations, documents as required.

Quadrant-III i.e., Discussion forums to raise and clarify doubts on real time basis by the Course Coordinator and his team.

Quadrant-IV i.e. Self-Assessment, that contains MCQs, Problems, Quizzes, Assignments with solutions and Discussion forum topics.

2.2.4 Format for Academic Calendar

Sr. No.	Event	Session	Month (Tentative)
1	Commencement of semester	January	January
		July	July

2	Enrol learner to Learning Management system	January	Within 48 working hours of fee deposit and confirmation
		July	
3.	Webinars / Interactive Live Lectures and Discussion Forum for query resolution	January	February to May
		July	August to November
4.	Assignment Submission	January	By March-April (i.e. in the mid of the session and towards the end of the session)
		July	By September-October (i.e. in the mid of the session and towards the end of the session)
4.	Performa For Project Proposal	January	by last week of January
		July	by last week of July
4	Submission of Synopsis (Applicable during Pre final semester)	January	By March
		July	By September
5.	Project Report Submission (Applicable during Final semester)	January	Last week of April
		July	Last week of November
6.	Slot booking for Online Examination	January	April
		July	November
7.	Practical Examinations (Wherever Applicable)	January	May
		July	November
8.	Admit Card Generation	January	By May
		July	By November
8	Term End Examination	January	June onwards
		July	December onwards
9	Result Declaration of End Term Examination	January	By August
		July	By February

3. Instructional Design

3.1 Curriculum Design

The curriculum is designed by Experts in the field of management and has taken into account topics that are contemporary and create environmental awareness. It is approved by the Board of Studies of Faculty of Management, the Centre for Internal Quality Assurance (CIQA), and the University Academic Council.

The curriculum comprises of four types of courses:

- 1. Core Course-** It is a compulsory component for award of degree. It provides the foundational knowledge and skills needed to be successful in a specific subject or field.
- 2. Elective Course** – It allows students to choose courses that are specifically tailored to their interests and goals.
- 3. Skill Enhancement Course** – Courses focused to make students competent and improve their professional skills.
- 4. Graduation Project** – A compulsory component for each learner undertaking the course to acquaint the students with contemporary business dynamics. The format for project work is provided in **Annexure IX**

3.2 Program structure and detailed syllabus

3.2.1 Program Structure

Semester 1			
Course Code	Course Category	Title	Credits
BBC 101	Core Course	Fundamentals of Management	4
BBC 102	Core Course	Business Accounting	4
BBC 103	Core Course	Business Law	4
BBC 104	Core Course	Entrepreneurship Development	4
BBC 105	Skill Enhancement Course	Business Communication	4
BBC 106	Core Course	Environmental Science	4
BBC 107		Elective 1	2
		TOTAL	26
Semester 2			
BBC 201	Core Course	Managerial Economics	4
BBC 202	Core Course	Statistics for Business Decision	4
BBC 203	Core Course	Organizational Behavior	4
BBC 204	Core Course	Human Resource Management	4
BBC 205	Core Course	Principles of Marketing	4
BBC 206	Core Course	Business Analytics	4
BBC 207		Elective 2	2
		TOTAL	26
Semester 3			
BBC 301	Core Course	Macroeconomics for Managers	4
BBC 302	Core Course	Business Environment	4
BBC 303	Core Course	System Analysis and Design	4
BBC 304	Core Course	Business Ethics and Corporate Social Responsibility	4

BBC 305	Core Course	Business Policy and Strategic Management	4
BBC 306		Elective 3	2
BBC 307		Elective 4	2
		TOTAL	24
			Semester 4
BBC 401	Core Course	Business Research Methods	4
BBC 402	Core Course	Operations Research	4
BBC 403	Core Course	E-Commerce	4
BCH 404	Core Course	Cyber Crimes and Law	4
BBC 405	Core Course	International Business	4
BBC 406		Elective 5	2
BBC 407		Elective 6	2
		TOTAL	24
Semester 5			
BBC 501	Core Course	Quantitative Techniques	4
BBC 502	Core Course	Production and Operation Management	4
BBC 503	Core Course	Enterprise Resource Planning	4
BBC 504	Core Course	Total Quality Management	4
BBC 505	Core Course	Project Management	4
BBC 506		Elective 7	2
BBC 507		Elective 8	2
		TOTAL	24
Semester 6			
BBC 601		Graduation Project	20
BBC 602		Elective 9	2
BBC 603		Elective 10	2
		Total	24
		Grand Total	148

Semester	Course Code	Title	Credits
Semester 1	BBC 107	Elective 1- Psychology	2
Semester 2	BBC 207	Elective 2- Banking and Insurance	2
Semester 3	BBC 306	Elective 3- Management Accounting	2
	BBC 307	Elective 4- Product and Brand Management	2
Semester 4	BBC 406	Elective 5-Financial Management	2
	BBC 407	Elective 6- Marketing of Services	2
Semester 5	BBC 506	Elective 7- Cost Accounting	2
	BBC 507	Elective 8- Idea Generation Lab	2
Semester 6	BBC 602	Elective 9- Micro Finance and Rural Credit	2
	BBC 603	Elective 10 – Customer Relationship Management	2

*****Apart from the BBA electives mapped above, students can also opt for electives from the following disciplines if they wish to specialise in a specific field:***

1. Digital Marketing
2. Retail Management
3. Fintech
4. Aviation Management
5. Travel and Tourism

Attached below is the list of 10 electives for each specialisation:

Specialization 1– Digital Marketing			
Semester	Course Code	Title	Credits
Semester 1	BBC DM_01	Elective 1- Introduction to Web Design	2
Semester 2	BBC DM_02	Elective 2- Introduction to Digital Marketing	2
Semester 3	BBC DM_03	Elective 3- Advertising	2
	BBC DM_04	Elective 4- Affiliate Marketing	2

Semester 4	BBC DM_05	Elective 5- Search Engine Marketing	2
	BBC DM_06	Elective 6- Social Media Marketing	2
Semester 5	BBC DM_07	Elective 7- Search Engine Optimization	2
	BBC DM_08	Elective 8- Web Analytics	2
Semester 6	BBC DM_09	Elective 9- Content Strategy	2
	BBC DM_10	Elective 10- Lead Generation and Email Marketing	2

Specialization 2- Retail Management

Semester	Course Code	Title	Credits
Semester 1	BBC RM_01	Elective 1- Retail Management	2
Semester 2	BBC RM_02	Elective 2- Advertising and Sales	2
Semester 3	BBC RM_03	Elective 3- Store Operations and Inventory	2
	BBC RM_04	Elective 4- Logistics Management	2
Semester 4	BBC RM_05	Elective 5- Supply Chain Management	2
	BBC RM_06	Elective 6- Warehouse Management	2
Semester 5	BBC RM_07	Elective 7- E- Retailing	2
	BBC RM_08	Elective 8- Merchandising Management	2
Semester 6	BBC RM_09	Elective 09- Consumer Behavior	2
	BBC RM_10	Elective 10- Customer Relationship Management	2

Specialization 3- Fintech

Semester	Course Code	Title	Credits
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Semester 1	BBC FT_01	Elective 1- Fundamentals of Financial Technology	2
Semester 2	BBC FT_02	Elective 2- Research and Consumer Insights in Banking	2
Semester 3	BBC FT_03	Elective 3- Banking Enterprise Architecture and Service Oriented Architecture	2
	BBC FT_04	Elective 4- Segmentation and CVP Design for Banks	2
Semester 4	BBC FT_05	Elective 5- Banking Service Design and Service Blueprinting	2
	BBC FT_06	Elective 6- Digital Banking Infrastructure and Experience	2
Semester 5	BBC FT_07	Elective 7- Digital Strategy and Ecosystem	2
	BBC FT_08	Elective 8- Digital Payments and Insurance	2
Semester 6	BBC FT_09	Elective 9- Digital Banking Trends, Future of Banking & Omni Channel Experience	2
	BBC FT_10	Elective 10- Financial Market Institutions	2

Specialisation 4– Aviation Management			
Semester	Course Code	Title	Credits
Semester 1	BBC AM_01	Elective 1- Introduction to Aviation Industry	2
Semester 2	BBC AM_02	Elective 2- Principles of Airline and Airport Management	2
Semester 3	BBC AM_03	Elective 3- Aviation Law	2
	BBC AM_04	Elective 4- Aviation Security Awareness	2

Semester 4	BBC AM_05	Elective 5- Cargo Handling	2
	BBC AM_06	Elective 6- Aviation Finance and Insurance	2
Semester 5	BBC AM_07	Elective 7- Airport Strategic Planning	2
	BBC AM_08	Elective 8- Airport Service Management	2
Semester 6	BBC AM_09	Elective 9- Crew Resource Management	2
	BBC AM_10	Elective 10- Aviation Marketing and Business	2

Specialisation 5 –Travel and Tourism			
Semester	Course Code	Title	Credits
Semester 1	BBC TT_01	Introduction to Travel and Tourism	2
Semester 2	BBC TT_02	Indian Tourism Product	2
Semester 3	BBC TT_03	Principles and Practices of Tourism	2
	BBC TT_04	Introduction to Hospitality Management	2
Semester 4	BBC TT_05	Front Office Management	2
	BBC TT_06	Airline and Tourism Marketing	2
Semester 5	BBC TT_07	Air Transportation and Disaster Management	2
	BBC TT_08	Cargo & Logistics Management	2
Semester 6	BBC TT_09	Global Tourism	2
	BBC TT_10	Air Ticketing & Foreign Exchange Management	2

To enhance the employability of students certain student-centric opportunities in the form of value added online courses by industry partners would be provided. The cost for such value added courses would be paid by the students to such industry partners of the University.

3.2.2 Detailed Syllabus of BBA

Detailed syllabus of BBA program along with specific specialisations are attached in **Annexure I**

3.3 Duration of the Program

Program	Level	Duration	Maximum duration for completion	Credits
BBA	Bachelor's Degree	3 years	6 Years	148 Credits

3.4 Instructional delivery mechanisms

VGU has a fully dedicated team of faculty members and staff who are well versed in delivering online lectures under the CDOE – VGU.

Academic calendar will be provided to students at the beginning of each session through LMS. Self-learning material, audio and video content will be shared with the students through LMS through following delivery channels:

3.4.1 Four Quadrants and Academic Delivery

No. of Credits	Duration	Live Sessions	Quadrant – I e-Tutorial		Quadrant – II e-Content	Quadrant – III Discussion Forum	Quadrant – IV Assessment
			(Recorded Lecture)	Open Source Videos	e-Content(E-book/PDF & PPT)	Live Session (2 hrs/week)	CIA
2	6 weeks	6 (1/week)	6 hrs	4 hrs	<ul style="list-style-type: none"> •2 files – 1 PPT and 1 E-book/PDF •Total 12 files •Reading time should be mentioned for each file 	Forum Topics – For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions
Total Hours= 60		6 hrs	10 Hrs		10 Hrs	12 hrs	22 Hrs
4	12 weeks	12 (1 session/week)	12	8	<ul style="list-style-type: none"> •2 files – 1 PPT and 1 E-book/PDF •Total 28 files Reading time should be mentioned for each file 	-same-	-same-
Total Hours = 120		12 Hrs	20 Hrs		20 Hours	24 hrs	44 Hrs

3.5 Identification of media-print, audio, or video, online, computer aided

LMS is a comprehensive digital platform that provides all recorded faculty video lectures, provision for real-time discussion forums and live session, e-content in the form of study material, open source materials and graded assessments.

For each module of a course, there shall be one live session conducted by the concerned faculty on a particular topic. CDOE-VGU has designed study material that is lucid and easy to understand with proper summary, self-assessment questions and case studies.

These course materials can be accessed through:

- Login credentials as mentioned on the welcome mail sent by the university
- Students can also login through My Account Tab as mentioned on the University website <https://onlinevgu.com/>.
- Student can also download Online VGU app from Google Play Store and Apple Store.

Online Courseware

The students would get access to the following course material through LMS:

- e-Books (SLM) for each module of a course
- Study Guide (PPT) for each module of a course
- Tutorials Videos for each module of a course
- Live Interactive Online Sessions for each module of a course
- Frequently Asked Questions (FAQ) and Misconceptions for each module of a course
- Web Resources for Research Purpose for each module of a course
- Practice Assignments for each module of a course
- Online Discussion Forums for each course
- Enriching Content: Gamified Test for each module of a course; Case Studies for each module of a course
- The LMS have semester / year wise buckets for subjects and specializations of the respective programs as enrolled.

The Dashboard will ascertain the progress of their learning, comparison with their peers in terms of learning, regular notifications regarding upcoming Webinars/virtual classes, Assignments, Discussion Forum participations and Examinations. It also provides an opportunity for raising queries which may be answered and conveyed by the course coordinators mentors and faculty.

3.6 Student Support Services

Student would have the access to connect with the SRM for support services offered by CDOE-VGU in case of any queries related to administration and general technical queries. A ticketing system integrated on the LMS would help the learner to connect with the CDOE-VGU technical team for

support services which shall be duly resolved by the appropriate authority. A notification will also be sent to the Deputy Registrar, to ensure queries are resolved within 24 hours or sooner.

For academic course based queries, the student will raise query which will be directly notified to the Course Coordinator, Program Coordinator and Deputy Director through an open discussion form. The query should be resolved within 48 hours of the query raised; otherwise the matter should be managed and resolved by the Program Coordinator. The same should be ensured by the Deputy Director.

Apart from being a well-recognized university that delivers academic excellence by integrating industrial expertise, CDOE-VGU also ensures holistic development of the students. To cater to multifarious needs of the students that shape them to become future leaders, the department aids in widening the scope of opportunities. The clubs and activities and activities are as follows:

ACIC-VGU Foundation

To foster innovation and entrepreneurship multiple facilities supported by various Government and private agencies, including infrastructure for pre-incubation, incubation centers, and R&D facilities on campus have been initiated. These centers provide the resources they need to turn their ideas into successful startups.

VGU TBI Foundation and VGU RTBI are also incubation centers at VGU. They provide support for the faculty and students of the University to develop their innovative ideas into products and services. These centers offer infrastructure, mentorship, and guidance for developing their innovative ideas.

Currently, VGU is home to more than 80+ startups, which are working on a wide range of projects across various industries. These startups are founded and run by VGU students, alumni and faculty members, who are taking advantage of the university's resources and support to turn their ideas into successful businesses.

SIDBI Swavalamban chair: - The SIDBI Swavalamban chair at VGU provides a wide range of support for students and start-ups, with the goal of fostering entrepreneurship and innovation on campus. The chair is funded by the Small Industries Development Bank of India (SIDBI) and is dedicated to promoting the development of small and medium-sized enterprises (SMEs) in India.

Aspire: A Scheme for Promotion of Innovation, Rural Industries, and Entrepreneurship (ASPIRE) is a scheme of MSME that aids to set up a network of technology centres and to set up incubation centres across India. VGU hosts this facility to accelerate entrepreneurship and also to promote startups for innovation in agro-industry.

Placement

VGU has a reputation to provide educational excellence and future-ready programs. The university has achieved a placement rate of 94% at renowned national and international companies. VGU attracts over 500 recruiters from different domains that help every VGUite to find a suitable organization.

Internship

The curriculum of the university mandates a six months internship for all the students to understand real-world issues. Students get valuable industry insights by working hands-on in these organizations. There are more than 100 collaborations at various industries, companies, NGOs, etc. for placement

Entertainment and Add-on Services

A plethora of additional services are extended by CDOE-VGU. Free access to channels like e-sports, e-news, e-clubs, e-movie theatre and digital purchase opportunities are provided to the students.

VGU-ICON

VGU-ICON Alumni Society is an opportunity to connect and network with all VGUite ever since the University was established.

Pathway Twinning and Foreign Degree Options

A twinning program is an arrangement between domestic and international universities to provide degrees accredited by both universities. VGU has tied up with various international universities to offer degrees through integrated learning management system.

4. Assessment and Evaluation

4.1 Overview

Learning of the students would be evaluated through internal assignments, quizzes, learner response sheets, and end-term examinations. CDOE-VGU adopts rigorous process in development of question papers, question / quiz banks, assignments and their moderation, conduct of examinations, analysis of answer scripts by qualified academics, and declaration of result. The Centre shall frame the question papers so as to ensure that complete syllabus is covered. The evaluation shall include two types of assessments-

Examination Name	Marks Division
Continuous internal assessment	30%

Summative assessment in the form of end-term examination. End-term examination will be held with proctored examination tool technology (follow Annexure VI for guidelines and pre-requisites for Proctored Examination)	70%
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The examinations shall be conducted to assess the knowledge acquired during the study.

For theory courses, the internal evaluation shall be conducted as Continuous Internal Assessment (CIA) by assignments preparation and quizzes. The internal assessment shall comprise of maximum of 30 marks for each course. Plagiarism for CIA will be accepted upto a maximum of 15% only for subjective content. The end semester examination shall be of two hours duration for each course at the end of each semester.

To ensure flexibility and convenience for the students, they may opt to book an Online Examination Slot for each course on each day of exam dates as declared by the COE of the University. The slot timings will be as follows:

1. 10 am to 12 Noon
2. 12.30 pm to 2.30 pm
3. 3 pm to 5 pm

Guidelines issued by the Regulatory Bodies from time-to-time about conduct of examinations shall be considered and new guidelines if any will be implemented.

4.2 Question Paper Pattern

Online Exam Time: 2 Hours

Max. Marks: 70

1. Part A comprising of 49 Multiple-Choice Questions (1 Mark Each) – 49 Marks
2. Part B comprising of 3 Essay Type Question Answers (7 Marks Each) – 21 Marks

4.3 Distribution of Marks in Continuous Internal Assessments

The following procedure shall be followed for internal marks for theory courses. Weightage for Continuous Internal Assessment is provided below:

Particular	A1 (Objective Type)	A2 (Subjective Type)	A3 (Discussion Forum)
Weightage %	10%	15%	5%

Note: Refer to **Annexure VII** and **VIII** for reference to the question paper pattern and further guidelines

Students may re-appear for CIA up to next two semesters and has to follow the same procedure. For the last semester the academic rules shall apply.

4.4 Statistical Method for the Award of Relative Grades

As per UGC's recommendations for the 'Evaluation Reforms in the Higher Education System', CDOE-VGU will be adhering to Relative Grading System. In this system, grades are awarded to students according to their performance relative to their peers in the same class (class is defined as a unique combination of course-slot-faculty). The statistical method shall invariably be used with marginal adjustment for natural cut off. The mean and the standard deviation (σ) shall be calculated as follows:

$$\text{Mean} = \frac{\sum \text{Total Marks obtained by students in a class}}{n}$$

Where n = total number of students in a class

$$\text{Standard Deviation} = \sqrt{\frac{\sum (X - \text{Mean})^2}{n}}$$

Where X = individual marks

The mean and the standard deviation (σ) marks obtained of all the students in a course shall be calculated and the grades shall be awarded to a student depending upon the marks and the mean and the standard deviation as per table given below:

Lower Range of Marks	Grade Awarded, if marks falls in range		Upper Range of Marks
	UG	PG	
$\geq \text{Mean} + 1.5 \sigma$	AA	AA	---
$\geq \text{Mean} + 1.0 \sigma$	A	A	$< \text{Mean} + 1.5 \sigma$
$\geq \text{Mean} + 0.5 \sigma$	BB	BB	$< \text{Mean} + 1.0 \sigma$
$\geq \text{Mean}$	B	B	$< \text{Mean} + 0.5 \sigma$
$\geq \text{Mean} - 0.5 \sigma$	CC	CC	$< \text{Mean}$
$\geq \text{Mean} - 1.0 \sigma$	C	NC	$< \text{Mean} - 0.5 \sigma$
-	NC	-	$< \text{Mean} - 1.0 \sigma$
-	Ab (Absent)	Ab (Absent)	-
-	W(Withdrawal)	W(Withdrawal)	-
-	GA(Grade Awaited)	GA(Grade Awaited)	-
-	S(Satisfactory)	S(Satisfactory)	-
-	X(Not Satisfactory)	X(Not Satisfactory)	-

4.4.1 Cumulative Grade Point Average (CGPA) and Semester Grade Point Average

The letter Grades awarded to a student in all the courses (except audit courses) shall be converted into a semester and cumulative performance index called the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA). The SGPA is an indicator of the overall academic performance of a student in all the courses he/she has registered during a given semester. Similarly, the CGPA indicates the overall academic performance of a student in all the courses registered up to and including the latest completed semester/summer term.

4.4.2 Cumulative Grade Point Average (CGPA)

CGPA will be used to describe the overall performance of a student in all courses in which letter grades are awarded since his entry into the University upto and including the latest semester as per the procedure provided in VGU Academic Regulations (v 2.2). It is the weighted average of the grade points of all the letter grades received by the student from his entry into the University. Since multiple performance in a course in which the student has already received a grade is possible, whenever through such a process a new grade is obtained, it will replace the earlier one in the calculation of CGPA. On the other hand, if through this process merely a report emerges, this event by itself will not alter the CGPA.

A student's grades, reports, CGPA, etc. at the end of every semester/term will be recorded on a grade card, a copy of which will be issued to him. The grade card will be withheld if a student has not paid his dues or when there is a pending case of breach of discipline or a case of unfair means against him.

The faculty member is also responsible for maintaining the complete records of each student's attendance, performance in different components of evaluation. If a scrutiny or statistical analysis becomes necessary, the above records and any other pertinent information should be made available by the faculty member of the course.

4.4.3 Conversion Factor

Percentage (%) Marks = (CGPA - 0.75) x 10

4.5 Grade card

All grades and reports and other pertinent information for a semester are given in a grade card which is a complete record of the outcome of what was intended in the original registration. The various grades and reports would be appropriately used to tally the grade card with the original registration. The grade card also contains the Cumulative Grade Point Average (CGPA).

Chronologically organized information from the grade cards of a student with the necessary explanation constitutes is transcript which is issued at the time the student leaves the University or at an intermediate point on request.

4.5.1 Grade cards and Certification – Student Communication

- The student can get soft copy of grade cards through the University website, the hard copy grade card would be provided only after successfully completion of full program along with degree certificate.
- Once the student completes all the mandated assignments, examinations and projects (if applicable) the final mark sheet/grade card and certificate would be dispatched by the University to the student registered address.
- All pending payments/dues need to be cleared by the student, before the final certification.
- If required, the University may request the mandatory documents from student as submitted during admission time, the students may have to re-submit the same if required during final degree certification.
- Students need to apply for degree by filling the degree application form and submit all the required documents and the applicable degree processing application fees of Rs. 3000/- to the University.
- Students who wish to be member of alumni society need to pay Rs 3000/- as membership fee.

4.5.2 Online Results, grade card and Degree Logistics–Internal Process

- After verification of all data by the Deputy Controller of Examination, the online results would be published on the CDOE-VGU website.
- Students need to download and save the copy of online semester / year wise results.

CDOE-VGU would provide hard copy grade cards and degree certificate at the end of the program to students who have successfully completed the program. Students who successfully completed the program will receive hard copy mark sheet/grade cards and a degree certificate from the University at the end of the program.

5. Requirement of the Laboratory Support and Library Resources

5.1 Laboratory Support

To progress research and analytical skills among students, statistical tools like R Programming and lab facilities with additional payment for packages like SPSS will also be provided to the students.

5.2 Library Resources

The Central Library has reference, circulation, audio-visual, periodical, book-bank, digital library, and reprographic sections. The library has more than 35000 books, e-journals, online-database such as Scopus and Web of Science and institutional repositories having rare book

collection. All e-resources can be accessed through LAN on the campus and remotely through login Id and password. Besides, University library has membership of various consortia such as E-Shod Sindhu, Shodhganga, INFLIBNET, DELNET, ManuPatra etc. . The details of accessing these platforms is provided in Annexure X.

6. Cost Estimate of the Program and the Provisions

The Estimate of Cost & Budget could be as follows (all figures on Annual basis) :

Sl. No.	Expenditure Heads	Approx. Amount
1	Program Development (Single Time Investment)	45,00,000 INR
2	Program Delivery (Per Year)	9,00,000 INR
3	Program Maintenance (Per Year)	30,00,000 INR

7. Quality assurance mechanism

Quality of a program depends on the course curriculum, syllabus and academic delivery which is designed to meet the gap between industry and academia. To achieve this Centre for Internal Quality Assurance (CIQA) and the Academic Council shall duly fulfil their duties.

The **Academic Council** is responsible to ratify the curriculum and changes as recommended by CIQA in order to maintain the quality and standard of online education at CDOE-VGU .

The **Centre for Internal Quality Assurance (CIQA)** shall be responsible to

- (i) to conduct periodic assessment of the online learning course material and audio-video tutorials and will assure that the quality of learning is maintained
- (ii) to ensure stakeholder's feedback is taken from time to time and recommended changes are executed as per the requirement of the course delivery and industry requirement
- (iii) to assess the quality of assignments, quizzes and end- term assessment and advice improvements to maintain the standard of the learning program
- (iv) to assure that the learning is truly a global experience for the student along with the possibility to inculcate skills as expected from the program outcomes and map with vision and mission of VGU

The **CoE** of the University shall oversee the examinations and the evaluation system.

The CDOE-VGU will work continuously for the betterment of processes, assessments, teaching methodology, e-learning material improvisation as per four quadrant approach and implementation of

the same as per New Education Policy. The University is committed to deliver the best education in all the learning modes with adherence to NEP, UGC and other regulatory guidelines in true global sense.



Annexure-I Detailed syllabus of BBA Program

The program outcomes for BBA Program are as follows:

PO1: Education: The program is designed in a way to impart foundational and functional knowledge pertaining to business.

PO2: Development of cognitive skills derived from a robust curriculum grounded in theory and practice.

PO3: Communication and Technical Skills: Learners will acquire communication skills suited varied platforms including digital platforms. These skills can be applied across business, work and interpersonal situations.

PO4: Entrepreneurship and Innovation: Learners will develop entrepreneurial orientation by learning the process that facilitates setting up enterprises. A spirit of enquiry and innovation will be fostered by varying pedagogies.

PO5: Ethics: Ethics are key parameters for defining one's personality, values and beliefs.

PO6: Environment and sustainability: Learners can understand the impact of the professional solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

PO7: Individual and team work: Learners can function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

Detailed syllabus of BBA Program

Semester 1

Course code: BBC 101 Fundamentals of Management

Course Outcomes:

CO1 The learners will be able to define the concept of Management & compare the concepts of Managements by different Experts.

CO2 Demonstrate planning decisions in an organization with the various methods of planning

CO3 Identify the organizations process, department, organization structure and span of control

CO4 Recognize the skills required to manage and control functions effectively

Module 1

Concept of Management: Introduction to Management & Organizations, Functions and Responsibilities of Managers, Fayol's Principles of management.

Module 2

Management thought; the Classical School, The Human Relations School, Systems theory, Contingency Management Developing Excellent Managers.

Module 3

Fayol's Principles of management, Management thought; the Classical School, The Human Relations School.

Module 4

Systems theory, Contingency Management Developing Excellent Managers.

Module 5

Planning: Nature and purpose of planning process, principles of Planning, Types of planning.

Module 6

Advantages and Limitation of planning, Concept and Nature of Objectives: Types of Objectives, Importance of Objectives, Setting objectives.

Module 7

Management by Objective (MBO) benefits and weaknesses of MBO

Module 8

Strategies and Policies: Concept of Corporate Strategy, formulation of strategy, Types of strategies, Types of policies.

Module 9

Principles of formulation of policies, Decision Making Process, Individual Decision-Making Models.

Module 10

Organizing: Nature and Purpose of Organizing, Bases of Departmentation, Span Relationship, Line Staff Conflict, Bases of Delegation, Kind of Delegation and Decentralization, methods of Decentralization.

Module 11

Controlling: Concept and Process of Control, Control Techniques. Human Aspects of Control, Control as a feedback system.

Module 12

Feed forward Control, Preventive Control, Profit and loss Control, Control through Return on investment, the use of Computer of Controlling & Decision making, the challenges created by IT a Control tool.

Module 13

New era of Management: Managing in a borderless world, international business environment, economic, legal-political, socio-cultural environments.

Module 14

Trade-alliances, MNCs, Valuing diversity, its dimensions and attitudes, minority-challenges, glass-ceilings, gender issues in management.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 101 Fundamentals of Management of (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PP T	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours
Module 1							
Introduction to Management & Organizations, Functions and Responsibilities of Managers,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Fayol's Principles of management.		1 recorded video	1 open source video	1 PP T	1 E-book/PDF		
Module 2							
Management thought; the Classical School, The Human Relations School	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
							2 overall Assignments

Systems theory, Contingency Management Developing Excellent Managers.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 3							
Planning: Nature and purpose of planning process, principles of Planning, Types of planning.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module 4							
Advantages and Limitation of planning, Concept and Nature of Objectives.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Types of Objectives, Importance of Objectives, Setting objectives.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 5							
Management by Objective (MBO) benefits and weaknesses of MBO	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module 6							
Strategies and Policies: Concept of Corporate Strategy, formulation of strategy,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Types of strategies, Types of policies.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 7							

Principles of formulation of policies, Decision Making Process, Individual Decision-Making Models.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module 8							
Organizing: Nature and Purpose of Organizing, Bases of Departmentation , Span Relationship, .	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Line Staff Conflict, Bases of Delegation, Kind of Delegation		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Decentralization , methods of Decentralization		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 9							
Controlling: Concept and Process of Control, Control Techniques.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Human Aspects of Control, Control as a feedback system.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 10							
Feed forward Control, Preventive Control, Profit and loss Control, Control through Return on investment,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

the use of Computer of Controlling & Decision making, the challenges created by IT a Control tool.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 11							
New era of Management: Managing in a borderless world,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
international business environment, economic, legal-political, socio-cultural environments.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 12							
Trade-alliances, MNCs, Valuing diversity, its dimensions and attitudes,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
minority-challenges, glass-ceilings, gender issues in management.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 13 and 14							
Project/Assignment	1 Live Session					2 Hours Discussion Forum	
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. Harold Koontz, O'Donnell and Heinz Wehrich, "Essentials of Management" New Delhi, Tata McGraw Hill.
2. R.D. Agrawal, "Organization and Management" New Delhi, Tata McGraw Hill.
3. Stephen Robbins "Management", New Delhi, Pearson, Latest edition
4. L M Prasad, Principles of management, Sultan Chand & Sons, Latest edition

5. V.S.P Rao/Bajaj, Management process and organization, Excel Books, Latest edition

Course code: BBC 102 Business Accounting

Course Outcomes:

CO1 Acquaint with the basic concept of Accounting, Book keeping and preparation of ledger.

CO2 Identify events that need to be recorded in the books of accounting.

CO3 Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP

CO4 Equip with the knowledge of accounting process and preparation of final accounts

CO5 Analyse the impact of financial ratios on long term and short-term obligations.

Module 1

Introduction to Financial Accounting. Accounting as an Information System. Importance, Scope, and Limitations.

Module 2

Users of Accounting Information. Generally Accepted Accounting Principles

Module 3

The Accounting Equation. Recording Transactions in Journal.

Module 4

Recording Transactions in Cash Book. An overview of Subsidiary books.

Module 5

Preparation of Ledger Accounts, Depreciation Accounting, and Revenue Recognition.

Module 6

Methods of charging Depreciation – Straight-line Method, and Written-down-value Method. Bank Reconciliation Statement.

Module 7

Preparation of Trial Balance. Adjustment Entries.

Module 8

Post-adjusted Trial Balance. Preparation of Financial Statements

Module 9

Preparing Trading Account, Profit & Loss Account and Balance Sheet.

Module 10

Analyzing Financial Statements: Objectives of Financial Statement Analysis; Sources of Information;

Module 11

Standards of Comparison; Techniques of Financial Statement Analysis - Horizontal Analysis, Vertical Analysis, and Ratio Analysis.

Module 12

Meaning and Usefulness of Financial Ratios;

Module 13

Analysis of Financial Ratios from Profitability Ratios, Solvency Ratios.

Module 14

Liquidity Ratios, and Turnover Ratios; Limitations of Ratio Analysis.

Content Matrix

Semester	Live	Quadrant - I e-	Quadrant - II	Quadrant	Quadrant - IV
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	Sessions	Tutorial		e-Content		- III Discussion Forum	Assessment
BBC 102 Business Accounting (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PPT	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours
Module I							
Session 1 - Introduction to Financial Accounting. Accounting as an Information System.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Importance, Scope, and Limitations.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Users of Accounting Information. Generally Accepted Accounting Principles	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module III							
Session 1 - The Accounting Equation. Recording Transactions	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

2 overall Assignments

in Journal.								
Module IV								
Session 1 - Recording Transactions in Cash Book. An overview of Subsidiary books.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Module V								
Session 1 - Preparation of Ledger Accounts, Depreciation Accounting, and Revenue Recognition.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Module VI								
Session 1 - Methods of charging Depreciation – Straight-line Method, and Written-down-value Method	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Bank Reconciliation Statement.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module VII								
Session 1 - Preparation of Trial Balance. Adjustment Entries.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Module VIII								
Session 1 - Post-adjusted	1 Live Session	1 recorded video	1 open source	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (

Trial Balance. Preparation of Financial Statements			video				Practice Questions)
Module IX							
Session 1 - Preparing Trading Account, Profit & Loss Account and Balance Sheet.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module X							
Session 1 - Analyzing Financial Statements: Objectives of Financial Statement Analysis;	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Sources of Information		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XI							
Session 1 - Standards of Comparison;	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Techniques of Financial Statement Analysis - Horizontal Analysis, Vertical Analysis, and Ratio Analysis.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XII							

Session 1 - Meaning and Usefulness of Financial Ratios;	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XIII							
Session 1 - Analysis of Financial Ratios from Profitability Ratios, Solvency Ratios.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XIV							
Session 1 - Liquidity Ratios, and Turnover Ratios; Limitations of Ratio Analysis.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. S.N. Maheshwari, Suneel K. Maheshwari, and Sharad K. Maheshwari: An Introduction to Accountancy, Vikas Publishing House Pt. Ltd., Latest edition
2. R. Narayanaswamy, Financial Accounting: A Managerial Perspective, PHI Learning Pvt. Ltd.
3. J.R. Monga, Financial Accounting: Concepts and Applications, Mayur Paperbacks.
4. T.P. Ghosh, Financial Accounting for Managers: Taxman Allied Services
5. Grewal and Gupta, Advanced Accounting, Sultan Chand, Latest edition
6. Khan, M Y, Jain, P K, Management Accounting, Tata McGraw Hill.

Course code: BBC 103 Business Law

Course Outcomes:

CO1 Discuss the basic aspects of contract and its attributes.

CO2 Solve the conflicts between parties with the discharge and remedies of breach in the contract.

CO3 Learners will have knowledge of special contracts

CO4 Identify critical issues of partnership business and recognize rights and duties of partners.

CO5 Develop critical thinking through the use of law cases.

Module 1

The Indian Contract Act, 1872: General Principles of Contract, Contract – meaning, characteristics and kinds.

Module 2

Essentials of a valid contract - Offer and acceptance, consideration, Contractual capacity, free consent, legality of objects, Void agreements.

Module 3

Discharge of a contract – modes of discharge, breach and remedies against breach of contract.

Module 4

Contingent contracts, Quasi– contracts, The Indian Contract Act, 1872: Specific Contracts- Contract of Indemnity and Guarantee.

Module 5

Contract of Bailment, Contract of Agency, The Sale of Goods Act, 1930: Contract of sale, meaning and difference between sale and agreement to sell.

Module 6

Conditions and warranties, Transfer of ownership in goods including sale by a non- owner.

Module 7

Performance of contract of sale, unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer

Module 8

Partnership Laws: The Partnership Act, 1932- Nature and Characteristics of Partnership, Registration of a Partnership Firms.

Module 9

Types of Partners, Rights and Duties of Partners, Implied Authority of a Partner, Incoming and outgoing Partners.

Module 10

Mode of Dissolution of Partnership, The Limited Liability Partnership Act, 2008- Salient Features of LLP.

Module 11

Differences between LLP and Partnership, LLP and Company, LLP Agreement, Partners and Designated Partners.

Module 12

Incorporation Document, Incorporation by Registration, Partners and their Relationship.

Module 13

The Negotiable Instruments Act 1881: Meaning, Characteristics, and Types of Negotiable Instruments.

Module 14

Promissory Note, bill of exchange, Cheque, Holder and Holder in Due Course, Privileges of Holder in Due Course. Negotiation: Types of Endorsements, Crossing of Cheque, Bouncing of Cheque.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment	
BBC 103 Business Law (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Video s = 8 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study	
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours	
Module I								
Session 1 - The Indian Contract Act, 1872: General Principles of Contract,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	2 overall Assignments
Session 2 - Contract – meaning, characteristics and kinds.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			

Module II							
Session 1 - Essentials of a valid contract - Offer and acceptance, consideration,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Contractual capacity, free consent, legality of objects, Void agreements.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Discharge of a contract – modes of discharge, breach and remedies against breach of contract.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module IV							
Session 1 - Contingent contracts, Quasi-contracts,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - The Indian Contract Act, 1872: Specific Contracts- Contract of Indemnity and Guarantee.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Contract of Bailment, Contract of Agency,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Session 2 - The Sale of Goods Act, 1930: Contract of sale, meaning and difference between sale and agreement to sell.		1 recorded video	1 open source video	1 PPT	1 E- book/PD F)
Module VI							
Session 1 - Conditions and warranties,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2- Transfer of ownership in goods including sale by a non- owner.		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module VII							
Session 1 - Performance of contract of sale, unpaid seller – meaning,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Rights of an unpaid seller against the goods and the buyer		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module VIII							
Session 1 - Partnership Laws: The Partnership Act, 1932- Nature and Characteristic s of Partnership,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Registration of a Partnership Firms.		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		

Module IX							
Section 1- Types of Partners, Rights and Duties of Partners,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Section 2 - Implied Authority of a Partner, Incoming and outgoing Partners.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module X							
Session 1 - Mode of Dissolution of Partnership,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2- The Limited Liability Partnership Act, 2008- Salient Features of LLP.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XI							
Session 1 - Differences between LLP and Partnership, LLP and Company.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - LLP Agreement, Partners and Designated Partners.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XII							
Session 1- Incorporation Document, Incorporation by Registration, Partners and their	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Relationship.							
Module XIII							
Session 1 - The Negotiable Instruments Act 1881: Meaning, Characteristics, and Types of Negotiable Instruments.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XIV							
Session 1 - Promissory Note, bill of exchange, Cheque, Holder and Holder in Due Course, Privileges of Holder in Due Course. .	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Negotiation: Types of Endorsements , Crossing of Cheque, Bouncing of Cheque		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. M.C. Kuchhal, and Vivek Kuchhal, Business Law, Vikas Publishing House, New Delhi.
2. Ravinder Kumar, Legal Aspects of Business, Cengage Learning
3. SN Maheshwari and SK Maheshwari, Business Law, National Publishing House, New Delhi.
4. Aggarwal S K, Business Law, Galgotia Publishers Company, New Delhi.
5. AkhileshwarPathak, Legal Aspects of Business, McGraw Hill Education.

Course code: BBC 104 Entrepreneurship Development

Course Outcomes:

- CO1 Describe the entrepreneurship.
- CO2 Identify the government policies and incentives to the small enterprises
- CO3 To apprise the govt. policies for entrepreneurs.
- CO4 Create and present a business plan.
- CO5 Compare different sources of finance.

Module 1

Entrepreneurship Development - Concept & Scope, Charms of becoming an entrepreneur.

Module 2

Entrepreneurship: scope in local and global Market, Steps in setting up of a business. Traits of successful entrepreneur.

Module 3

Facility Planning- Selection of Product/ Service, core competence, product life cycle

Module 4

New product development process, mortality curve, creativity and innovation in product modification/development.

Module 5

Process selection: Technology life cycle, forms and cost of transformation.

Module 6

Factors affecting process selection. Factors affecting selection of location for an industry. Importance of material handling and its relevance with facility location.

Module 7

Calculate capacity of plant and its relation with economies of scale including flexibility in capacity.

Module 8

Support agencies for MSME- Categorisation of MSME, ancillary industries, Support agencies for entrepreneurship guidance, training, registration.

Module 9

Support agencies for technical consultation, technology transfer and quality control. Support agencies for marketing and finance.

Module 10

Managing critical resources- Managing finance: Sources of finance types, advantages and disadvantages, methods of cost control & importance, managing working capital.

Module 11

Materials Management: MRP, JIT. Time management: art of managing time. Information system: Developing suitable information systems

Module 12

Project planning, Managing enterprise & Risk Management- Preparation of business plan and techno economic feasibility study.

Module 13

Breakeven point, return on investment and return on sales. Identifying a USP, developing a marketing plan, Developing supply chain, planning for initial orders.

Module 14

Planning for calculated risk taking, initiation with low-cost projects. Integrated futuristic planning, angel investors, and role of incubation centres.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment	
		Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PP T	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study	
BBC 104 Entrepreneurship Development (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)							
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours	
Module I								
Session 1 - Entrepreneurship Development - Concept & Scope,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Question	2 overall Assignments

Session 2 - Charms of becoming an entrepreneur.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		s)
Module II							
Session 1 - Entrepreneurship: scope in local and global Market,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Steps in setting up of a business. Traits of successful entrepreneur.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Facility Planning- Selection of Product/ Service, core competence, product life cycle	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module IV							
Session 1 - New product development process, mortality curve,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - creativity and innovation in product modification/development.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 -Process selection: Technology life cycle	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Forms & cost of transformation.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							

Session 1 - Factors affecting process selection. Factors affecting selection of location for an industry.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Importance of material handling and its relevance with facility location.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VII							
Session 1 - Calculate capacity of plant and its relation with economies of scale including flexibility in capacity.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VIII							
Session 1 - Support agencies for MSME- Categorisation of MSME, ancillary industries,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Support agencies for entrepreneurship guidance, training, registration.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IX							
Session 1 - Support agencies for technical consultation, technology transfer and quality control.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Support agencies for marketing and finance.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module X							
Session 1 - Managing critical resources- Managing finance: Sources of finance types, advantages and disadvantages,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Session 2 - Methods of cost control & importance, managing working capital.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XI							
Session 1 - Materials Management: MRP, JIT. Time management: art of managing time.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Information system: Developing suitable information systems		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XII							
Session 1 - Project planning, Managing enterprise & Risk Management	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Preparation of business plan and techno economic feasibility study.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIII							
Session 1 - Breakeven point, return on investment and return on sales.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Identifying a USP, developing a marketing plan, Developing supply chain, planning for initial orders.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIV							
Session 1- Planning for calculated risk taking, initiation with low-cost projects.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Session 2 - Integrated futuristic planning, angel investors, and role of incubation centres.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		s)	
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours		

Readings:

1. Vasant Desai: The Dynamics of Entrepreneurship Development and Management, HPH
2. Srivastava, A Practical Guide to Industrial Entrepreneurs, Sultan Chand
3. Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition
4. K. Venkataramanappa, Entrepreneurial Development, SHB Publications
5. Entrepreneurship Development & Business Communication – S.K.Debnath, The Dee Publications

Course code: BBC 105 Business Communication

Course Outcomes:

CO1 Learners will be able to identify the elements of the business communication process.

CO2 Learners will learn about grammar and vocabulary.

CO3 Learners will be able to write effective business documents, including memos, email, letters, and reports.

CO4 Learners will be able to crack group discussion.

CO5 Develop the skills of making effective presentations and learn to present it.

Module 1

Fundamentals of Communication: Introduction, Definition, Process, Importance.

Module 2

Different Forms and Purpose of Communication, Barriers to Communication.

Module 3

Organizational and Interpersonal Communication.

Module 4

Grammar & Vocabulary: Tenses and the concept of time, Verb Types.

Module 5

Active and Passive Voice, Narration, Prepositions, Conditionals.

Module 6

Modal Auxiliaries, Conjunctions, One-word substitutions, Synonyms and Antonyms

Module 7

Professional and Technical Writing: Official Correspondence – Drafting E- mails.

Module 8

Drafting Memorandum, Notice, Agenda, Minutes, Circulars.

Module 9

Business Correspondence-Business letter writing- Sales letters.

Module 10

Enquiry letters and replies to enquiry (enquiry about a product, service or information)

Module 11

asking for a quotation, placing an order and replies to the same, Report Writing- General and Technical report, Definition, Types, structure.

Module 12

Technical proposals- Definitions, Types and Format

Module 13

Group Discussion: Introduction to Group Discussion, Types, Roles and Functions in Group Discussion, Difference between GD and Debate, Preparation Strategy, Tips for a good GD

Module 14

Presentation- Fundamentals of Presentation, Audience Analysis, Organizing Material, Visual Aids and Nuances of Delivery, Body language and Effective Presentation, Question- Answer Session

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial	Quadrant - II e-Content	Quadrant - III Discussion Forum	Quadrant - IV Assessment
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BBC 105 Business Communication (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours
Module I							
Session 1 - Fundamentals of Communication: Introduction, Definition,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Process, Importance,		1 recorded video	1 open source video	1 PP T	1 E-book/PDF		
Module II							
Session 1 - Different Forms and Purpose of Communication	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Barriers to Communication,		1 recorded video	1 open source video	1 PP T	1 E-book/PDF		
Module III							
Session 1 - Organizational and Interpersonal Communication	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

2 overall Assignments

Module IV							
Session 1 - Grammar & Vocabulary: Tenses and the concept of time	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Verb Types		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Active and Passive Voice,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Narration, Prepositions, Conditionals.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Modal Auxiliaries, Conjunctions,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2- One-word substitutions, Synonyms and Antonyms		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VII							
Session 1 - Professional and Technical Writing: Official Correspondence – Drafting E-mails.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VIII							
Session 1 - Drafting Memorandum, Notice, Agenda, Minutes, Circulars.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Module IX							
Section 1- Business Correspondenc e-Business letter writing- Sales letters.	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Module X							
Session 1 - Enquiry letters and replies to enquiry (enquiry about a product, service or information)	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Module XI							
Session 1 - asking for a quotation, placing an order and replies to the same,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Report Writing- General and Technical report, Definition, Types, structure.		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Module XII							
Session 1- Technical proposals- Definitions, Types and Format	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Module XIII							
Session 1- Group Discussion: Introduction to Group Discussion, Types, Roles and Functions in Group	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)

Discussion,							
Session 2 - Difference between GD and Debate, Preparation Strategy		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 -Tips for a good GD		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIV							
Session 1 - Presentation-Fundamentals of Presentation, Audience Analysis	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - , Organizing Material, Visual Aids and Nuances of Delivery,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Body language and Effective Presentation, Question-Answer Session		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. Communication Skills, [PushpLata, Sanjay Kumar](#) Oxford Higher Education/Oxford University Press, 2011
2. Technical Communication; Principles and Practice, Meenakshi Raman & Sangita Sharma, Oxford University Press
3. Effective Technical Communication, M Ashraf Rizvi, Tata McGraw-Hill Education
4. Sinha, K.K.: Business Communication, Galgotia Publications, latest edition.
5. Essentials of Business Communication – Rajendra Paul, Sultan Chand & Sons

Course code: BBC 106 Environmental Science

Course Outcomes:

CO1 To create awareness about ecosystem, health and pollutants.

CO2 To apprise about biodiversity, its relevance and conservation in India.

CO3 To understand the problems, issues and challenges related to social issues.

CO4 To comprehend causes and impact of environmental pollution

CO5 Describe the efforts made by the govt. and industry to improve the environment and the quality of life.

Module 1

Introduction and natural resources: Multidisciplinary nature and public awareness, renewable and non-renewable resources and associated problems

Module 2

Forest, water, mineral, food, energy and land resources. Introduction to natural resources, conservation of natural resources and human role.

Module 3

Ecosystem: Ecological concepts, concept of ecosystems, types of ecosystems, ecosystem structure and functioning

Module 4

Energy flow, food chains and food webs, ecological pyramids

Module 5

Biodiversity and Conservation: Definition, genetic species and ecosystem diversity biogeographically,

Module 6

Classification of Indian value of biodiversity at national and local levels

Module 7

India as a mega-diversity nation, threats to biodiversity and endangered and endemic species of India need for conservation of biodiversity.

Module 8

Definition, causes, effect and control of air pollution, water pollution, soil pollution, marine pollution, noise pollution

Module 9

Definition, causes, effect and control of thermal pollution, electromagnetic pollution, nuclear hazards

Module 10

Human role in prevention of pollution, solid waste management, disaster management, floods, earthquake, cyclone, and landslide.

Module 11

Firework Safety: Combustion of firework and pollution (noise, smoke, fireworks fallout and residue pollution), heavy metal toxicity due to fireworks and associated health effects.

Module 12

Social Issue and Environment: Unsuitable to suitable development, urban problem related to energy and water conservation

Module 13

Environment protection act, wild life protection act, forest conservation act, Environmental issues, population explosion, and family welfare program.

Module 14

Environmental and human health HIV, women and child welfare, role of information technology on environment and human health.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 106 Environmental Science (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours
Module I							2 overall Assignments

Session 1 - Introduction and natural resources: Multidisciplinary nature and public awareness,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - renewable and non-renewable resources and associated problems		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Forest, water, mineral, food, energy and land resources.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Introduction to natural resources, conservation of natural resources and human role.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Ecosystem: Ecological concepts, concept of ecosystems,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - types of ecosystems, ecosystem structure and functioning		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Energy flow and food chains	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Food webs, ecological pyramids		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

Module V							
Session 1 - Biodiversity and Conservation	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - genetic species , ecosystem diversity biogeographically		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Classification of Indian value of biodiversity at national and local levels	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VII							
Session 1 - India as a mega-diversity nation, threats to biodiversity	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - endangered and endemic species of India, need for conservation of biodiversity.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VIII							
Session 1 - Definition, causes, effect and control of air pollution, water pollution	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Definition, causes, effect and control of soil pollution, marine pollution, noise pollution		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IX							

Session 1 - Definition, causes, effect and control of thermal pollution	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Definition, causes, effect and control of electromagnetic pollution, nuclear hazards		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module X							
Session 1 - Human role in prevention of pollution, solid waste management,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Disaster management, floods, earthquake, cyclone, and landslides.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XI							
Session 1 - Firework Safety: Combustion of firework and pollution (noise, smoke, fireworks fallout and residue pollution),	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - heavy metal toxicity due to fireworks and associated health effects.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XII							

Session 1 - Social Issue and Environment: Unsuitable to suitable development	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Urban problem related to energy and water conservation		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIII							
Session 1 - Environment protection act, wild life protection act, forest conservation act	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Environmental issues, population explosion, and family welfare program.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIV							
Session 1 - Environmental and human health HIV, women and child welfare	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - role of information technology on environment and human health.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. Agrawal, K.C.: Fundamentals of Environmental Biology, Bikaner (India): Nidhi Publishers
2. Odum E.P.: Fundamentals of Ecology, Dehradun: Natraj Publisher
3. Atmospheric pollution, by W Buch , Tata McGraw Hill(TMH)
4. Professional Ethics and Human Values, [Govindarajan M](#), PHI Learning Private Limited, Delhi
5. Corruption and Reform in India By Jennifer Bussell, Cambridge University Press

Semester 2

Course Code: BBC 201 Managerial Economics

Course Outcomes:

- CO1 Acquaint with the basic concepts of managerial economics.
- CO2 To distinguish between different types of elasticity of demand.
- CO3 Compare cardinal and ordinal utility.
- CO4 To establish correlation between cost and production.
- CO5 Analyse different competitive situations.

Module 1

Introduction to Managerial economics, nature, significance, scope of managerial economics

Module 2

Role of economics in business decision making. Microeconomics vs. Macroeconomics.

Module 3

Demand and Market equilibrium: Law of Demand, Individual demand, market demand

Module 4

Law of supply, individual supply, market supply, market equilibrium;

Module 5

Elasticities of demand: Price elasticity of demand, income elasticity of demand, cross price elasticity of demand.

Module 6

Theory of consumer behaviour : cardinal utility theory, ordinal utility theory

Module 7

Indifference curves, budget line, consumer choice, price effect, substitution effect

Module 8

Income effect for normal, inferior and giffen goods, revealed preference theory.

Module 9

Theory of Production and Cost: Introduction – Laws of Production: Law of Variable Proportions

Module 10

Statement of the Law, Assumptions of the Law of Variable Proportions.

Module 11

Law of Returns to Scale – Concepts of Costs, Short run Cost, Long run Cost– Economies of Scale

Module 12

Real Economies, Pecuniary Economies – Diseconomies of Scale.

Module 13

Market Structure and Pricing: Introduction – Classification of Markets – Perfect Competition: Features of the Perfect Competition

Module 14

Monopoly: Features of the Monopoly – Monopolistic Competition: Features of Monopolistic Competition – Oligopoly, Features of oligopoly, Kinked Demand Curve, Cartels

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 201 Managerial Economics 4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours
Module I							2 overall

Session 1 - Introduction to Managerial economics, nature, significance,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	Assignments
Session 2 - scope of managerial economics		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module II								
Session 1 - Role of economics in business decision making.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Microeconomics vs. Macroeconomics.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module III								
Session 1 - Demand and Market equilibrium: Law of Demand,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Individual demand, market demand		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module IV								
Session 1 - Law of supply, individual supply, market supply	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Market equilibrium		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module V								
Session 1 - Elasticities of	1 Live Session	1 recorded video	1 open source	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (

demand: Price elasticity of demand, income			e video				Practice Questions)
Session 2 - Elasticity of demand, cross price elasticity of demand.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Theory of consumer behaviour - cardinal utility theory, ordinal utility theory	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VII							
Session 1 - Indifference curves, budget line, consumer choice,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Price effect, substitution effect		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VIII							
Session 1 - Income effect for normal goods	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Inferior goods & giffen goods, revealed preference theory		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IX							
Session 1 - Theory of production & cost: Introduction,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Laws of Production,		1 recorded video	1 open source	1 PPT	1 E-book/PDF		

Law of Variable Proportion			e video				
Module X							
Session 1 - Assumptions of the Law of Variable Proportions	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Statement of Law		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XI							
Session 1- Economies of Scale, Laws of Return to Scale.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XII							
Session 1 - Concepts of Cost, Short run Cost, Long run Cost.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Real Economies, Pecuniary Economies, Diseconomies of Scale.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIII							
Session 1 - Introduction to Classification of Markets, Market Structure & Pricing	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Perfect Competition, Features of Perfect Competition		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIV							

Session 1 - Introduction to Monopoly, Features of Monopoly, Monopolistic Competition, Features of Monopolistic Competition	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Introduction to Oligopoly, Features of Oligopoly, Oligopoly & Cartels, Kinked Demand Curve		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. Markar & Pillai Business & Managerial Economics Himalaya Publishing Co – 2000
2. Chopra, O.P Managerial Economics Prentice Hall Inc., New Delhi, 2001.
3. Trivedi, M L, Managerial Economics: Theory & Applications, Tata McGraw Hill, 2002
4. Dholakia, R.H. &Oza, A.N, Micro Economics for Management Learners, OUP, 2003.
5. Dominic Salvatore: Managerial Economics: Principles & Worldwide Applications, Oxford University Press. 2007
6. Mote, V L, Paul Samuel, Gupta G.S., Managerial Economics, Tata McGraw Hill, New Delhi. 2017.

Course Code: BBC 202 Statistics for Business Decisions

Course Outcomes:

CO1 To impart knowledge about statistical tools and its applications

CO2 Select and deploy the correct statistical method for a given data analysis

CO3 Learners will gain knowledge of measures of central value.

CO4 Develop the skill of performing the calculations required to data analysis.

CO5 Solve numerical problems of correlation and regression

Module 1

Introduction to Statistics: Origin and Growth of Statistics, Applications of Statistics collection of Data.

Module 2

Sampling: Census and Sample Method, Theoretical Basis of Sampling, Size of Sample, Merits and Limitations of Sampling, Sampling and Non-Sampling Errors.

Module 3

Classifications and Tabulation of data: Meaning and Objectives of Classification, Types of Classification.

Module 4

Formation of Discrete and Continuous Frequency Distribution, Tabulation of Data, Parts of Table, Rules of Tabulation, Types of Tables.

Module 5

Diagrammatic and Graphic Presentations: Significance of Diagrams and Graphs, rules for Construction of Diagrams, Graphs.

Module 6

Techniques of Constructing Graphs, Graphs of Frequency Distribution, Limitations of Diagrams and Graphs.

Module 7

Measures of Central Value: Characteristics of an ideal measure; Measures of Central Tendency - mean, median, mode.

Module 8

Harmonic mean and geometric mean. Merits, Limitations and Suitability of averages. Relationship between averages.

Module 9

Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion - Range.

Module 10

Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Moments, Skewness, Kurtosis.

Module 11

Correlation Analysis: Meaning and significance. Correlation and Causation, Types of correlation.

Module 12

Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient.

Module 13

Regression Analysis: Meaning and significance, Regression vs. Correlation. Linear Regression.

Module 14

Regression lines (X on Y, Y on X) and Standard error of estimate.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 202 Statistics for Business Decisions(4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours
Module I							
Session 1 - Introduction to Statistics: Origin and Growth of Statistics,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Applications of Statistics collection of Data.		1 recorded video	1 open source video	1 PP T	1 E-book/PDF		
Module II							
2 overall Assignments							

Session 1 - Sampling: Census and Sample Method, Theoretical Basis of Sampling, Size of Sample,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Merits and Limitations of Sampling, Sampling and Non-Sampling Errors.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Formation of Discrete and Continuous Frequency Distribution, Tabulation of Data	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Parts of Table, Rules of Tabulation, Types of Tables.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Formation of Discrete and Continuous Frequency Distribution,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Tabulation of Data, Parts of Table, Rules of Tabulation, Types of Tables.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							

Session 1 - Diagrammatic and Graphic Presentations : Significance of Diagrams	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Graphs, rules for Construction of Diagrams, Graphs.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Techniques of Constructing Graphs, Graphs of Frequency Distribution,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Limitations of Diagrams and Graphs.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VII							
Session 1 - Measures of Central Value: Characteristics of an ideal measure;	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Measures of Central Tendency - mean, median, mode.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VIII							
Session 1 - Harmonic mean and geometric mean.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Session 2 - Merits, Limitations and Suitability of averages. Relationship between averages.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF)
Module IX							
Session 1 - Measures of Dispersion: Meaning and Significance.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Absolute and Relative measures of dispersion - Range.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module X							
Session 1 - Quartile Deviation, Mean Deviation, Standard Deviation	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Coefficient of Variation, Moments, Skewness, Kurtosis		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XI							
Session 1 - Correlation Analysis: Meaning and significance.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Correlation and Causation, Types of correlation.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XII							

Session 1 - Methods of studying simple correlation - Scatter diagram,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIII							
Session 1 - Regression Analysis: Meaning and significance,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Regression vs. Correlation. Linear Regression.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIV							
Session 1 - Regression lines (X on Y, Y on X) and Standard error of estimate.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. S.P. Gupta (S.P.): Statistical Methods, Sultan Chand & Sons, 34th Edition.
2. Richard Levin & David Rubin: Statistics for management, Prentice Hall.
3. Gupta, Goyal, Bhatnagar, Shah, Lodha, Business Statistics, Ajmera Book Company, Latest Edition
4. Arora, PN, Arora, Sumeet and Arora, Amit: "Managerial Statistics", S. Chand
5. Agarwal B.L, Basic Statistics, New Age Publications, Latest Edition

Course Code: BBC 203 Organizational Behavior

Course Outcomes:

CO1 Describe the basic forms of ownership and types of managerial roles.

CO2 Compare different models used to explain individual behaviour related to motivation and rewards.

CO3 Gain insights on group dynamics and demonstrate skills required for team building

CO4 Identify the processes used in communication and resolving conflicts

CO5 Develop the process of organizational development and techniques used for the purpose

Module 1

Basic forms of Business Ownership; Special forms of ownership: Franchising, Licensing, Leasing.

Module 2

Choosing a form of Business ownership; Corporate Expansion: mergers and acquisitions, diversification, forward and backward integration.

Module 3

Joint ventures, Strategic alliance. Evolution of Management Theory. Managerial functions and Roles. Insights from Indian practices and ethos.

Module 4

Importance of organizational Behaviour, Perception and Attribution: Concept, Nature, Process And Personality.

Module 5

Personality: Learning: Concept and Theories of Learning, reinforcement, Need of Reward system.

Module 6

Motivation: Concepts and their application, Need, Content & Process theories, Nature & Importance.

Module 7

Herzberg's Two Factor theory, Maslow's Need Hierarchy theory, Alderfer's ERG theory, Motivational Challenge Plan.

Module 8

Perception, Perceptual process, Importance of Perception in OB, Groups and Teams: Definition, Difference between Groups and teams; Stages of Group Development, Group Cohesiveness.

Module 9

Leadership & management, Theories of leadership- Trait theory, Behavioural Theory, Contingency Theory, Leadership & Followership, How to be an Effective Leader.

Module 10

Contemporary Leadership issues: Charismatic, Transformational Leadership. Emotional Intelligence, Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window.

Module 11

Organizational Change: Concept, Resistance to change, Managing resistance to change.

Module 12

Organizational Power and Politics: Nature of organizational politics. Conflict: Concept, Sources, Types, Stages of conflict, Management of conflict.

Module 13

Implementing Change, Kurt Lewin Theory of Change. Managing Stress: Insights from Indian ethos.

Module 14

Introduction to HRM, Selection, Orientation, Training & Development, Performance Appraisal, Incentives.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 203 Organizational Behavior (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours

Module I							
Session 1 - Basic forms of Business Ownership;	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Special forms of ownership: Franchising, Licensing, Leasing.		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Module II							
Session 1 - Choosing a form of Business ownership;	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Corporate Expansion: mergers and acquisitions, diversification,		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Session 3 - Forward and backward integration.		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Module III							
Session 1 - Joint ventures, Strategic alliance.	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Evolution of Management Theory. Managerial functions and Roles.		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Session 3 - Insights from Indian practices and ethos.		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Module IV							

2 overall
Assignme
nt

Session 1 - Importance of organizational Behaviour,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Perception and Attribution: Concept, Nature, Process And Personality.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Personality: Learning: Concept and Theories of Learning,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Reinforcement, Need of Reward system.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Motivation: Concepts and their application, Need,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Content & Process theories, Nature & Importance.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VII							
Session 1 - Herzberg's Two Factor theory, Maslow's Need Hierarchy theory,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Session 2 - Alderfer's ERG theory, Motivational Challenge Plan.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VIII							
Session 1 - Perception, Perceptual process, Importance of Perception in OB,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Groups and Teams: Definition, Difference between Groups and teams;		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Stages of Group Development, Group Cohesiveness.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IX							
Session 1 - Leadership & management, Theories of leadership- Trait theory, Behavioural Theory,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Contingency Theory, Leadership & Followership, How to be an Effective Leader		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module X							

Session 1 - Contemporary Leadership issues: Charismatic, Transformational Leadership.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Emotional Intelligence, Types of teams.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XI							
Session 1 - Organizational Change: Concept, Resistance to change,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Managing resistance to change.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XII							
Session 1 - Organizational Power and Politics: Nature of organizational politics.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Conflict: Concept, Sources, Types, Stages of conflict, Management of conflict.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIII							

Session 1 - Implementing Change, Kurt Lewin Theory of Change.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Managing Stress: Insights from Indian ethos.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIV							
Session 1 - Introduction to HRM, Selection, Orientation, Training & Development,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Performance Appraisal, Incentives. .		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. Gilbert: Principles of Management, McGraw Hill.
2. Kaul Vijay Kumar, Business Organisation & Management - Text and Cases, Pearson.
3. Kavita Singh: Organisational Behaviour, Vikas Publication.
4. Koontz & Heinz Wehrich: Essential of Management, McGraw Hill.
5. Luthans Fred: Organisational Behaviour, Tata McGraw Hill.

Course Code: BBC 204 Human Resource Management

Course Outcomes:

CO1 Learners will be able to identify the concept of human resource and define the different aspects of HR.

CO2 Learners will be able to understand the planning process of HR and to articulate its different elements accurately.

CO3 Learners will be able to prioritize the training related needs and to apply the methods accordingly and define the meaning and methods of performance appraisal

CO4 Develop relevance of performance appraisal and compensation system to meet individual and organizational strategic needs.

CO5 Effectively handle disciplinary and grievance mechanisms to ensure stability and smooth functioning of the organization.

Module 1

Introduction to Human Resource Management: Concept, Functions, roles, skills competencies, HRD- definition, goals and challenges.

Module 2

The changing environment of HRM – globalization, cultural environment, technological advances, workforce diversity.

Module 3

Corporate downsizing, changing skill requirement, HRM support for improvement programs Work life balance.

Module 4

HR role in strategy formulation & gaining competitive advantage. HRM issues in Indian Organizations.

Module 5

Human Resource Planning: Process, Forecasting demand & supply, Skill inventories, Human Resource Information System (HRIS).

Module 6

Succession planning, Job analysis – Uses, methods, Job description & Job specifications. audit concept, HR accounting.

Module 7

Human Resource Development (HRD), Recruitment, Selection & Orientation: internal & external sources, e- recruitment, selection process, orientation process.

Module 8

Training: Concept, Needs, Systematic approach to training, Methods of training. Management development: Concept & Methods.

Module 9

Performance management system: concept, uses of performance appraisal, performance management methods.

Module 10

Factors that distort appraisal, appraisal interview, Career planning: career anchors, career life stages.

Module 11

Compensation: Steps of determining compensation, job evaluation, components of pay structure, factors influencing compensation levels.

Module 12

Wage differentials & incentives, profit sharing, gain sharing, employees’ stock option plans. Brief introduction of social security, health, retirement & other benefits.

Module 13

Industrial Relations: Introduction to Industrial Relations, Trade union's role, types, functions, problems, industrial dispute- concept, causes & machinery for settlement of disputes-grievance.

Module 14

Concepts, causes & grievance redressal machinery, discipline-concept, aspect of discipline & disciplinary procedure, Collective bargaining- concept, types, process, problems, essentials of effective collective bargaining.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 204 Human Resource Management (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours
Module I							
Session 1 - Introduction to Human Resource Management : Concept, Functions, roles, skills competencies	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
							2 overall Assignments

Session 2 - HRD- definition, goals and challenges.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - The changing environment of HRM – globalization, cultural environment,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Technological advances, workforce diversity.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Corporate downsizing, changing skill requirement,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - HRM support for improvement programs Work life balance.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - HR role in strategy formulation & gaining competitive advantage.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - HRM issues in Indian Organization		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

s.								
Module V								
Session 1 - Human Resource Planning: Process, Forecasting demand & supply,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Skill inventories, Human Resource Information System (HRIS).		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module VI								
Session - 1 Succession planning, Job analysis – Uses, methods, Job description & Job specifications.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - audit concept, HR accounting.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module VII								
Session - 1 Human Resource Development (HRD), Recruitment, Selection & Orientation: internal & external	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	

sources,							
Session - 2 E recruitment, selection process, orientation process.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VIII							
Session 1 - Training: Concept, Needs, Systematic approach to training, Methods of training.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Management development: Concept & Methods.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IX							
Session 1 - Performance management system: concept, uses of performance appraisal	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Performance management methods.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module X							
Session 1 - Factors that distort appraisal, appraisal interview,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Session 2 - Career planning: career anchors, career life stages.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XI							
Session 1 - Compensation: Steps of determining compensation, job evaluation,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Components of pay structure, factors influencing compensation levels.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XII							
Session 1 - Wage differentials & incentives, profit sharing, gain sharing, employees' stock option plans.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Brief introduction of social security, health, retirement & other benefits.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIII							

Session 1 - Industrial Relations: Introduction to Industrial Relations, Trade union's role, types, functions, problems,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - industrial dispute-concept, causes & machinery for settlement of disputes-grievance.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIV							
Session 1 - Concepts, causes & grievance redressal machinery, discipline-concept,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Aspect of discipline & disciplinary procedure,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Collective bargaining-concept, types, process, problems, essentials of effective collective bargaining.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. Monappa & Saiyaddin: Personnel Management, Tata McGraw Hill.
2. Personnel Management & Industrial Relations – Rat norm & Srivastava-Tata McGraw Hill
3. D.K. Bhattacharya, Human Resource Planning, Excels Publications
4. Human Resources Management – Decenzo and Robbins – John Willey.
5. Jyotsana Singh, Personnel Management, Centrum Press.

Course code: BBC 205 Principles of Marketing**Course Outcomes:**

CO1 Explain the core concepts of marketing and the goals of the Marketing function

CO2 Develops marketing strategies based on segmentation, target marketing and positioning by examining consumer behaviour.

CO3 Ability to communicate the unique marketing mixes and selling propositions for specific product offerings and pricing objectives.

CO4 Evaluate the relevance of marketing concepts on environmental change while designing marketing plans, strategies and practices.

Module 1

Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing;

Module 2

Core marketing concepts; Company orientation - Product concept, Production concept

Module 3

Selling concept, Marketing concept, Holistic marketing concept.

Module 4

Marketing Environment: Demographic, economic, political, legal, socio cultural, technological environment (Indian context);

Module 5

Portfolio approach – Boston Consultative Group (BCG) matrix.

Module 6

Segmentation, Targeting and Positioning: Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Difference between Segmentation, Targeting and Positioning;

Module 7

Product Decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies,

Module 8

Product Classification, Product Line Decision, Product Mix Decision

Module 9

Branding Decisions, Packaging & Labelling, New Product Development.

Module 10

Pricing Decisions: Determinants of Price, Pricing Methods , Non- mathematical treatment,

Module 11

Adapting Price, Geographical Pricing, Promotional Pricing and Differential Pricing.
Promotion Mix: Factors determining promotion mix, Promotional Tools

Module 12

Basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling;

Module 13

Place (Marketing Channels): Channel functions, Channel Levels, Types of Intermediaries, Types of Retailers, Types of Wholesalers.

Module 14

Marketing of Services - Unique Characteristics of Services, Marketing strategies for service firms – 7Ps.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 205 Principles of Marketing (4 Credits) Duration - 12 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours
Module I							2 overall

Session 1 - Introduction: Nature, Scope and Importance of Marketing,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	Assignment
Session 2 - Evolution of Marketing;		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module II								
Session 1 - Core marketing concepts; Company orientation - Product concept, Production concept	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Module III								
Session 1 - Selling concept, Marketing concept, Holistic marketing concept.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Module IV								
Session 1 - Marketing Environment: Demographic , economic,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Political, legal, socio cultural, technological environment (Indian context);		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module V								
Session 1 - Portfolio	1 Live Session	1 recorded video	1 open	1 PPT	1 E-book/PDF	2 Hours Discussion	1 Assessment	

approach – Boston Consultative Group (BCG) matrix.			source video		F	Forum	nt (Practice Questions)
Module VI							
Session 1 - Segmentation , Targeting and Positioning: Levels of Market Segmentation ,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Basis for Segmenting Consumer Markets, Difference between Segmentation , Targeting and Positioning;		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VII							
Session - 1 Product Decisions: Concept of Product Life Cycle (PLC),	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session - 2 PLC marketing strategies,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VIII							
Session 1 - Product Classification , Product Line Decision, Product Mix Decision	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module IX							

Session 1 - Branding Decisions, Packaging & Labelling, New Product Development .	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module X							
Session 1 - Pricing Decisions: Determinants of Price,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Pricing Methods , Non-mathematical treatment,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XI							
Session 1 - Adapting Price, Geographical Pricing, Promotional Pricing and Differential Pricing.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Promotion Mix: Factors determining promotion mix, Promotional Tools		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XII							
Session 1 - Basics of Advertisement, Sales Promotion,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Public Relations & Publicity and Personal		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

Selling;							
Module XIII							
Session 1 - Place (Marketing Channels): Channel functions, Channel Levels,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Types of Intermediaries, Types of Retailers, Types of Wholesalers.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIV							
Session 1 - Marketing of Services - Unique Characteristics of Services,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Marketing strategies for service firms – 7Ps.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. Kotler, P. & Keller, K. L.: Marketing Management, Pearson.
2. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective- Indian Context, Macmillan Publishers India Limited.
3. Saxena, R. Marketing Management, 6th Edition, Tata McGraw Hill Education
4. Stanton, Fundamentals of Marketing, Tata McGraw Hill
5. Marketing Management – R Saxena – Tata McGraw Hill

Course Code: BBC 206 Business Analytics

Course Outcomes:

- CO1 Define the basic of business analytics
- CO2 Assess the applicability of descriptive analytics
- CO3 Interpret the applicability of predictive analytics
- CO4 Evaluate the applicability of prescriptive analytics
- CO5 Demonstrate the application of programming using R software

Module 1

Introduction to business analytics: Definition of Business Analytics, Categories of Business Analytical methods and models

Module 2

Business Analytics in practice, Big Data- Overview of using Data, Types of Data.

Module 3

Descriptive analytics: Overview of Description Statistics, Central Tendency, Variability

Module 4

Data Visualization-Definition, Visualization Techniques–Tables, Cross Tabulations, charts.

Module 5

Data Dashboards using Ms-Excelor SPSS

Module 6

PREDICTIVE ANALYTICS: Trend Lines, Regression Analysis –Linear & Multiple.

Module 7

Forecasting Techniques, Data Mining -Definition, Approaches in Data Mining- Data Exploration & Reduction.

Module 8

Classification, Association, Cause Effect Modelling.

Module 9

Prescriptive analytics: Overview of Linear Optimization.Non Linear Programming Integer Optimization

Module 10

Cutting Plane algorithm and other methods.

Module 11

Decision Analysis – Risk and uncertainty methods.

Module 12

Programming using r: R Environment, R packages.

Module 13

Reading and Writing data in R, R functions, Control Statements.

Module 14

Frames and Subsets, Managing and Manipulating data in R

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 206 Business Analytics (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours
Module I							
Session 1 - Definition of Business Analytics, Categories of Business Analytical methods and models	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module II							
Session 1 - Business Analytics in practice, Big Data- Overview of using Data, Types of Data.	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
							2 overall Assignments

Module III							
Session 1 - Descriptive analytics: Overview of Description Statistics, Central Tendency, Variability	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module IV							
Session 1 - Data Visualization -Definition, Visualization Techniques– Tables,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Cross Tabulations, charts.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Data Dashboards using Ms-Excelor SPSS	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VI							
Session 1 - PREDICTIVE ANALYTICS: Trend Lines,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Regression Analysis – Linear & Multiple.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VII							
Session 1 - Forecasting Techniques, Data Mining -Definition, Approaches	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

in Data Mining-							
Session 2 - Data Exploration & Reduction.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VIII							
Session 1 - Classification, Association, Cause Effect Modelling.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module IX							
Session 1 - Prescriptive analytics: Overview of Linear Optimization .	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Non Linear Programming Integer Optimization		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module X							
Session 1 - Cutting Plane algorithm and other methods.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XI							
Session 1 - Decision Analysis – Risk and uncertainty methods.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XII							
Session 1 - Programming using R: R Environment	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice

Session 2 - Programming using R packages.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		Questions)
Module XIII							
Session 1 - Reading and Writing data in R,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - R functions, Control Statements.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIV							
Session 1 Frames and Subsets,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 Managing and Manipulating data in R		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams- Essentials of Business Analytics, Cengage Learning.
2. James Evans, Business Analytics, Pearson, Second Edition.
3. Essentials of Business Analytics: An Introduction to the methodology and its application, Bhimasankaram Pochiraju, Sridhar Seshadri, Springer
4. Albright Winston, Business Analytics – Data Analysis – Data Analysis and Decision Making, Cengage Learning.
5. Sahil Raj, Business Analytics, Cengage Learning.

Semester 3

Course code: BBC 301 Macroeconomics for Managers

Course Outcomes:

CO1 Describe the different theories of firm.

CO2 Analyse the techniques of demand forecasting.

CO3 Assess the impact of inflation on business cycle.

CO4 Acquaint with the components of monetary and fiscal policy.

CO5 To describe about the country's trade and Balance of Payments.

Module 1

Theory of the Firm: Descriptive analysis of: Profit Maximization Theory, Managerial Theory, Behavioural theory.

Module 2

Profit Maximization, Security Objective

Module 3

Profit Satisfying Objective, Sales maximization

Module 4

Utility Maximization, Staff Maximization, Growth Maximization

Module 5

Demand Forecasting: Introduction, Why Demand Forecasting

Module 6

Steps in Demand Forecasting, Techniques of Demand Forecasting.

Module 7

Some case studies of Demand Forecasting.

Module 8

Macroeconomics for Managers: National Income-Concepts-Measurement of National Income;

Module 9

Business Cycles- phases and theories;

Module 10

Inflation-Causes and Control-Stagflation

Module 11

Fiscal and Monetary Policy: Monetary and Fiscal Policies- Introduction, Meaning and Scope

Module 12

Monetary Policy of RBI –Quantitative and Qualitative Instruments, Limitations of Monetary Policy

Module 13

Balance of Payments: Concepts, Balance of Trade vs. Balance of Payments Accounts;

Module 14

Disequilibrium and corrections in Balance of Payments.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 301 Macroeconomics for Managers (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PP T	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours
Module I							
Session 1 - Theory of the Firm: Descriptive analysis of: Profit Maximization Theory,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Managerial Theory, Behavioural theory.		1 recorded video	1 open source video	1 PP T	1 E-book/PDF		
Module II							
Session 1 - Profit Maximization, Security Objective	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module III							
2 overall Assignments							

Session 1 - Profit Satisfying Objective, Sales maximization	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module IV							
Session 1 - Utility Maximization, Staff Maximization, Growth Maximization	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module V							
Session 1 - Demand Forecasting: Introduction, Why Demand Forecasting	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VI							
Session 1 - Steps in Demand Forecasting, Techniques of Demand Forecasting.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VII							
Session 1 - Some case studies of Demand Forecasting.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VIII							
Session 1 - Macroeconomics for Managers: National Income-Concepts	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - - Measurement of National		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

Income;							
Module IX							
Session 1 - Business Cycles- phases and theories;	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module X							
Session 1 - Inflation-Causes and Control-Stagflation	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XI							
Session 1 - Fiscal and Monetary Policy: Monetary and	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Fiscal Policies- Introduction, Meaning and Scope		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XII							
Session 1 - Monetary Policy of RBI –Quantitative and Qualitative Instruments,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Limitations of Monetary Policy		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIII							
Session 1 - Balance of Payments: Concepts, Balance of Trade vs.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Balance of Payments Accounts;							
Module XIV							
Session 1 - Disequilibrium and corrections in Balance of Payments.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. Markar & Pillai Business & Managerial Economics Himalaya Publishing Co – 2000
2. Chopra, O.P Managerial Economics Prentice Hall Inc., New Delhi, 2001.
3. Trivedi, M L, Managerial Economics: Theory & Applications, Tata McGraw Hill, 2002
4. Dholakia, R.H. &Oza, A.N, Micro Economics for Management Learners, OUP, 2003.
5. Chaturvedi, D.D. & Gupta S.L, Managerial Economics: Text & Cases, Brijwasi Book Distributors and Publishers, 2003.
6. Dominic Salvatore: Managerial Economics: Principles & Worldwide Applications, Oxford University Press. 2007
7. Mote, V L, Paul Samuel, Gupta G.S., Managerial Economics, Tata McGraw Hill, New Delhi. 2017.

Course code: BBC 302 Business Environment

Course Outcomes:

- CO 1. Explain the concept of the various constituents of environment and their impact on businesses.
- CO 2. To know the minor and major factors affecting the business in various streams
- CO 3. Analyse various political, technological and economic environment in the business
- CO 4. To acquire in-depth knowledge about recent development in environment in India
- CO 5. Business environment analysis helps to forecast the future prospects of the business concern.

Module 1

Nature of the Environment of Business : - Nature, Concept and Significance of Internal Environment

Module 2

Management of Organizational Resources for Developing Effective Internal Organizational Environment, Economic Structure.

Module 3

Economic Policies, Government and Business : - Industrial, Monetary, Fiscal and Foreign Trade Policies

Module 4

Role of RBI and ministry of finance in policy making, natural and per capita income, economic reforms, consequences.

Module 5

Environmental scanning and socio-cultural environment

Module 6

Introduction of MSME, and its reforms, Government Guidelines for Technological Up gradation (STPs).

Module 7

India's performance in various business indexes, Cross – culture management, social responsibility of business

Module 8

Business ethics, Analysis, forecasting and assessment of cultural environment – social audit.

Module 9

Recent Development in Business Environment of India: - Market Freedom, Privatisation, Globalization,

Module 10

NITI Aayog, BRICS, Make in India Initiative

Module 11

Trade corridors, Carbon Credit in India.

Module 12

Global environment: –routes of globalization, Recent FDI norms

Module 13

WTO – benefits and problems for India.

Module 14

Analysis of global environment – scanning, monitoring, forecasting, assessing global environment, PESTEL Analysis

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 302 Business Environment (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PP T	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours
Module I							
Session 1 - Nature of the Environment of Business : - Nature, Concept and Significance of Internal Environment	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module II							
Session 1 - Management of Organizational Resources for Developing Effective Internal Organizational Environment	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Economic Structure.		1 recorded video	1 open source video	1 PP T	1 E-book/PDF		
							2 overall Assignments

Module III							
Session 1 - Economic Policies, Government and Business : - Industrial, Monetary,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Fiscal and Foreign Trade Policies		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Role of RBI and ministry of finance in policy making,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - natural and per capita income, economic reforms, consequences.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Environmental scanning and socio-cultural environment	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VI							
Session 1 - Introduction of MSME, and its reforms,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Government Guidelines for Technological Up		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

gradation (STPs).							
Module VII							
Session 1 - India's performance in various business indexes	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Cross – culture management, social responsibility of business		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VIII							
Session 1 - Business ethics, Analysis,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - forecasting and assessment of cultural environment – social audit.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IX							
Session 1 - Recent Development in Business Environment of India	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Market Freedom, Privatisation, Globalization,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module X							
Session 1 - NITI Aayog, BRICS, Make in	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

India Initiative)	
Module XI								
Session 1 - Trade corridors, Carbon Credit in India.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Module XII								
Session 1 - Global environment: –routes of globalization , Recent FDI norms	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Module XIII								
Session 1 - WTO – benefits and problems for India.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Module XIV								
Session 1 - Analysis of global environment – scanning, monitoring,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - forecasting, assessing global environment, PESTEL Analysis		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours		

Readings:

1. ChidaBBaram, Business Environment, Vikas Publication House Pvt Ltd
2. Francis Cherunillam, Business Environment, Himalaya Publishing House

3. K.Aswathapa, Essentials of Business Environment, Himalaya Publishing
4. M. Rubmand.J. Lewraw and L.D. Booth, International Business: Firm and Environment, McGraw Hill Publications
5. V. Neelamegam, Business Environment, Vrinda Publications

Course code: BBC 303 System Analysis and Design

Course Outcomes:

CO1 Learners will know about basic hardware components of computer, software, number system and usage of internet.

CO2 Learners will be able to learn about concept and usage of information systems.

CO3 Learners will gain knowledge about different types of information processing systems.

CO4 Learners can design system components and environments.

CO5 Learners will be able to define basic concepts of system analysis and design.

Module 1

Introduction to Computer: Hardware: Input / output devices, storage devices and memory. Software: System and Application Software, Compilers, Interpreters and Assemblers.

Module 2

Computer Languages: Levels of languages, generation and their features.

Module 3

Number System: Introduction to number system, binary, decimal, hexadecimal and their inter conversions and their uses in computer system.

Module 4

Internet: Concepts & Services, Hardware and software requirements, type of Internet connections

Module 5

Introduction to Information Systems: Definition, Information Systems and Society, A Business as a System.

Module 6

Information Processing Concepts, Information Systems Concepts, and Recognizing Information Systems.

Module 7

Types of Information Processing Systems: Overview of Six Major Types of Systems: Transaction Processing Systems.

Module 8

Office Automation Systems, Knowledge Work Systems, Management Information Systems, Decision Support Systems, and Executive Support Systems.

Module 9

Types of Information Processing Systems: Overview of Six Major Types of Systems: Transaction Processing Systems.

Module 10

Office Automation Systems, Knowledge Work Systems, Management Information Systems, Decision Support Systems, and Executive Support Systems.

Module 11

The Information Systems Environment: The Systems Development Life Cycle: The SDLC – Recognition of Need, Feasibility Study.

Module 12

Analysis, Design, Implementation, and Considerations for Candidate Systems and The Role of System Analyst.

Module 13

System Analysis and Design: System Planning and Initial Investigation, Information Gathering, The Tools of Structured Analysis - DFDs, Data dictionary, Decision Trees, and Decision Tables.

Module 14

Feasibility Study, and Cost/Benefit Analysis. System Design: The Process Stage of Systems Design, Input / Output and Form Design, File Organization and Data Base Design, Program Design.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 303 System Analysis and Design (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study

Total = 120 Hours	12 Hours	20 Hours	20 Hours	24 hours (2 hours/week)	44 Hours		
Module I							
Session 1- Introduction to Computer: Hardware: Input / output devices, storage devices and memory.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Software: System and Application Software, Compilers, Interpreters and Assemblers.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Computer Languages: Levels of languages, generation and their features.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module III							
Session 1 - Number System: Introduction to number system, binary, decimal, hexadecimal	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
						2 overall Assignments	

Session 2 - Their inter conversions and their uses in computer system.		1 recorded video	1 open sourc e video	1 PP T	1 E- book/P DF		
Module IV							
Session 1 - Internet: Concepts & Services, Hardware and software requirements	1 Live Session	1 recorded video	1 open sourc e video	1 PP T	1 E- book/P DF	2 Hours Discussio n Forum	1 Assessm ent (Practice Question s)
Session 2 - Type of Internet connections		1 recorded video	1 open sourc e video	1 PP T	1 E- book/P DF		
Module V							
Session 1 - Introduction to Information Systems: Definition, Information Systems and Society,	1 Live Session	1 recorded video	1 open sourc e video	1 PP T	1 E- book/P DF	2 Hours Discussio n Forum	1 Assessm ent (Practice Question s)
Session 2 - A Business as a System.		1 recorded video	1 open sourc e video	1 PP T	1 E- book/P DF		
Module VI							

Session 1 - Information Processing Concepts, Information Systems Concepts	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Recognizing Information Systems.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VII							
Session 1 - Types of Information Processing Systems	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2- Overview of Six Major Types of Systems: Transaction Processing Systems.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VIII							
Session 1 - The Information Systems Environment : The Systems Development Life Cycle:	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Session 2 - The SDLC – Recognition of Need, Feasibility Study.		1 recorded video	1 open sourc e video	1 PP T	1 E- book/P DF		
Module IX							
Session 1 - Office Automation Systems, Knowledge Work Systems,	1 Live Session	1 recorded video	1 open sourc e video	1 PP T	1 E- book/P DF	2 Hours Discussio n Forum	1 Assessm ent (Practice Question s)
Session 2 - Management Information Systems, Decision Support Systems, and Executive Support Systems.		1 recorded video	1 open sourc e video	1 PP T	1 E- book/P DF		
Module X							
Session 1 - Analysis, Design, Implementati on, and Consideratio ns for Candidate Systems	1 Live Session	1 recorded video	1 open sourc e video	1 PP T	1 E- book/P DF	2 Hours Discussio n Forum	1 Assessm ent (Practice Question s)
Session 2 The Role of System Analyst.							
Module XI							

Session 1 - System Analysis and Design: System Planning	1 Live Session	1 recorded video	1 open sourc e video	1 PP T	1 E- book/P DF	2 Hours Discussio n Forum	1 Assessm ent (Practice Question s)
Session 2 - Initial Investigation , Information Gathering,							
Module XII							
Session 1 - The Tools of Structured Analysis - DFDs, Data dictionary,	1 Live Session	1 recorded video	1 open sourc e video	1 PP T	1 E- book/P DF	2 Hours Discussio n Forum	1 Assessm ent (Practice Question s)
Session 2 - Decision Trees, and Decision Tables.							
Module XIII							
Session 1 - Feasibility Study, and Cost/Benefit Analysis.	1 Live Session	1 recorded video	1 open sourc e video	1 PP T	1 E- book/P DF	2 Hours Discussio n Forum	1 Assessm ent (Practice Question s)
Session 2 - System Design: The Process Stage of Systems Design, Input / Output and Form Design,							
Module XIV							

Session 1 - File Organization and Data Base Design, Program Design.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. Suresh K. Basandra, "Computers Today", Galgotia Publications Pvt. Ltd., New Delhi.
2. P.K. Sinha, "Computer Fundamentals", BPB Publications, New Delhi.
3. Muneesh Kumar, "Business Information Systems", Vikas Publishing House Pvt. Ltd., New Delhi.
4. James A. O'Brien, "Management Information Systems", Galgotia Publications Pvt. Ltd., New Delhi.
5. Kenneth C. Laudon & Jane P. Laudon - Management Information Systems Managing the Digital Firm, Pearson Education.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 303 System Analysis and Design (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PPT	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study

						team		
Total = 120 Hours	12 Hours	20 Hours	20 Hours	20 Hours	24 hours (2 hours/week)	44 Hours		
Module I							2 overall Assignments	
Session 1- Introduction to Computer: Hardware: Input / output devices, storage devices and memory.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum		1 Assessment (Practice Questions)
Session 2 - Software: System and Application Software, Compilers, Interpreters and Assemblers.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module II								
Session 1 - Computer Languages: Levels of languages, generation and their features.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Module III								
Session 1 - Number System: Introduction to number system, binary, decimal, hexadecimal	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	

Session 2 - Their inter conversions and their uses in computer system.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Internet: Concepts & Services, Hardware and software requirements	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Type of Internet connections		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Introduction to Information Systems: Definition, Information Systems and Society,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - A Business as a System.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Information Processing Concepts, Information Systems Concepts	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Recognizing Information Systems.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VII							
Session 1 - Types of Information Processing	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice

Systems							Questions)
		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VIII							
Session 1 - Overview of Six Major Types of Systems: Transaction Processing Systems.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IX							
Session 1 - Office Automation Systems, Knowledge Work Systems,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Management Information Systems, Decision Support Systems, and Executive Support Systems.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module X							
Session 1 - Analysis, Design, Implementation, and Considerations for Candidate Systems	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Session 2 The Role of System Analyst.							
Module XI							
Session 1 - System Analysis and Design: System Planning	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Initial Investigation, Information Gathering,							
Module XII							
Session 1 - The Tools of Structured Analysis - DFDs, Data dictionary,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Decision Trees, and Decision Tables.							
Module XIII							
Session 1 - Feasibility Study, and Cost/Benefit Analysis.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - System Design: The Process Stage of Systems Design, Input / Output and Form Design,							
Module XIV							
Session 1 - File Organization and Data Base Design,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Program Design.)	
		1 recorded video	1 open source video	1 PP T	1 E-book/PDF		
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Course code: BBC 304 Business Ethics & Corporate Social Responsibility

Course Outcomes:

CO1: The learner should be able to define the meaning and importance of business ethics in organizations.

CO2: The learner should be able to describe the various ethical practices followed in organizations and their impact on organization culture.

CO3: The learner should be able to enumerate the various corporate governance policies and the organization regulatory framework.

CO4: The learner should be able to critique on various corporate social responsibilities (CSR) taken by the organizations in a given year.

CO5: The learner should be able to create a linkage of ethics to various functional segments of an organization.

Module 1

Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits

Module 2

Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring.

Module 3

Moral principles: virtue ethics, Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility.

Module 4

Organizational moral standards and the ethical dilemmas of decision-making, Managing ethics in organization, Anti-corruption behavior

Module 5

Socially responsible leadership and CSR' role in corporate governance, The interaction between business and government in the implementation of social policies in India

Module 6

Corporate governance: concept, Need to improve corporate governance standards, Features of good governance, Role played by regulators to improve corporate governance.

Module 7

Accounting standards and corporate governance, corporate disclosure, insider trading. The Board –Quality, Composition and role of Board.

Module 8

Outside Directors on the board (independent, nominee), Executive and Non-Executive directors, SEBI clause 49.

Module 9

Directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO Duality.

Module 10

Role of auditors in enhancing corporate governance, duties and responsibilities of auditors, corporate governance and internal auditors.

Module 11

Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing. Discrimination, affirmative action.

Module 12

Reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring.

Module 13

Corporate social responsibility: Meaning, Evolution of corporate social responsibility.

Module 14

Common indicators for measuring business social performance, reporting social responsibility measures in annual report.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial	Quadrant - II e-Content	Quadrant - III Discussion Forum	Quadrant - IV Assessment
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BBC 304 Business Ethics & Corporate Social Responsibility (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/wee k)	Lecture Video Recordin gs = 12 Hours	Open Sourc e Video s = 8 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinato r or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/wee k)	44 Hours
Module I							
Session 1- Business ethics: Meaning of ethics, why ethical problems occur in business.	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assesse ment (Practice Questions)
Session 2 - Ethical principles in business: Utilitarianism : weighing social cost and benefits		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Module II							
Session 1 - Rights and duties, Justice and fairness, ethics of care,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assesse ment (Practice Questions)
Session 2 - Integrating utility, rights, justice and caring.		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Module III							

2 overall
Assignmen
ts

Session 1 - Moral principles: virtue ethics, Moral issues in business: Worker's and employee's rights and responsibilities,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Profit maximization vs. social responsibility		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Organizational moral standards and the ethical dilemmas of decision-making,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Managing ethics in organization, Anti-corruption behavior		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Socially responsible leadership and CSR' role in corporate governance,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - The interaction between business and government in the		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

implementation of social policies in India							
Module VI							
Session 1 - Corporate governance: concept, Need to improve corporate governance standards,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Features of good governance, Role played by regulators to improve corporate governance.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VII							
Session 1 - Accounting standards and corporate governance, corporate disclosure, insider trading.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - The Board – Quality, Composition and role of Board		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VIII							
Session 1 - Outside Directors on the board (independent, nominee),	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Session 2 - Executive and Non-Executive directors, SEBI clause 49.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IX							
Session 1 - Directors and financial institutions in enhancing corporate governance,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Critical issues in governance of board directors, CEO Duality.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module X							
Session 1 - Role of auditors in enhancing corporate governance,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 Duties and responsibilities of auditors, corporate governance and internal auditors.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XI							
Session 1 - Whistle blowing: Kinds of whistle blowing,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - precluding the need for whistle blowing.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

Discrimination, affirmative action.							
Module XII							
Session 1 - Reverse discrimination: Equal employment opportunity,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Affirmative action, Preferential hiring.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIII							
Session 1 - Corporate social responsibility: Meaning, Evolution of corporate social responsibility.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XIV							
Session 1 - Common indicators for measuring business social performance,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - reporting social responsibility measures in annual report.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. A.C. Fernando, Corporate Governance, Pearson Education.
2. N. Gopalswamy, Corporate governance a new paradigm, A H Wheeler Publishing

3. Mathur, U C Corporate Governance and business ethics, MacMillan India Ltd, Latest Edition
4. Baxi, C V, Corporate Governance, Excel Books, Latest Edition
5. Sadri S, Sinha A K and Bonnerjee, P, Business Ethics: concepts and cases, TMH, Latest Edition.

Course Code: BBC 305 Business Policy and Strategic Management

Course Outcomes:

- CO1 Explain the concept and evolution of business policy and strategic management
- CO2 Acquaint with the basic principles and practices associated with strategy formulation
- CO3 Demonstrate the importance of external environmental analysis as well prepare PESTLE Analysis and ETOP model for decision making.
- CO4 Identify and evaluate different alternative strategies for effective decision making.
- CO5 Analyze the competitive situation and strategic dilemma in dynamic business environment

Module 1

Introduction: Business policy-evolution of the concept. Difference between business policy and strategic management,

Module 2

Corporate governance- concept, issues, models, evolution and significance

Module 3

Introduction to Strategic Management-Concept importance of strategic Management,

Module 4

Strategy & Competitive Advantage, Strategy Planning & Decisions, strategic Management Process,

Module 5

Top management perspective: Establishing company direction-developing strategic vision.

Module 6

Setting objectives and crafting a strategy-Internal & External Environment.

Module 7

Formulating Long Term objective & Strategy, Strategic Analysis & Choice.

Module 8

Analyzing business environment: Analysis of Business environment at 3 levels-Macro external environment analysis.

Module 9

Industry analysis and competitor analysis, porter's five forces

Module 10

Competitor analysis framework, and firm level internal analysis.

Module 11

Identifying alternative strategies: Grand strategies: stability, growth, retrenchment & combination strategies

Module 12

Competitive Strategy and Competitive Advantage: Industry and competitive analysis.

Module 13

Strategy and competitive advantage, Principles of Competitive Advantage-Identifying Value Activities.

Module 14

Competitive Scope and the Value Chain, The Value Chain and Generic Strategies.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment	
BBC 305 Business Policy and Strategic Management (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PPT	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study	
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours	
Module I								
Session 1- Introduction : Business policy-evolution of the concept.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	2 overall Assignments

Session 2 - Difference between business policy and strategic management		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Corporate governance-concept, issues, models, evolution and significance	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module III							
Session 1 - Introduction to Strategic Management-Concept importance of strategic Management,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module IV							
Session 1 - Strategy & Competitive Advantage, Strategy Planning & Decisions,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Strategic Management Process		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Top management perspective: Establishing company direction-	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

developing strategic vision							
Module VI							
Session 1 - Setting objectives and crafting a strategy- Internal & External Environment.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VII							
Session 1 - Formulating Long Term objective & Strategy, Strategic Analysis & Choice.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VIII							
Session 1 - Analyzing business environment: Analysis of Business environment at 3 levels-	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Macro external environment analysis.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IX							
Session 1 - Industry analysis and competitor analysis, porter's five forces	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module X							
Session 1 - Competitor analysis	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

framework, and firm level internal analysis.							Questions)
Module XI							
Session 1 - Identifying alternative strategies: Grand strategies: stability, growth,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - retrenchment & combination strategies		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XII							
Session 1 - Competitive Strategy and Competitive Advantage: Industry and competitive analysis.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XIII							
Session 1 - Strategy and competitive advantage,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Principles of Competitive Advantage-Identifying Value Activities.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIV							
Session 1 - Competitive Scope and the Value Chain,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - The Value Chain and		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

Generic Strategies.							
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. Dr. Aswathappa, Business Environment for Strategic Management, Tata McGraw Hill.
2. Subbarao: Business Policy and Strategic Management, HPH. 56
3. Charles W.L Hill and Gareth R. Jones, Strategic Management an Integrated Approach, Cengage Learning
4. Azhar Kazmi, Business Policy and Strategic Management, Tata McGraw Hill
5. C. AppaRao; Strategic Management and Business Policy, Excel Books.
6. Ghosh P.K., Business Policy and Strategic Planning and Management, Tata McGraw Hill.
7. Pillai, Strategic Management, 8. Lawrence, Business Policy and Strategic Management, Tata McGraw Hill.
8. Sathyashekar : Business Policy and Strategic Management, I.K International Publishing House Pvt. Ltd.

Semester 4

Course Code: BBC401 Business Research Methods

Course Outcomes:

- CO1 Learner will learn the about the research process.
- CO2 Identify the sources of primary and secondary data.
- CO3 Acquaint with the methods of collecting data and Identify the overall process of designing a research study from its inception to its report.
- CO4 Compare various scaling methods.
- CO5 Apply research tools and their application in business management

Module 1

Nature and Scope of Marketing Research – Role of Marketing Research indecision making.
Applications of Marketing Research – marketing research;

Module 2

The Research process – Steps in the research process; the research proposal;

Module 3

Problem Formulation: Management decision problem Vs. Marketing Research problem.

Module 4

Research Design: Exploratory, Descriptive, Causal.

Module 5

Secondary Data Research: Advantages & Disadvantages of Secondary Data, Criteria for evaluating secondary sources

Module 6

Secondary sources of data in Indian Context, Syndicated Research (in India)

Module 7

Primary Data Collection: Survey Vs. Observations. Comparison of self-Administered, telephone, mail, emails techniques.

Module 8

Qualitative Research Tools: Depth Interviews focus groups and projective techniques;

Module 9

Measurement & Scaling: Primary scales of Measurement -Nominal, Ordinal, and Interval & Ratio.

Module 10

Scaling techniques-paired comparison, rank order, constant sum, semantic differential, itemized ratings, Likert Scale;

Module 11

Questionnaire-form & design. Sampling: Sampling techniques, determination of sample size;

Module 12

Data Analysis: Z test (mean, diff. of mean, diff. of proportion)

Module 13

t test (mean), paired t test, Chi square test,

Module 14

Introduction to theoretical concept of ANOVA, U Test, Runs test.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial	Quadrant - II e-Content	Quadrant - III Discussion Forum	Quadrant - IV Assessment
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BBC401 Business Research Methods (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/wee k)	Lecture Video Recordin gs = 12 Hours	Open Sourc e Video s = 8 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinato r or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours	20 Hours	20 Hours	24 hours (2 hours/wee k)	44 Hours	
Module I							
Session 1- Nature and Scope of Marketing Research – Role of Marketing Research indecision making.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assesse ment (Practice Questions)
Session 2 - Applications of Marketing Research – marketing research;		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module II							
Session 1 - The Research process – Steps in the research process; the research proposal;	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assesse ment (Practice Questions)
Module III							
Session 1 - Problem Formulation: Management decision	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assesse ment (Practice Questions)

2 overall
Assignmen
ts

problem Vs. Marketing Research problem.							
Module IV							
Session 1 - Research Design: Exploratory, Descriptive, Causal.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Type of Internet connections		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Secondary Data Research: Advantages & Disadvantages of Secondary Data,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Criteria for evaluating secondary sources		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Secondary sources of data in Indian Context, Syndicated Research (in India)	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VII							
Session 1 - Primary Data Collection: Survey Vs. Observations. .	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Comparison of self-Administered,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

telephone, mail, emails techniques							
Module VIII							
Session 1 - Qualitative Research Tools: Depth Interviews focus groups and projective techniques;	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module IX							
Session 1 - Measurement & Scaling: Primary scales of Measurement	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Nominal, Ordinal, and Interval & Ratio.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module X							
Session 1 - Scaling techniques-paired comparison, rank order,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 Constant sum, semantic differential, itemized ratings, Likert Scale;							
Module XI							
Session 1 - Questionnaire-form & design. Sampling:	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Sampling techniques,							

determination of sample size;							
Module XII							
Session 1 - Data Analysis: Z test (mean, diff. of mean, diff. of proportion)	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XIII							
Session 1 -t test (mean), paired t test, Chi square test,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XIV							
Session 1 - Introduction to theoretical concept of ANOVA, U Test, Runs test.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. C.R. Kothari, Research Methodology, Vikas Publications
2. Naresh Malhotra – Marketing Research, Pearson.
3. Tripathi P.C: A Textbook of Research Methodology, Sultan Chand & Sons.
4. R. Divivedi: Research Methods in Behavior Science, Macmillan India Ltd.
5. Gupta S; Research Methodology and Statistical Techniques, Deep & Deep Publication (P)

Course Code: BBC 402 Operations Research

Course Outcomes:

- CO1 Explain about the concepts of operations research and game theory.
- CO2 Solve numerical on Assignment Models including special cases.
- CO3 Solve numerical on CPM & PERT and Sequencing problems.

CO4 Evaluate inventory control techniques and solve simulation problems.

CO5 Solve numerical on Decision Theory and Queuing Theory.

Module 1

Introduction to Operations Research: Basics definition, scope, objectives, phases, models and limitations of Operations Research.

Module 2

Game Theory. Competitive games, rectangular game, saddle point, minimax (maximin) method of optimal strategies.

Module 3

Value of the game. Solution of games with saddle points, dominance principle. Rectangular games without saddle point – mixed strategy for 2 X 2 games.

Module 4

Transportation problem, Introduction, Initial basic feasible solution, NWC method, Least cost method.

Module 5

Vogel's method, MODI, moving towards optimality, solution procedure without degeneracy.

Module 6

Assignment problem – Algorithm – Hungarian method – simple problems

Module 7

Network Analysis:- PERT/CPM background and development, stages in application.

Module 8

PERT networking analysis, CPM, Determination of CPM, Determination of earliest expected & latest allowable times.

Module 9

Inventory control: - Classification of Inventory control, EOQ model, inventory control system, ABC Analysis.

Module 10

Advantages of EOQ model in management. Simulation: Introduction, Methodology of Simulation, Basic Concepts.

Module 11

Simulation Procedure, Application of Simulation Monte-Carlo Method: Introduction, Monte-Carlo Simulation.

Module 12

Applications of Simulation, Advantages of Simulation, Limitations of Simulation.

Module 13

Queuing Theory. Decision Theory: Decision making without and with experimentation. Decision Trees. Utility theory.

Module 14

Decision under risk: expected value, expected value - variance, aspiration - level, and most likely future criteria. Decision under uncertainty: Laplace and Minimax (Maxmin) criteria.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 402 Operations Research (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Video = 8 hours	PPT	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours
Module I							
Session 1- Introduction to Operations Research: Basics definition, scope, objectives, phases,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Models and limitations of Operations Research.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Game Theory. Competitive	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
2 overall Assignments							

games, rectangular game, saddle point,							Questions)
Session 2 - Minimax (maximin) method of optimal strategies.		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module III							
Session 1 - Value of the game. Solution of games with saddle points, dominance principle.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Rectangular games without saddle point – mixed strategy for 2 X 2 games.		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module IV							
Session 1 - Transportatio n problem, Introduction, Initial basic feasible solution,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - NWC method, Least cost method.		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module V							
Session 1 - Vogel's method, MODI, moving towards optimality,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)

Sessio 2 - solution procedure without degeneracy.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Assignment problem – Algorithm –	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Hungarian method – simple problems		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VII							
Session 1 - Network Analysis:- PERT/CPM background and development, stages in application.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VIII							
Session 1 - PERT networking analysis, CPM, Determination of CPM,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Determination of earliest expected & latest allowable times.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IX							
Session 1 - Inventory control: - Classification of Inventory control, EOQ model,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Session 2 - Inventory control system, ABC Analysis.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module X							
Session 1 - Advantages of EOQ model in management.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 Simulation: Introduction, Methodology of Simulation, Basic Concepts.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XI							
Session 1 - Simulation Procedure, Application of Simulation	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Monte-Carlo Method: Introduction, Monte-Carlo Simulation.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XII							
Session 1 - Applications of Simulation, Advantages of Simulation, Limitations of Simulation.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Decision Trees, and Decision Tables.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIII							

Session 1 - Queuing Theory. Decision Theory: Decision making without and with experimentati on	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Decision Trees. Utility theory.		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module XIV							
Session 1 - Decision under risk: expected value, expected value - variance, aspiration - level, and most likely future criteria.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session. 2 - Decision under uncertainty: Laplace and Minimax (Maxmin) criteria.		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. N.P. Agarwal: Quantitative techniques for managers, RBD publication
2. Hamdy A. Taha: Operations Research-An Introduction, Prentice Hall.
3. S.N. Chary, "Production & Operation Management", Tata-McGraw – Hill Publishing Company Ltd.
4. N.D. Vohra, "Quantitative Techniques in Management", Tata-McGraw – Hill Publishing Company Ltd.

5. F.S. Hillier. G.J. Lieberman: Introduction to Operations Research- Concepts and Cases, 9th Edition, Tata Mc-Graw Hill

Course Code: BBC 403 E-Commerce

Course Outcomes:

CO1 Explain about the types of E-commerce and process to build E-commerce business

CO2 Able to learn about the basic network architecture

CO3 Identify the key security threats involve in E-commerce.

CO4 Identify various modes of electronic payments.

CO5 Examine the models of E-retailing.

Module 1

Introduction to ecommerce: Meaning and concept of ecommerce, ecommerce vs e- business.

Module 2

Advantages and disadvantages of ecommerce, Porter's value chain model, competitive advantage and competitive strategy.

Module 3

Different types of ecommerce like Business-to- Business (B2B), Business-to- customer (B2C).

Module 4

Customer-to-customer (C2C), customer- to- business (C2B),G2C. E- commerce: Business Models and Concepts.

Module 5

Technology in ecommerce: An overview of the internet, basic network architecture and the layered model, internet architecture.

Module 6

Network hardware and software considerations, intranets and extranets, The making of world wide web.

Module 7

Web system architecture, ISP, URL's and HTTP, cookies. Building and hosting your website: choosing an ISP, registering a domain name, web promotion, internet marketing techniques.

Module 8

Security threats: Security in cyberspace, kinds of threats and crimes: client threat, communication channel threat, server threat, other programming threats.

Module 9

Frauds and scams Basic cryptography for enabling security in ecommerce: encryption: public and private key encryption.

Module 10

Authentication and trust using digital signature and digital certificates, internet security using Virtual Private Network (VPN), firewalls, Secure sockets layer (SSL).

Module 11

Internet payment systems: 4C payment methods, electronic money, ACID (Atomicity, Consistency, Isolation and Durability) and ICES (Interpretability, Conservation, Economy, Scalability) test.

Module 12

Payment gateway, electronic payment media: e-cash and e-wallet, e-check, credit card, debit card, smart card, Electronic fund transfer (EFT), NEFT, RTGS, IMPS and Automated Clearing house (ACH).

Module 13

E-Retailing: Traditional v/s E-Retailing, Key success factors in E-retailing, Models of E-retailing, and Characteristics of E-retailing.

Module 14

E-services: Categories of E-services, Web-enabled services, matchmaking services, Information selling on the web, E-entertainment, Auctions and other specialized services.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 403 E-Commerce (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2	44 Hours

						hours/week)	
Module I							
Session 1 - Introduction to ecommerce: Meaning and concept of ecommerce,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - ecommerce vs e- business.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Advantages and disadvantages of ecommerce, Porter's value chain model,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - competitive advantage and competitive strategy.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Different types of ecommerce like Business-to- Business (B2B), Business-to-customer (B2C).	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Customer-to-customer (C2C), customer- to-business	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
							2 overall Assignments

(C2B),G2C.							
Session 2 - E-commerce: Business Models and Concepts.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Technology in e-commerce: An overview of the internet,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - basic network architecture and the layered model, internet architecture.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Network hardware and software considerations , intranets and extranets,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 The making of world wide web.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VII							
Session 1 -Web system architecture, ISP, URL's and HTTP, cookies. Building and hosting your website: choosing an ISP,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - registering a domain name, web promotion, internet marketing		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

techniques.							
Module VIII							
Session 1 - Security threats: Security in cyberspace, kinds of threats and crimes:	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - client threat, communication channel threat, server threat, other programming threats.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IX							
Session 1 - Frauds and scams Basic cryptography for enabling security in ecommerce:	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - encryption: public and private key encryption.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module X							
Session 1 - Authentication and trust using digital signature and digital certificates,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 internet security using Virtual Private Network (VPN), firewalls, Secure sockets		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

layer (SSL).							
Module XI							
Session 1 - Internet payment systems: 4C payment methods, electronic money, ACID (Atomicity, Consistency, Isolation and Durability)	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - ICES (Interpretability, Conservation, Economy, Scalability) test.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XII							
Session 1 - Payment gateway, electronic payment media: e-cash and e-wallet, e-check, credit card, debit card, smart card,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Electronic fund transfer (EFT), NEFT, RTGS, IMPS and Automated Clearing house (ACH).		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIII							
Session 1 -E-Retailing: Traditional v/s	1 Live Session	1 recorded video	1 open source	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (

E-Retailing, Key success factors in E-retailing,			video				Practice Questions)
Session 2 - Models of E-retailing, and Characteristics of E-retailing,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XIV							
Session 1 - E-services: Categories of E-services, Web-enabled services, matchmaking services,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Information selling on the web, E-entertainment, Auctions and other specialized services		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. Kenneth C. Laudon and Carlo Guercio Traver, E-Commerce, Pearson Education.
2. Bharat Bhaskar, Electronic Commerce: Framework, Technology and Application, McGraw Hill Education
3. Agarwala K.N and Deeksha Ararwala: "Business on the Net – Whats and Hows of E-Commerce"
4. Murthy CSV: "E. Commerce" Himalaya Publishing House Pvt.Ltd.

Course Code: BBC 404 Cyber Crimes and Law

Course Outcomes:

- CO1 Explain the concept of cyber law and web technology.
- CO2 Apprise about the regulatory framework and protection from cyber fraud.
- CO3 Able to learn about the electronic evidences for personal and professional use

CO4 Examine various electronic documents and its safety.

CO5 Assess the impact of E-Contract on business.

Module 1

Introduction- Overview of Computer and Web Technology, Need for Cyber Law, Cyber Jurisprudence at International and Indian Level

Module 2

Jurisdictional Aspects in Cyber Law- Issues of jurisdiction in cyberspace, Types of jurisdiction.

Module 3

Prerequisites of jurisdiction, Cyber Crimes & Legal Framework- Introduction to Cyber Crimes, Cyber Crimes vs. Conventional Crime.

Module 4

Reasons for cyber -crimes and cyber criminals, Cyber Crimes against Individuals, Institution and State, Cyber Crimes, Hacking.

Module 5

Digital Forgery, Cyber Stalking/Harassment, Cyber Pornography, Identity Theft & Fraud, Cyber Terrorism.

Module 6

Cyber Defamation, Salami attacks- Web Jacking, Denial of service attack, Right to Privacy and Data Protection on Internet.

Module 7

Concept of privacy Threat to privacy on internet, Ingredients to decide confidentiality of information.

Module 8

Breach of sensitive personal information and confidentiality under IT Act and penalties for the same, Different offences under IT Act, 2000.

Module 9

Digital signature and Electronic Signature- Concept of public key and private key.

Module 10

Certification authorities and their role, Creation and authentication of digital signature, Concept of electronic signature certificates.

Module 11

Electronic Governance, Concept of electronic records and electronic signatures

Module 12

E Contracting- Salient features of E-contract, Formation of E-contract and types.

Module 13

E-mail Contracting, Indian Approach on E-contracts.

Module 14

Case studies on breach of cyber laws and how they were regulated.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 404 Cyber Crimes and Law (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PP T	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours
Module I							
Session 1- Introduction- Overview of Computer and Web Technology, Need for Cyber Law,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Cyber Jurisprudence at International and Indian Level		1 recorded video	1 open source video	1 PP T	1 E-book/PDF		
Module II							
Session 1 - Jurisdictional Aspects in Cyber Law- Issues of jurisdiction in cyberspace, Types of jurisdiction.	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
							2 overall Assignments

Module III							
Session 1 - Prerequisites of jurisdiction, Cyber Crimes & Legal Framework-.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Introduction to Cyber Crimes, Cyber Crimes vs. Conventional Crime.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Reasons for cyber-crimes and cyber criminals, Cyber Crimes against Individuals,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Institution and State, Cyber Crimes, Hacking.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Digital Forgery, Cyber Stalking/Harassment,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Cyber Pornography, Identity Theft & Fraud, Cyber Terrorism.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Cyber Defamation, Salami attacks- Web Jacking, Denial of service attack,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Right to Privacy and Data Protection on Internet.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VII							

Session 1 -Concept of privacy Threat to privacy on internet,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Ingredients to decide confidentiality of information.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VIII							
Session 1 - Breach of sensitive personal information and confidentiality under IT Act and penalties for the same,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Different offences under IT Act, 2000.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IX							
Session 1 - Digital signature and Electronic Signature-Concept of public key and private key.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module X							
Session 1 - Certification authorities and their role, Creation and authentication of digital signature,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 Concept of electronic signature certificates.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XI							
Session 1 - Electronic Governance, Concept of	1 Live Session	1 recorded video	1 open source	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice

electronic records and electronic signatures			video				Questions)
Module XII							
Session 1 -E Contracting- Salient features of E-contract, Formation of E-contract and types.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XIII							
Session 1 E-mail Contracting, Indian Approach on E-contracts.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XIV							
Session 1 - Case studies on breach of cyber laws and how they were regulated.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)		20 Hours	24 hours	44 Hours

Readings:

1. Nandan Kamath, Law Relating to Computer Network and E-commerce, Universal Law Publisher.
2. Apar Gupta, Commentary on Information Technology Act, 2000, Lexis Nexis.
3. Justice Yatindra Singh, Cyber Laws, Universal Law Publishing Co, New Delhi.
4. Verma S, K, Mittal Raman, Legal Dimensions of Cyber Space, Indian Law Institute, New Delhi.
5. Sudhir Naib, The Information Technology Act, 2005, A Handbook, OUP.

Course Code: BBC 405 International Business

Course Outcomes:

- CO1 Explain the concept and theories of international trade
- CO2 Able to learn various modes of international business

CO3 Awareness of the global business environment and its impacts on businesses.

CO4 Identify how marketing practices takes place in international business

CO5 Knowledge of various procedures and documentation related to international trade and EXIM policy.

Module 1

INTRODUCTION TO INTERNATIONAL BUSINESS Meaning and Definition of International Business

Module 2

Theories of International Trade – Economic Theories – Forms of International Business - Nature of International Business

Module 3

MODES OF ENTRY INTO INTERNATIONAL BUSINESS Mode of Entry –Exporting – Licensing – Franchising – Contract Manufacturing – Turn Key Projects

Module 4

Foreign Direct Investment – Mergers, Acquisitions and Joint Ventures – Comparison of different modes of Entry.

Module 5

GLOBALIZATION: Meaning - Features – Stages –Production –Investment and Technology,

Module 6

Globalization – Advantages and Disadvantages – Methods and Essential Conditions for Globalization.

Module 7

MNC's and International Business: Definitions – Distinction between Indian Companies – MNC – Global Companies and TNC

Module 8

Organizational Transformations – Merits and Demerits of MNCs in India

Module 9

INTERNATIONAL MARKETING INTELLIGENCE Information required – Source of Information – International Marketing Information System and Marketing Research.

Module 10

EXIM TRADE Export Trade, Procedure, Steps & Documentation,

Module 11

Direction of India's Trade – Export Financing – Documents related to Export Trade – Export Marketing

Module 12

Import Trade, Procedure, Steps, Documentations and Problems

Module 13

EXIM Policy, Balance of Payment

Module 14

Disequilibrium and Measures for Rectification - Institutions connected with EXIM Trade.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 405 International Business (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours
Module I							
Session 1- INTRODUCTION TO INTERNATIONAL BUSINESS Meaning and Definition of International Business	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module II							
Session 1 - Theories of International Trade – Economic Theories –	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
							2 overall Assignments

Session 2 - Forms of International Business - Nature of International Business		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - MODES OF ENTRY INTO INTERNATIONAL BUSINESS Mode of Entry – Exporting –	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Licensing – Franchising – Contract Manufacturing – Turn Key Projects		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Foreign Direct Investment – Mergers, Acquisitions and Joint Ventures	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - – Comparison of different modes of Entry.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - GLOBALIZATION: Meaning - Features – Stages –Production – Investment and Technology,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VI							
Session 1 - Globalization – Advantages and Disadvantages – Methods and Essential Conditions for Globalization.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Module VII							
Session 1 -MNC's and International Business: Definitions – Distinction between Indian Companies –	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2- MNC – Global Companies and TNC		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VIII							
Session 1 - Organizational Transformations – Merits and Demerits of MNCs in India	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module IX							
Session 1 - INTERNATIONAL MARKETING INTELLIGENCE Information required – Source of Information –	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - International Marketing Information System and Marketing Research.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module X							
Session 1 - EXIM TRADE Export Trade, Procedure, Steps & Documentation,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XI							
Session 1 - Direction of India's Trade – Export Financing –	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Session 2 - Documents related to Export Trade – Export Marketing		1 recorded video	1 open source video	1 PPT	1 E-book/PDF)
Module XII							
Session 1 -Import Trade, Procedure, Steps, Documentations and Problems	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XIII							
Session 1 -EXIM Policy, Balance of Payment	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XIV							
Session 1 - Disequilibrium and Measures for Rectification - Institutions connected with EXIM Trade.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. Dr.Aswathappa International Business, Tata McGraw Hill.
2. P. Subba Rao – International Business – HPH
3. Shyam Shukla; International Business, Excel Books.
4. Francis Cherunilam; International Business, Prentice Hall of India
5. Mahua Dutta, International Business, I.K. Intl

Semester 5

Course Code: BBC 501 Quantitative Techniques

Course Outcomes:

CO1 Define the concept of matrices and their application.

- CO2 Solve linear programming problems
- CO3 Learn the application of sequencing and queuing theory
- CO4 Demonstrate the importance of time series analysis
- CO5 Apply index numbers for decision making.

Module 1

Matrices - Definition and notation, various types, addition of matrices, multiplication of matrices.

Module 2

Determinants, Inverse of a non-singular matrix; Matrices as vectors – preliminary concepts.

Module 3

I/O Analysis – I/O table, matrix of technological co-efficient, simple problems

Module 4

Linear Programming: Formulation of L.P. Problems, Graphical Solutions (Special Cases: Multiple optimal solution, infeasibility, unbounded solution).

Module 5

Simplex Methods (Special cases: Multiple optimal solution, infeasibility, degeneracy, unbounded solution).

Module 6

Big M method and Two- phase method; Duality and Sensitivity (emphasis on formulation & Economic interpretation).

Module 7

Formulation of Integer programming, Zero-one programming, Goal Programming.

Module 8

Sequencing & Queuing Theory Sequencing Problem: Johnsons Algorithm for n Jobs and two machines.

Module 9

n Jobs and Three Machines, Two jobs and m - Machines Problems.

Module 10

Queuing Theory: Characteristics of M/M/I Queue model; Application of Poisson and Exponential distribution in estimating arrival rate and service rate.

Module 11

Applications of Queue Model for better service to the customers.

Module 12

Time Series Analysis: Different components, Determination of Trend by Different methods Viz., Graphical, Least Square & moving average.

Module 13

Method of Least squares; fitting of linear and quadratic trend, Index Numbers: Meaning & Definition – Uses – Classification – Construction of Index Numbers – Methods of constructing, Index Numbers.

Module 14

Simple Aggregate Method – Simple Average of Price Relative Method – Weighted Index numbers – Fisher’s Ideal Index (including Time and Factor Reversal tests) – Consumer Price Index –Problems

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment	
BBC 501 Quantitative Techniques (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PPT	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study	
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours	
Module I								
Session 1- Matrices - Definition and notation, various types, addition of matrices, multiplication of matrices.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	2 overall Assignments
Module II								

Session 1 - Determinants, Inverse of a non-singular matrix; Matrices as vectors – preliminary concepts.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module III							
Session 1 - I/O Analysis – I/O table, matrix of technological co-efficient, simple problems	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module IV							
Session 1 - Linear Programming : Formulation of L.P. Problems, Graphical Solutions	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - (Special Cases: Multiple optimal solution, infeasibility, unbounded solution).		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Simplex Methods (Special cases: Multiple optimal solution, infeasibility, degeneracy, unbounded solution).	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Module VI							
Session 1 - Big M method and Two- phase method;	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Duality and Sensitivity (emphasis on formulation & Economic interpretation).		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VII							
Session 1 - Formulation of Integer programming, Zero-one programming, Goal Programming.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VIII							
Session 1 - Sequencing & Queuing Theory Sequencing Problem: Johnsons Algorithm for n Jobs and two machines.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module IX							
Session 1 - n Jobs and Three Machines, Two jobs and m - Machines Problems.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module X							
Session 1 - Queuing Theory: Characteristics of M/M/I Queue	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

model; Application of Poisson and							
Session 2 Exponential distribution in estimating arrival rate and service rate.		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module XI							
Session 1 - Applications of Queue Model for better service to the customers.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Module XII							
Session 1 - Time Series Analysis: Different components, Determinatio n of Trend by Different methods Viz.,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Graphical, Least Square & moving average.		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module XIII							
Session 1 - Method of Least squares; fitting of linear and quadratic trend, Index Numbers: Meaning & Definition	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - -- Uses -- Classification -- Construction		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		

of Index Numbers – Methods of constructing, Index Numbers.							
Module XIV							
Session 1 - Simple Aggregate Method – Simple Average of Price Relative Method – Weighted Index numbers –	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Fisher’s Ideal Index (including Time and Factor Reversal tests) – Consumer Price Index – Problems .		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. Statistics for Management – Richard L Levin & Daid S Rubin
2. Statistical Methods – S P Gupta
3. Statistics for Business and Economics – R P Hoods – MacMillan India Limited
4. N.D. Vohra, “Quantitative Techniques in Management”, Tata-McGraw – Hill Publishing Company Ltd.
5. Amir D. Aczel, Complete Business Statistics, 5th edition, Irwin McGraw-Hill.

Course Code: BBC 502 Production and Operations Management

Course Outcome

CO1 To familiarize learners with the functions of production and operations management.

CO2 Compare method and time study.

CO3 Analyze and evaluate various facility alternatives and their capacity.

CO4 Explain various PPC and materials management functions.

CO5 Apply various techniques to measure productivity and control.

Module 1

Basic Concept: Production and Operations Management functions: various production processes and their selection;

Module 2

Common systems model; Relevant cost concept, production and productivity; Measurement of Productivity.

Module 3

Work Study: Methods study- procedure and techniques.

Module 4

Principles of motion economy and work place design; work measurement.

Module 5

Time Study and work sampling; Performance rating and allowances;

Module 6

Estimation of standard time and related errors.

Module 7

Facilities Planning: Facilities location factors, Bridgeman's dimensional analysis;

Module 8

Systematic layout planning; Principles and techniques used;

Module 9

Different layouts; Material handling systems and equipments.

Module 10

Production Planning and Control: Aggregate Planning – basic Strategies, viz., Level Production, chase demand and mixed strategy;

Module 11

Aggregate Planning costs; routing, scheduling, Gantt Charts.

Module 12

Select Techniques and Concepts: Cost-Benefit Analysis, Input-Output Analysis;

Module 13

Value analysis; Learning Curves;

Module 14

Vertical Analysis; Learning Curves; Vertical Integration; Just-in-Time Systems.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 502 Production and Operations Management (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PPT	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours
Module I							
Session 1- Basic Concept: Production and Operations Management functions: various production processes and their selection;	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module II							
Session 1 - Common systems model; Relevant cost concept,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
							2 overall Assignments

production and productivity; Measurement of Productivity.								
Module III								
Session 1 - Work Study: Methods study-procedure and techniques.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Module IV								
Session 1 - Principles of motion economy and work place design; work measurement.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Module V								
Session 1 - Time Study and work sampling; Performance rating and allowances;	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Module VI								
Session 1 - Estimation of standard time and related errors.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Module VII								
Session 1 - Facilities Planning: Facilities location factors, Bridgeman's dimensional analysis;	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	

Module VIII							
Session 1 - Systematic layout planning; Principles and techniques used;	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module IX							
Session 1 - Different layouts; Material handling systems and equipments.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module X							
Session 1 - Production Planning and Control: Aggregate Planning – basic Strategies, viz.,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Level Production, chase demand and mixed strategy;		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module XI							
Session 1 - Aggregate Planning costs; routing, scheduling, Gantt Charts.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XII							
Session 1 - Select Techniques and	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Concepts: Cost-Benefit Analysis, Input- Output Analysis;							
Module XIII							
Session 1 - Value analysis; Learning Curves;	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Module XIV							
Session 1 - Vertical Analysis; Learning Curves; Vertical Integration; Just-in-Time Systems.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. Chary S.N. - Production Operations Management, Tata McGraw Hill.
2. Mayer R.R. - Production Operations Management, TMH.
3. Buffa&Sarin - Modern Production/Operations Management, John Willey & Sons.
4. Aswathappa & Shridhara Bhatt - Production Operations Management, Himalaya.
5. Adam & Ebert - Productions & Operations Management, PHI.

Course Code: BBC 503 Enterprise Resource Planning

Course Outcomes:

- CO1 Describe the concept and modules of ERP
- CO2 Interpret the role of IT in organizations
- CO3 Demonstrate ERP dynamics.
- CO4 Assess the implementation of ERP.
- CO5 Analyzing practical aspects of ERP.

Module 1

ERP Introduction: Origin, Evolution and Structure and Benefits: Conceptual Model of ERP.

Module 2

Scenario and Justification of ERP in India, Various Modules of ERP, Advantage of ERP.

Module 3

Advancement of IT and Impact on organizations data management: Data ware Housing.

Module 4

Data Mining, Online Analytic Processing (OLAP), and Product Life Cycle Management (PLM)

Module 5

ERP Marketplace and Marketplace Dynamics: Market Overview, Marketplace Dynamics.

Module 6

The changing ERP Market. ERP- Functional Modules: Introduction, Functional Modules of ERP.

Module 7

Software Integration of ERP, Supply chain and Customer Relationship Applications.

Module 8

ERP Implementation: Business Process mapping and re-engineering.

Module 9

ERP Implementation Life Cycle Role of Consultants, Vendors and Employees.

Module 10

Critical Success Factors: Guiding Selection and Evaluation of ERP.

Module 11

Strategies and CSF for Successful ERP Implementation, Causes of ERP Failure

Module 12

Practical Module: ERP & E-Commerce, Future Directives- in ERP.

Module 13

Integrating ERP into organizational culture. Using an open source ERP tool for orienting learners to ERP

Module 14

Case studies of how ERP has been instrumental in business administration.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 503 Enterprise Resource Planning (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 120 Hours	12 Hours	20 Hours		20 Hours		24 hours (2 hours/week)	44 Hours
Module I							
Session 1- ERP Introduction: Origin, Evolution and Structure and Benefits: Conceptual Model of ERP	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module II							
Session 1 - Scenario and Justification of ERP in India, Various Modules of ERP, Advantage of ERP.	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module III							
Session 1 - Advancement of IT and Impact on organizations data management: Data ware	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
							2 overall Assignments

Housing.							
Module IV							
Session 1 - Data Mining, Online Analytic Processing (OLAP), and Product Life Cycle Management (PLM)	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module V							
Session 1 - ERP Marketplace and Marketplace Dynamics: Market Overview, Marketplace Dynamics.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VI							
Session 1 - The changing ERP Market. ERP- Functional Modules: Introduction, Functional Modules of ERP.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VII							
Session 1 - Software Integration of ERP, Supply chain and Customer Relationship Applications.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VIII							

Session 1 - ERP Implementation : Business Process mapping and re-engineering.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module IX							
Session 1 - ERP Implementation Life Cycle Role of Consultants, Vendors and Employees.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module X							
Session 1 - Critical Success Factors: Guiding Selection and Evaluation of ERP.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XI							
Session 1 - Strategies and CSF for Successful ERP Implementation, Causes of ERP Failure	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XII							
Session 1 - Practical Module: ERP & E-Commerce, Future Directives- in ERP.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XIII							
Session 1 - Integrating ERP into organizational culture. Using an open source	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

ERP tool for orienting students to ERP							
Module XIV							
Session 1 - Case studies of how ERP has been instrumental in business administration	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill.
2. Alexis Leon, Enterprise Resource Planning, second edition, Tata McGraw-Hill.
3. Mahadeo Jaiswal and Ganesh Vanapalli, ERP Macmillan India.
4. Vinod Kumar Grag and N.K. Venkitakrishnan, ERP- Concepts and Practice, Prentice Hall of India.
5. Srivatasava : Enterprise Resource Planning I.K. International

Course Code: BBC 504 Total Quality Management

Course Outcomes:

- CO1 Discuss the concept and theories of TQM
- CO2 Assess the customer perception towards quality of product and service.
- CO3 Analyze the statistical quality tools to improve quality
- CO4 Recognize the significance of quality in service
- CO5 Acquaint with various quality systems terminology and its application.

Module 1

Introduction - Need for quality - Evolution of quality - Definitions of quality

Module 2

Dimensions of product and service quality - Basic concepts and features of TQM.

Module 3

TQM Framework, Eight building blocks of TQM, Contributions of Deming, Juran and Crosby.

Module 4

Barriers to TQM, Customer focus, Customer orientation, Customer satisfaction.

Module 5

Customer complaints, Customer retention, PDSA cycle, Crosby’s theory on Quality Management.

Module 6

Customer Satisfaction – Customer Perception of Quality, Customer Complaints.

Module 7

Service Quality, Customer Retention, Continuous Process Improvement.

Module 8

5S, Kaizen, Just-In-Time and TPS.

Module 9

Statistical Process Control- Central Tendency, The seven tools of quality.

Module 10

Normal curve, Control charts, Process Capability.

Module 11

TQM Tools, Quality Policy Deployment (QPD), Quality Function Deployment (QFD).

Module 12

Benchmarking, Taguchi Quality Loss Function, Total Productive Maintenance (TPM).

Module 13

FMEA and its use case studies.

Module 14

Quality Systems- ISO 9000, ISO 9000:2000, ISO 14000, other quality systems.

Content Matrix

Semester	Live Sessions	Quadrant - I e- Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 504 Total Quality Management (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study

						the same on real time basis by the Course Coordinator or his team		
Total = 120 Hours	12 Hours	20 Hours	20 Hours	20 Hours	24 hours (2 hours/week)	44 Hours		
Module I							2 overall Assignments	
Session 1- Introduction - Need for quality - Evolution of quality - Definitions of quality	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum		1 Assessment (Practice Questions)
Module II								
Session 1 - Dimensions of product and service quality - Basic concepts and features of TQM.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum		1 Assessment (Practice Questions)
Module III								
Session 1 - TQM Framework, Eight building blocks of TQM, Contributions of Deming, Juran and Crosby.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum		1 Assessment (Practice Questions)
Module IV								
Session 1 - Barriers to TQM, Customer focus, Customer orientation,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	

Customer satisfaction.							
Module V							
Session 1 - Customer complaints, Customer retention, PDSA cycle, Crosby's theory on Quality Management.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VI							
Session 1 - Customer Satisfaction – Customer Perception of Quality, Customer Complaints.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VII							
Session 1 - Service Quality, Customer Retention, Continuous Process Improvement.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VIII							
Session 1 - 5S, Kaizen, Just-In-Time and TPS.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module IX							
Session 1 - Statistical Process Control- Central Tendency, The seven tools of quality.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Module X							
Session 1 - Normal curve, Control charts, Process Capability.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XI							
Session 1 - TQM Tools, Quality Policy Deployment (QPD), Quality Function Deployment (QFD).	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XII							
Session 1 - Benchmarking, Taguchi Quality Loss Function, Total Productive Maintenance (TPM).	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XIII							
Session 1 - FMEA and its use case studies.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module XIV							
Session 1 - Quality Systems- ISO 9000, ISO 9000:2000, ISO 14000, other quality systems.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. Ron Basu, “Implementing Quality: A Practical Guide to Tools and Techniques”, THOMPSON.
2. Kanishka Bedi, “Quality Management”, Oxford University Press.
3. Mukherjee, PN, “Total Quality Management”, PHI.
4. Dale H. Besterfield, “Total Quality Management”, Pearson Education, Latest Edition
5. Feigenbaum.A.V. —Total Quality Management, McGraw -Hill Professional, Latest Edition

Course Code: BBC 505 Project Management**Course Outcomes:**

- CO1 Compare different types of project.
- CO2 Describe the importance of project planning
- CO3 Interpret the role of forecasting in project management
- CO4 Practical application of various project tools and techniques
- CO5 Knowledge of project evaluation and audit

Module 1

The Definition of a “Project”, Why project Management, The project Lifecycle, Project Management Maturity, Project Selection and Criteria of Choice, The Nature of Project Selection Models.

Module 2

Types of Project Selection Models, Project Portfolio Process, Project Proposals. The Project Manager.

Module 3

Project Management and the Project Manager, Special Demands on the Project Manager, Selecting the Project Manager, Problems of Cultural Differences, Impact of Institutional Environments, Project Organization.

Module 4

The project as Part of the Functional Organization, Pure Project Organization, The Matrix organization.

Module 5

Planning: Introduction, Meaning, Definition, Characteristic & objective period, Nature of Planning, Importance of planning, Advantages of planning, Steps in planning process.

Module 6

Methods of planning, Limitations Of planning, Essentials of a good planning, obstacles in planning, Planning Premises and Classification of Planning Premises.

Module 7

Planning Forecasting: Introduction, Meaning, Definition, Characteristics, Process, Importance of forecasting, Areas of forecasting, Forecasting Techniques Types Methods, Advantages Initial Project Coordination.

Module 8

The Nature of Negotiation, Partnering, Chartering and change, Conflict and the project life cycle. Estimating Project Budgets, Improving the Process of Cost Estimation.

Module 9

Network Techniques: PERT and CPM, Risk Analysis Using Simulation with Crystal Ball 2000 Critical Path Method- Crashing a Project

Module 10

The Resource Allocation Problem Resource Loading, Resource Leveling, Constrained Resource Allocation

Module 11

The Planning-Monitoring-Controlling Cycle, Information Needs and the Reporting Process, Earned Value Analysis

Module 12

The Fundamental Purposes of Control, Three Types of Control Processes, Comments on the Design of Control Systems, Control as a Function of Management.

Module 13

Purposes of Evaluation: Goals of the System, The Project Audit, Construction and Use of the Audit Report, The Project Audit Life Cycle, some Essential of an Audit/Evolution

Module 14

The Varieties of Project Termination, when to Terminate a Project, The Termination Process.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 505 Project Management (4 Credits) Duration - 12 Weeks	12 Live Sessions (1 session/week)	Lecture Video Recordings = 12 Hours	Open Source Videos = 8 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study

						on real time basis by the Course Coordinator or his team		
Total = 120 Hours	12 Hours	20 Hours	20 Hours	20 Hours	24 hours (2 hours/week)	44 Hours		
Module I							2 overall Assignments	
Session 1- The Definition of a “Project”, Why project Management, The project Lifecycle, Project Management Maturity,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum		1 Assessment (Practice Questions)
Session 2 - Project Selection and Criteria of Choice, The Nature of Project Selection Models.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module II								
Session 1 - Types of Project Selection Models, Project Portfolio Process, Project Proposals. The Project Manager.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum		1 Assessment (Practice Questions)
Module III								
Session 1 - Project Management and the Project Manager,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	

Special Demands on the Project Manager, Selecting the Project Manager)
Session 2 - , Problems of Cultural Differences, Impact of Institutional Environments, Project Organization.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - The project as Part of the Functional Organization, Pure Project Organization, The Matrix organization.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module V							
Session 1 - Planning: Introduction, Meaning, Definition, Characteristic & objective period,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Nature of Planning, Importance of planning, Advantages of planning, Steps in planning process.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							

Session 1 - Methods of planning, Limitations Of planning, Essentials of a good planning,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - obstacles in planning, Planning Premises and Classification of Planning Premises.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VII							
Session 1 - Planning Forecasting: Introduction, Meaning, Definition, Characteristics, Process, Importance of forecasting	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - , Areas of forecasting, Forecasting Techniques Types Methods, Advantages Initial Project Coordination.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VIII							
Session 1 - The Nature of Negotiation, Partnering, Chartering and change, Conflict and the project life cycle.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Estimating Project Budgets, Improving the Process of Cost		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

Estimation.							
Module IX							
Session 1 - Network Techniques: PERT and CPM,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Risk Analysis Using Simulation with Crystal Ball 2000 Critical Path Method- Crashing a Project		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Module X							
Session 1 - The Resource Allocation Problem Resource Loading,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 Resource Leveling, Constrained Resource Allocation							
Module XI							
Session 1 -The Planning- Monitoring- Controlling Cycle,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Information Needs and the Reporting Process, Earned Value Analysis							
Module XII							

Session 1 -The Fundamental Purposes of Control, Three Types of Control Processes,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Comments on the Design of Control Systems, Control as a Function of Management.							
Module XIII							
Session 1 - Purposes of Evaluation: Goals of the System, The Project Audit, Construction and Use of the Audit Report,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - The Project Audit Life Cycle, some Essential of an Audit/Evolution							
Module XIV							
Session 1 - The Varieties of Project Termination, when to Terminate a Project, The Termination Process.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Total = 120 Hours	12 Hours	12 Hours (or more)	8 Hours (or more)	20 Hours	24 hours	44 Hours	

Readings:

1. Project Management- Vasant Desai, Himalaya Publishing House
2. S.Choudury, Project Management, Tata McGraw Hill Publications
3. P. Gopalakrishnan, VE. Ramamoorthy: Text Book of Project Management
4. N P Agarwal, B K Mishra, Project Appraisal, RBSA Publishers

5. Prasanna Chandra, Projects, Tata McGraw Hill Publications

Semester 6

Course code: BBC 601 Graduation Project

Course Outcomes:

CO1 To simulate real life situations of management and impart adequate training to give learners confidence to face and tackle any problem in the field is developed.

CO2 Synthesizing and applying prior knowledge to designing and implementing solutions-to open-ended managerial problems while considering multiple realistic constraints.

To improve the professional competency and research aptitude by touching the areas which are otherwise not covered by theory or laboratory classes. Learners will take up a project that aims to develop the work practice in learners to apply theoretical and practical tools/techniques to solve real life problems related to industry and current research.

Completion of project and presentation before a jury is intended to facilitate the transition from the thorough theoretical education, dispensed in this online degree program, into an industrial professional career.

Detailed Syllabus for each BBA specialisation

BBA

Semester 1

Course code: BBC107 Psychology for Managers

Course Outcomes:

CO1 To inform about basic functioning of nervous system.

CO2 Differentiate between sensory and non-sensory stimuli.

CO3 Examine the role of psychological tests for recruitment and selection.

CO4 Develop and administer basic psychological tests.

Module 1

Psychology: Its nature, scope and methods. Biological Bases of Behavior: Neurons, Nervous system. Its basic structure and function, the brain, Lateralization of the cerebral centre, the endocrine system

Module 2

Sensation: The raw material of understanding: Sensory threshold, Sensory adaptation Vision, Hearing, Touch and other skin senses, Smell and taste, Kinesthetic and vestibule sense. Perception: The focus of attention Perception: Same organizes principles. Constancies and illusions, the plasticity of perception. Learning: Classical conditioning, Operant conditioning, Observational learning

Module 3

Memory: Human memory: The information processing approach Sensory memory, Short - term memory, Long - term memory, Forgetting from long term - memory, Memory in natural contexts, biological bases of memory. Cognition: Thinking, Dealing and Communicating.

Module 4

Thinking: Forming concepts and reasoning to conclusions Making decisions: Problem solving and creativity. Language: The communication of information

Module 5

Motivation: The activation and persistence of behavior Emotion: Their nature, expansion and impact. Measuring Individual Differences: The Nature of Psychological Testing Psychological Tests: Reliability, validity and standardization, The nature and measurement of human intelligence. Human intelligence: The role of heredity and the role of environment. Measuring interests, aptitudes and achievements.

Module 6

Social Thought: How we think About Others and the Social Culture, Attribution: Understanding the causes of others behavior social cognition: How we process social information Attitudes: Evaluations of the social world Prejudice and discrimination Social Behavior: Social influence: Changes other behavior, conformity compliance, obedience Attraction and love: Interpersonal attraction, pro social behavior

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 107 Psychology (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study

						Coordinator or his team	
Total = 60 Hours	6 Hours	10 Hours*	10 Hours	12 hours (2 hours/week)	22 Hours		
Module I							
Session 1 - Psychology: Its nature, scope and methods	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Biological Bases of Behavior: Neurons, Nervous system		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Nervous system -basic structure and function, the brain		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Lateralization of the cerebral centre, the endocrine system		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Sensation: The raw material of understanding	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Kinesthetic and vestibule sense		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Perception: The focus of attention, the plasticity of perception		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Perception:		1 recorded video	1 open	1 PPT	1 E-book/PDF		
2 overall Assignments							

Same organizes principles. Constancies and illusions,			source video	T	F			
Session 5 - Learning: Classical conditioning, Operant conditioning, Observational learning		1 recorded video	1 open source video	1 PP T	1 E-book/PDF			
Module III								
Session 1 - Memory: The information processing approach	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Sensory memory, Short - term memory, Long - term memory		1 recorded video	1 open source video	1 PP T	1 E-book/PDF			
Session 3 - Forgetting from long term - memory, Memory in natural contexts		1 recorded video	1 open source video	1 PP T	1 E-book/PDF			
Session 4 - Biological bases of memory		1 recorded video	1 open source video	1 PP T	1 E-book/PDF			
Session 5 - Cognition: Thinking, Dealing and Communicating		1 recorded video	1 open source video	1 PP T	1 E-book/PDF			
Module IV								
Session 1 - Thinking: Forming concepts and	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice	

reasoning to conclusions							Questions)
Session 2 - Making decisions: Problem solving and creativity		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Language: The communication of information		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Motivation: The activation and persistence of behavior	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Emotion: Their nature, expansion and impact		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Measuring Individual Differences: The Nature of Psychological Testing		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Psychological Tests: Reliability, validity and standardization		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 5 - The nature and measurement of human intelligence		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 6 - Human intelligence:		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

The role of heredity and the role of environment								
Session 7 - Measuring interests, aptitudes and achievement		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module VI								
Session 1 - Social Thought: How we think About Others and the Social Culture	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Attribution: Understanding the causes of others behavior		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 3 - Social cognition: How we process social information		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 4 - Attitudes: Evaluations of the social world Prejudice and discrimination		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 5 - Attitudes: Evaluations of the social world Prejudice and discrimination		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 6 - Social Behavior: Social influence: Changes other		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			

behavior, conformity compliance, obedience							
Session 7 - Attraction and love: Interpersonal attraction, pro social behavior		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. Mangal, S.K: General Psychology, Sterling Publishers Pvt. Ltd
2. Morgan, C. and J.W.King: Introduction to Psychology, Tata McGraw-Hill.
3. Hilgard, Atkinson and Atkinson: Introduction to Psychology, Oxford and IBH, India.
4. Dagenekenna MC, Business Psychology and Organizational Behaviour – Learners hand Book
5. Sharma, R.A. (1982). Organizational Theory and Behaviour. New Delhi: Tata McGraw Hill

Semester 2

Course code: BBC 207 Banking & Insurance

Course Outcomes:

- CO1 Apply knowledge in the field of Banking Sector in India.
- CO2 Classify various services offered and risks faced by banks
- CO3 Interpret the role of regulatory norms in banking sector
- CO4 Apply knowledge in the field of insurance industry in India
- CO5 Identify the various challenges and scope in the Banking and Insurance Sectors.

Module 1

Banking Business in India, Banking Legislations, Structure of Indian Banking System, Recent Developments in Banking Industry, Roles of Banks, Principles of Banking, Banker - Customer Relationship

Module 2

Organization of bank lending (Loans and advances, Priority sector lending, Export credit), project and working capital finance, Deposit and Credit Services, Payment and Remittance Services, Collection Services and the different products there under.

Module 3

Practical banking, Annual reports and balance sheet of a bank, Electronic banking, (POS) Banking Regulatory Norms- Know your customer (KYC), Anti Money Laundering (AML) Guidelines.

Module 4

Indian insurance industry: Transition and Prospects, legal frame work, insurance- Basic concepts and principles, Classification of Insurance, reinsurance, Principles Governing Marketing of Insurance products.

Module 5

Channels of distribution for insurance products, policy servicing and claim settlement, Registration of Insurance Companies.

Module 6

Licensing of Insurance Agents, Professional standards, Code of Conduct for insurance agent, Protection of Policyholder's Interest.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment	
BBC 207 Banking & Insurance (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PPT	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study	
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours	
Module I								
Session 1 - Banking Business in India, Banking Legislations	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	2 overall Assignments
Session 2 - Structure of Indian Banking		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			

System							
Session 3 - Recent Developments in Banking Industry		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Roles of Banks, Principles of Banking, Banker - Customer Relationship		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Organization of bank lending (Loans and advances, Priority sector lending, Export credit)	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - project and working capital finance		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Deposit and Credit Services		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Payment and Remittance Services		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 5 - Collection Services and the different products there under		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Practical banking,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (

Annual reports and balance sheet of a bank							Practice Questions)
Session 2 - Electronic banking, (POS)		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Banking Regulatory Norms- Know your customer (KYC)		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Anti Money Laundering (AML) Guidelines		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Indian insurance industry: Transition and Prospects	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Insurance-legal framework, Basic concepts and principles		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Classification of Insurance, reinsurance		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Principles Governing Marketing of Insurance products		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Channels of	1 Live Session	1 recorded video	1 open source	1 PPT	1 E-book/PDF	2 Hours Discussion	1 Assessment

distribution for insurance products			video		F	Forum	nt (Practice Questions)
Session 2 - policy servicing and claim settlement		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Registration of Insurance Companies		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Licensing of Insurance Agents		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 2 - Professional standards, Code of Conduct for insurance agent	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 3 - Protection of Policyholder's Interest		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. Banking Theory, Law and Practice – Gordon & Natarajan (HPH)
2. Insurance Management – Anand Ganguly (New Age)
3. Insurance and Risk Management - P.K. Gupta (HPH)
4. Banking & Insurance Principles & Practices – Neelam C. Gulati (EB)
5. Gurusamy S, Banking Law & Practice, 2nd Edition, Tata McGraw hill Education.

Semester 3

Course code: BBC 306 Management Accounting

Course Outcomes:

CO1 Define the basic management accounting concepts and its relation with financial accounting and cost accounting

CO2 Explain the basic concept of Cost Accounting and preparation of Cost Sheet.

CO3 Analyze cost-volume-profit techniques to determine optimal managerial decisions.

CO4 Interpret the budgets as an effective tool to control of funds, materials and others.

CO5 Acquainted with concepts of standard costing and various types of variances and their uses.

Module 1

Nature, Scope of Management Accounting: Meaning, definition, nature and scope of Management Accounting; Comparison of Management Accounting with Cost Accounting and Financial Accounting. Cost concepts: Meaning, Scope, Objectives, and Importance of Cost Accounting; Cost, Costing, Cost Control, and Cost Reduction; Elements of Cost, Components of total Cost,

Module 2

Cost Sheet. Classification of Costs: Fixed, Variable, Semi-variable, and Step Costs; Product, and Period Costs; Direct, and Indirect Costs; Relevant, and Irrelevant Costs; Shut-down, and Sunk Costs; Controllable, and Uncontrollable Costs; Avoidable, and Unavoidable Costs.

Module 3

Imputed / Hypothetical Costs; Out-of-pocket Costs; Opportunity Costs; Expired, and Unexpired Costs; Conversion Cost. Cost Ascertainment: Cost Module and Cost Center. Introduction to Overhead allocation, Overhead apportionment, and Overhead absorption.

Module 4

Cost-Volume-Profit Analysis: Contribution, Profit-Volume Ratio, Margin of safety, Break-even Point, Composite Break-even Point, Cash Break-even Point, Key Factor, and Break-even Analysis. Relevant Costs and Decision Making: Pricing, Product Profitability, Make or Buy, Exploring new markets, Export Order, Sell or Process Further, Shut downs.

Module 5

Budgets and Budgetary Control: Meaning, Types of Budgets, Steps in Budgetary Control, Fixed and Flexible Budgeting, Cash Budget. Responsibility Accounting: Concept, Significance, Different responsibility centers, Divisional performance – Financial measures, Transfer pricing.

Module 6

Standard Costing and Variance Analysis: Meaning of Standard Cost and Standard Costing, Advantages, Limitations and Applications; Material, Labor, Overhead and Sales variances. Introduction to Target Costing, Life Cycle Costing, Quality Costing, and Activity based Costing.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial	Quadrant - II e-Content	Quadrant - III Discussion Forum	Quadrant - IV Assessment
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BBC 306 Management Accounting (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PPT	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study	
Total = 60 Hours	6 Hours	10 Hours*	10 Hours	12 hours (2 hours/week)	22 Hours			
Module I								
Session 1 - Nature, Scope of Management	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	2 overall Assignments
Session 2 - Accounting: Meaning, definition, nature and scope of Management Accounting		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 3 - Comparison of Management Accounting with Cost Accounting and Financial Accounting		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 4 - Cost concepts: Meaning, Scope, Objectives		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 5 - Elements of Cost, Components of total Cost		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 6 -		1 recorded	1 open	1	1 E-			

Importance of Cost Accounting		video	source video	PPT	book/PDF		
Session 7 - Cost Control, and Cost Reduction		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Cost Sheet. Classification of Costs: Fixed, Variable, Semi-variable, and Step Costs	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Product and Period Costs; Direct, and Indirect Costs		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Relevant, and Irrelevant Costs		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Shut-down, and Sunk Costs		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 5 - Controllable, and Uncontrollable Costs; Avoidable, and Unavoidable Costs		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Imputed / Hypothetical Costs	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Out-of-pocket Costs; Opportunity Costs		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

Session 3 - Expired, and Unexpired Costs; Conversion Cost		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Cost Ascertainment: Cost Module and Cost Center		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 5 - Introduction to Overhead allocation		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 6 - Overhead apportionment, and Overhead absorption		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Cost-Volume-Profit Analysis: Contribution, Profit-Volume Ratio	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Margin of safety, Break- even Point, Composite Break-even Point		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Cash Break-even Point, Key Factor, and Break-even Analysis		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Relevant		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

Costs and Decision Making							
Session 5 - Pricing, Product Profitability, Make or Buy		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 6 - Exploring new markets, Export Order		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 7 - Sell or Process Further, Shut downs		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Meaning, Types of Budgets	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Budgets and Budgetary Control		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Steps in Budgetary Control		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Fixed and Flexible Budgeting, Cash Budget		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 5 - Responsibility Accounting: Concept, Significance		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 6 - Different responsibility centers		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 7 - Divisional performance – Financial		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

measures, Transfer pricing							
Module VI							
Session 1 - Meaning of Standard Cost and Standard Costing	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Advantages, Limitations and Applications of standard cost		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Session 3 - Material, Labor, Overhead and Sales variances		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Session 4 - Introduction to Target Costing, Life Cycle Costing		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Session 5 - Quality Costing, and Activity based Costing		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. M.Y. Khan, and P.K. Jain, Management Accounting: Text Problems and Cases, McGraw Hill Education (India) Pvt. Ltd.
2. Maheshwari, S.N., Principles of Management Accounting, Sultan Chand and Sons.
3. V. K. saxena, C. D. Vashist , Advanced Cost and Management Accounting , Sultan Chand & Sons.
4. Bhabatosh Banerjee, Cost accounting Theory and practice, PHL Learning Pvt. Ltd.

Course code: BBC 307 Product & Brand Management

Course Outcomes:

- CO1 Describe the basic concepts of product and product life cycle
- CO2 Use tools and metrics to assess competitors and develop positioning strategies.
- CO3 Analyse the impact of brand on consumer buying decision.
- CO4 Apply brand positioning framework to develop a brand and repositioning of a brand.
- CO5 Classify the sources of brand equity.

Module 1

Product Concepts: Product Mix concepts, Product Classification. Product Planning: Marketing Plan, Portfolio Analysis, Market Potential and forecasting Product Market Strategies. Product Life Cycle: Product Life Cycle Stages and corresponding Strategies, Product Evaluation

Module 2

Product Positioning: Concept, Product Differentiation, Positioning Strategies, Preference Analysis, Benefit Segmentation, New Product Categories.

Module 3

Organization for Product Management, prototyping, New Product Development Process, test marketing

Module 4

Understanding Brands: Brands Vs Products, Benefits of branding; Brand attributes, Significance of branding to consumers & firms, selecting brand names

Module 5

Brand Awareness-Types of Brand Awareness, Brand Image- Types of Associations, Brand Identity, Brand Personality, Brand Positioning, Creating Core Brand Values; Bringing Brand to life: Growing, sustaining

Module 6

Brand equity- Customer Based Brand Equity, Sources of Brand Equity; Managing Brands: Building Branding Strategies, Brand Extensions, Brand Licensing and Franchising, Global Branding.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 307 Product & Brand Management	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6	Open Source Video	PP T	E-book/ PDF	Forum Topics - For raising of doubts	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long

(2 Credits) Duration - 6 Weeks		Hours	s = 4 hours			and clarifying the same on real time basis by the Course Coordinator or his team	Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours
Module I							
Session 1 - Product Concepts: Product Mix concepts, Product Classification	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Product Planning: Marketing Plan, Portfolio Analysis		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Market Potential and forecasting Product Market Strategies		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Product Life Cycle: Product Life Cycle Stages and corresponding Strategies		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 5 - Product Evaluation		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Product	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (
2 overall Assignments							

Positioning: Concept, Product Differentiation							Practice Questions)
Session 2 - Positioning Strategies, Preference Analysis		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Session 3 - Benefit Segmentation, New Product Categories		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module III							
Session 1 - Organization for Product Management	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - New Product Development Process		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Session 3 - prototyping, test marketing		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module IV							
Session 1 - Understanding Brands: Brands Vs Products	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Benefits of branding; Brand attributes		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Session 3 - Significance of branding to consumers & firms		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Session 4 - selecting brand names & logo		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		

Module V							
Session 1 - Brand Awareness-Types of Brand Awareness	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Brand Image-Types of Associations		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Brand Identity, Brand Personality		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Brand Positioning, Creating Core Brand Values		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 5 - Bringing Brand to life: Growing, sustaining		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Brand equity-Customer Based Brand Equity, Sources of Brand Equity	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Managing Brands: Building Branding Strategies		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Brand Extensions, Brand Licensing and		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

Franchising							
Session 4 - Global Branding & reach		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. A. K. Chitale and Ravi Gupta, Product Policy and Brand Management Text and Cases, PHI Learning.
2. Donald Lehmann, Product Management, Tata McGraw Hill
3. Tapan K. Panda , Product and Brand Management, Oxford Publication
4. Keller, Kevin Lane, Strategic Brand Management : Building, Measuring and Managing Brand Equity
5. S.A. Chunawalla, Brand Management, Himalaya Publishing House, Latest Edition.

Semester 4

Course Code: BBC 406 Financial Management

Course Outcomes:

CO1 Explain the basic concept of financial management.

CO2 Interpret financial management techniques for investment decisions long and short term.

CO3 Estimate the costs of capital for long term sources of funds.

CO4 Apply the Leverage and EBIT EPS Analysis on cost of debt financing.

CO5 Estimate working capital requirement of Business concern.

Module 1

Nature of Financial Management: Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organisation of finance function.

Module 2

Concept of Time Value of Money, present value, future value, and annuity; Risk & Return: Historical return, expected return, absolute return, holding period return, annualized return, arithmetic & geometric return; Risk - Systematic & unsystematic risk – their sources and measures.

Module 3

Long -term investment decisions: Capital Budgeting - Principles and Techniques; Nature and meaning of capital budgeting; Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return & MIRR, Net Terminal Value, Profitably Index Method.

Module 4

Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical and Market weights.

Module 5

Capital Structures: Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, and Traditional approach, Capital Structure and Financial Distress, Trade-Off Theory. Dividend Policy Decision - Dividend and Capital; The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model; Leverage Analysis: Operating and Financial Leverage; EBIT -EPS analysis; Combined leverage.

Module 6

Working Capital Management: Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique, Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Costs - Collection Cost, Capital Cost, Default Cost, Delinquency Cost, Inventory Management (Very Briefly)

- ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ, Determination of Working Capital.

Content Matrix

Semester	Live Sessions	Quadrant - I e- Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 406 Financial Management (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2	22 Hours

					hours/week)		
Module I							
Session 1 - Nature of Financial Management, Scope of Financial Management	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Profit Maximization, Wealth Maximization - Traditional and Modern Approach		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Functions of finance – Finance Decision, Investment Decision, Dividend Decision		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Objectives of Financial Management		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 5 - Organisation of finance function		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Concept of Time Value of Money	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - present value, future value, and annuity		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Historical return, expected return, absolute		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
2 overall Assignments							

return							
Session 4 - holding period return, annualized return		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 5 - arithmetic & geometric return		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 6 - Systematic & unsystematic risk – their sources and measures attention		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 7 - the plasticity of perception		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Long -term investment decisions	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Nature and meaning of capital budgeting		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Estimation of relevant cash flows and terminal value		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Accounting Rate of Return, Net Present Value		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 5 - Internal Rate of Return & MIRR		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 5 - Net Terminal Value, Profitably Index Method		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

Module IV							
Session 1 - Concept and Measurement of Cost of Capital	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Explicit and Implicit costs		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Session 3 - Measurement of cost of capital		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Session 4 - Cost of debt; Cost of perpetual debt		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Session 5 - Cost of Equity Share; Cost of Preference Share		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Session 6 - Cost of Retained Earning		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Session 7 - Computation of over-all cost of capital based on Historical and Market weights		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Module V							
Session 1 - Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Approaches to Capital Structure		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		

Theories - Modigliani-Miller (MM) approach and Traditional approach							
Session 3 - Capital Structure and Financial Distress		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Trade-Off Theory		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 5 - Dividend Policy Decision - Dividend and Capital		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 6 - The irrelevance of dividends: General, MM hypothesis		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 7 - Relevance of dividends: Walter's model, Gordon's model		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 8 - Leverage Analysis: Operating and Financial Leverage		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 9 - EBIT -EPS analysis; Combined leverage		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Working Capital Management	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Preparation of Cash Budgets (Receipts and		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

Payment Method only)						
Session 3 - Receivables Management – Objectives; Credit Policy		1 recorded video	1 open source video	1 PP T	1 E-book/PDF	
Session 4 - Cash Discount, Debtors Outstanding and Ageing Analysis		1 recorded video	1 open source video	1 PP T	1 E-book/PDF	
Session 5 - Collection Cost, Capital Cost, Default Cost		1 recorded video	1 open source video	1 PP T	1 E-book/PDF	
Session 6 - Delinquency Cost, Inventory Management		1 recorded video	1 open source video	1 PP T	1 E-book/PDF	
Session 7 - ABC Analysis; Minimum Level; Maximum Level; Reorder Level		1 recorded video	1 open source video	1 PP T	1 E-book/PDF	
Session 8 - Safety Stock; EOQ, Determination of Working Capital		1 recorded video	1 open source video	1 PP T	1 E-book/PDF	
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours

Readings:

3. M.Y. Khan & P.K. Jain: Financial Management Text Problem and Cases, Tata McGraw Hill Publishing Co. Ltd.
4. M.R. Agarwal, Financial Management, Garima Publications Jaipur.
5. R. P. Rustogi: Financial Management: Theory Concepts and Practices, Taxmann Publication.
6. I.M. Pandey: Financial Management: Theory and Practices, Vikas Publishing House
7. Chandra, P Financial Management, Tata McGraw-Hill.

Course Code: BBC 407 Marketing of Services

Course Outcomes:

- CO1 Describe the basic concept and classification of service
- CO2 Interpret the marketing mix of services.
- CO3 Design STP Strategies for services and analyzing consumer decision making process.
- CO4 Examine the gap model of service Quality.
- CO5 Analyze marketing of services in various industries.

Module 1

Introduction Growth of the service sector. The concept of service. Characteristics of Service – Classification of service – Designing of the service, blueprinting, using technology developing, human resources, building service aspirations.

Module 2

The Seven Ps: Product decision, Pricing, Strategies and tactics, Promotion of service and placing of distribution methods for services. Additional dimension in services marketing – People, physical evidence and process.

Module 3

Service Market Segmentation, Targeting & Positioning: Process of market segmentation, Targeting and positioning service (Competitive advantage through focus strategies) value addition to the service product.

Module 4

Service Market Segmentation, Targeting & Positioning: Process of market segmentation, Targeting and positioning service (Competitive advantage through focus strategies) value addition to the service product. Consumer Behaviour in Services context: The three stage model of service consumption and The Consumer Decision Process. Designing and Managing Service Processes: Flowcharting Customer service process, Employees' role in service delivery, Service Triangle, Consumers' role in service delivery.

Module 5

Causes of Service – Quality gaps. The customer expectations versus perceived service gap. Factors and Techniques to resolve this gap Customer Relationship Management. Gaps in Services – Quality standards, factors and solutions – The service performance gap – Key factors and strategies for closing the gap. External communication to the customers – The promise versus delivery gap – Developing appropriate and effective communication about service quality.

Module 6

Marketing of Service with Special Reference to Financial Services - Health Service - Hospitality Services including travel, hotels and tourism - Professional Service - Public Utility Services - Educational Services.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 407 Marketing of Services (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PPT	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours
Module I							
Session 1 - The concept of service. Characteristics of Service	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Classification of service – Designing of the service		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Service blueprinting, using technology in developing		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - human resources, building service aspirations		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 5 - Introduction Growth of the service sector		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 -	1 Live	1 recorded	1	1	1 E-	2 Hours	1
2 overall Assignments							

Product decision, Pricing, Strategies and tactics	Session	video	open source video	PPT	book/PDF	Discussion Forum	Assessment (Practice Questions)
Session 2 - Promotion of service and placing of distribution methods for services		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Additional dimension in services marketing – People, physical evidence and process		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Service Market Segmentation	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Targeting & Positioning: Process of market segmentation		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Targeting and positioning service (Competitive advantage through focus strategies)		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - value addition to the service product		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Consumer Behaviour in	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice

Services context							Questions)
Session 2 - The three stage model of service consumption		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - The Consumer Decision Process		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Designing and Managing Service Processes: Flowcharting Customer service process		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 5 - Employees' role in service delivery		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 6 - Service Triangle, Consumers' role in service delivery		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Causes of Service-Quality gaps	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - The customer expectations vs perceived service gap		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Factors and Techniques to resolve gap		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Customer Relationship		1 recorded video	1 open source	1 PPT	1 E-book/PDF		

Management			video				
Sessison 5 - Gaps in Services – Quality standards		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Sessison 6 - The service performance gap		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Sessison 7 - Key factors and strategies for closing the gap		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Sessison 8 - External communication to the customers – The promise vs delivery gap		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Sessison 9 - Developing appropriate and effective communication about service quality		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Marketing of Health Service	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Marketing of Hospitality Services including travel, hotels and tourism		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Marketing of Professional Service		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Marketing of		1 recorded video	1 open	1 PPT	1 E-book/PDF		

Public Utility Services			source video		F		
Session 5 - Marketing of Educational Services.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. Dr. Shajahan. S; Service Marketing (Concept, Practices & Cases); Himalaya Publishing House.
2. Shanker, Ravi; Services Marketing – the Indian Perspective; Excel Books.
3. Dutta: Service Management, I.K. International.
4. K. Venkataramana, Service Management, SHBP.
5. S.M. Jha, Services Marketing, HPH

Semester 5

Course code: BBC 506 Cost Accounting

Course Outcomes:

- CO1 Knowledge of concept of cost accounting and its application.
- CO2 Practical applications of tools of cost accounting
- CO3 Acquaint with accounting treatment of overheads
- CO4 Knowledge of various methods of costing
- CO5 Review reconciliation of cost and financial accounts.

Module 1

Introduction Meaning, objectives and advantages of cost accounting; Difference between cost accounting and financial accounting; Cost concepts and classifications; Elements of cost; Installation of a costing system; Role of a cost accountant in an organisation

Module 2

Elements of Cost: Material and Labour a. Materials: Material/inventory control techniques. Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues — FIFO, LIFO.

Module 3

Simple Average, Weighted Average, Replacement, Standard Cost. Treatment of Material Losses b. Labour: Accounting and Control of labour cost. Time keeping and time booking. Concept and treatment of idle time, over time, labour turnover and fringe benefits. Methods

of wage payment and the Incentive schemes- Halsey, Rowan, Taylor's Differential piece wage.

Module 4

Elements of Cost: Overheads Classification, allocation, apportionment and absorption of overheads; Under- and over absorption; Capacity Levels and Costs; Treatments of certain items in costing like interest on capital, packing expenses, bad debts, research and development expenses; Activity based cost allocation.

Module 5

Methods of Costing Unit costing, Job costing, Contract costing, Process costing (process losses, valuation of work in progress, joint and by-products), Service costing (only transport).

Module 6

Book Keeping in Cost Accounting Integral and non-integral systems; Reconciliation of cost and financial accounts.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment	
BBC 506 Cost Accounting (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study	
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours	
Module I								
Session 1 - Introduction Meaning, objectives and advantages of cost accounting	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	2 overall Assignments
Session 2 - Difference between cost		1 recorded video	1 open source	1 PP T	1 E-book/PDF			

accounting and financial accounting			e video					
Session 3 - Cost concepts and classifications		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 4 - Elements of cost; Installation of a costing system		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 5 - Role of a cost accountant in an organisation		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module II								
Session 1 - Materials: Material/inventory control techniques	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Accounting and control of purchases		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 3 - Storage and issue of materials		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 4 - Methods of pricing of materials issues — FIFO, LIFO		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module III								
Session 1 - Simple Average, Weighted Average, Replacement, Standard Cost	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Treatment of Material Losses		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			

			video					
Session 3 - Accounting and Control of labour cost		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 4 - Time keeping and time booking		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 5 - Concept and treatment of idle time, over time, labour turnover and fringe benefits		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 6 - Methods of wage payment and the Incentive schemes		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 7 - Halsey, Rowan, Taylor's Differential piece wage		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module IV								
Session 1 - Elements of Cost: Overheads Classification, allocation	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Apportionment and absorption of overheads; Under- and over absorption		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 3 - Capacity Levels and Costs		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 4 - Interest on capital, packing		1 recorded video	1 open source	1 PPT	1 E-book/PDF			

expenses, bad debts			video				
Session 5 - research and development expenses		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 6 - Activity based cost allocation		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Methods of Costing Unit costing	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Job costing, Contract costing		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Process costing (process losses, valuation of work in progress, joint and by-products)		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Customer Relationship Management		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 5 - Service costing (only transport)		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Book Keeping in Cost Accounting	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Integral and non-integral systems		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

Session 3 - Reconciliation of cost and financial accounts		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours		12 hours	22 Hours	

Readings:

1. Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan , Cost Accounting: A Managerial Emphasis, Pearson Education.
2. JawaharLal, Cost Accounting. McGraw Hill Education
3. Jain, S.P. and K.L. Narang. Cost Accounting: Principles and Methods. Kalyani Publishers
4. Maheshwari, S.N. and S.N. Mittal. Cost Accounting: Theory and Problems. ShriMahavir Book Depot, New Delhi.
5. Saxena V.K. and Vashist C.D., Essentials of cost accounting, Sultan chand and sons, New Delhi

Course Code: BBC 507 Idea Generation Lab

Course Outcomes:

- CO1 Learners will gain knowledge about basic concepts of design thinking
- CO2 Learners will enable to foster innovation and invention.
- CO3 Learners will understand about out of the box thinking
- CO4 Learners will be able to develop solutions for problems
- CO5 Learners will gain knowledge about and apply various idea generation techniques.

Module 1 Design Thinking

Module 2 Conceptual World of Innovation Vs Invention

Module 3 Understanding requirements of customers through user research and market research.

Module 4 Out-of-box Thinking, Idea generators for breakthrough ideas

Module 5 Finding out of the box / radical solutions to existing challenges

Module 6 Innovation Principles, Mind Mapping and Brainstorming

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 507 Idea	6 Live Sessions (1	Lecture Video	Open Sourc	PP T	E-book/ PDF	Forum Topics -	Multiple Choice Questions, Fill in the

Generation Lab (2 Credits) Duration - 6 Weeks	session/week)	Recordings = 6 Hours	Video = 4 hours			For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*	10 Hours			12 hours (2 hours/week)	22 Hours
Module I							
Session 1 - Design Thinking	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Introduction to Design Thinking Process		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - What is Innovation	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - What is Invention		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Conceptual World of Innovation Vs Invention		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Understanding requirements of customers through user research	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Market research		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
2 overall Assignments							

Session 1 - Out-of-box Thinking, Idea generators for breakthrough ideas	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module V							
Session 1 - Finding out of the box / radical solutions to existing challenges	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VI							
Session 1 - Innovation Principles, Mind Mapping and Brainstorming	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Exercise Idea generation exercises through regular Boot Camps, learner development programs.

Semester 6

Course Code: BBC 602 Microfinance and Rural Credit

Course Outcomes:

- CO1 Explain about the microfinance and its products.
- CO2 Apprise about the various models of microfinance.
- CO3 Gain knowledge of emerging global microfinance practices.
- CO4 Examine role of NGOs and microfinance institutions in the upliftment of poor class.
- CO5 Interpret the growth of rural credit system in India.

Module 1

Overview of Microfinance: Indian Rural financial system, introduction to Microfinance, Microfinance concepts, products, (savings, credit, insurance, pension, equity, leasing, hire-

purchase service, Microfinance in kind, Micro-remittances, Micro-Securitization, franchising etc.),

Module 2

Microfinance models (Generic models viz. SHG, Grameen, and Co-operative, variants SHG NABARD model.

Module 3

SIDBI model, SGSY model, Grameen Bangladesh model, NMDFC model, credit unions etc. unbranded primitive models) Emerging practices of Microfinance in India state wise cases.

Module 4

Emerging Global Microfinance practices. Need of Microfinance. Microfinance, Development, Income generating activities and Micro Enterprise Market (demand) analysis, financial analysis.

Module 5

Role of NGOs, Educating and formation of SHGs, Linkages with Banks & Markets, Commercial Microfinance, Evaluating of MFI's.

Module 6

Concept of Rural Credit, importance, factors affecting rural credit. Evolution and Growth of Rural Credit System in India.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment	
BBC 602 Microfinance and Rural Credit (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PPT	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study	
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours	
Module I								2 overall Assignments
Session 1 - Overview of Microfinanc	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (

e: Indian Rural financial system							Practice Questions)
Session 2 - Introduction to Microfinance, Microfinance concepts, products		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - savings, credit, insurance, pension, equity, leasing		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - hire-purchase service, Microfinance in kind		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 5 - Micro-remittances, Micro-Securitization, franchising		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Microfinance models - Generic models		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 2 - SHG, Grameen, and Co-operative, variants SHG NABARD model	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module III							
Session 1 - SIDBI	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (

model, SGSY model, Grameen Bangladesh model							Practice Questions)
Session 2 - NMDFC model, credit unions etc. unbranded primitive models		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Emerging practices of Microfinance in India state wise cases		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Emerging Global Microfinance practices	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Need of Microfinance, Microfinance, Development, Income generating activities		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Micro Enterprise Market (demand) analysis, financial analysis		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Role of NGOs, Educating	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice

and formation of SHGs							Questions)
Session 2 - Linkages with Banks & Markets		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Commercial Microfinance, Evaluating of MFI's		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Concept of Rural Credit and its importance	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Factors affecting rural credit		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Evolution and Growth of Rural Credit System in India		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. Beatriz Armendariz and Jonathan Morduch, "The Economics of Microfinance", Prentice-Hall of India Pvt. Ltd. Delhi, Latest Edition.
2. Navin Kumar Rajpal, Microfinance and Tribal Women Entrepreneurs, Edu creation Publishing.
3. Malcolm Harper, "Practical Microfinance" A training Guide for South Asia, Vistaar Publication, New Delhi, Latest Edition.
4. KG Karmakar, Microfinance in India, SAGE Publications.
5. Praveen sharma, Micro credit and rural development, Deep & Deep Publications.

Course Code: BBC 603 Customer Relationship Management

Course Outcomes:

CO1 Describe the evolution of customer relationship management

CO2 Acquaint with the CRM concepts to build and retain the customers with business.

CO3 Discuss the steps involved in CRM Planning.

CO4 Able to Align CRM with marketing strategy.

CO5 Issues and challenges in CRM Implementation.

Module 1

EVOLUTION OF CUSTOMER RELATIONSHIP: CRM – Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM Process, Framework of CRM, Benefits of CRM,

Module 2

Types of CRM, Scope of CRM, and Customer Profitability. CRM CONCEPTS: Customer Value, Customer Expectation, Customer Satisfaction, Customer Acquisition, Customer Retention, Customer Loyalty, And Customer Lifetime Value.

Module 3

Customer Experience Management, Customer Profitability. PLANNING FOR CRM: Steps in Planning – Building Customer Centricity, Setting CRM Objectives

Module 4

Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM Plan, and CRM Strategy: The Strategy Development Process

Module 5

CRM AND MARKETING STRATEGY: CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centres. Practice of CRM. CRM in Consumer Markets, CRM in Services Sector.

Module 6

CRM PROBLEMS IN IMPLEMENTATION: Issues and Problems in Implementing CRM, Information Technology Tools in CRM, And Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM).

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC 603 Customer Relationship Management (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Video s = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study

						by the Course Coordinator or his team	
Total = 60 Hours	6 Hours	10 Hours*	10 Hours	12 hours (2 hours/week)	22 Hours		
Module I							
Session 1 - CRM – Definition, Emergence of CRM Practice	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Factors responsible for CRM growth		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - CRM Process, Framework of CRM		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Benefits of Customer Relationship Management		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Types of CRM, Scope of CRM, Customer Profitability	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Customer Value, Customer Expectation, Customer Satisfaction		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Customer Acquisition, Customer Retention, Customer		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
							2 overall Assignments

Loyalty							
Session 3 - Customer Lifetime Value		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Customer Experience Management	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Customer Profitability		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Steps in Planning – Building Customer Centricity, Setting CRM Objectives		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Defining Data Requirements , Planning Desired Outputs	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Relevant issues while planning the Outputs		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Elements of CRM Plan, and CRM Strategy: The Strategy Development Process		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - CRM Marketing Initiatives, Sales Force Automation	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Session 2 - Campaign Management, Call Centres. Practice of CRM		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - CRM in Consumer Markets, CRM in Services Sector		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Issues and Problems in Implementing CRM	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Information Technology Tools in CRM		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Challenges of CRM Implementation		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - CRM Implementation Roadmap (RM)		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. Jagdish N. Sheth, Atul Parvatiyar & G Shainesh, "Customer Relationship Management", Emerging Concepts, Tools and Application", TMH
2. Dilip Soman & Sara N – Marandi, "Managing Customer Value" Cambridge.
3. Alok Kumar Rai, "Customer Relationship Management: Concepts and Cases", PHI.
4. Mukesh Chaturvedi, Abinav Chaturvedi, "Customer Relationship Management – An Indian Perspective", Excel Books
5. K Govind Bhat, "Customer Relationship Management", (2018), HPH.

BBA RETAIL MANAGEMENT

Semester 1

Course code: BBC RM_01 Retail Management

Course Outcomes:

CO1 Understand various factors of global retail marketing environment

CO2 Apply the basic concepts of retail marketing

CO3 Understand recent trends in retail marketing.

Module 1

Retailing – Meaning – Characteristics and Functions, Retail Management – Marketing concepts applied to Retailing, Retailing as career –Trends in retailing.

Module 2

Retail Model and Theories of structural changes in retailing – Classification of retailers and retail markets, Life cycle and phase in growth of retail markets – Methods of customer interaction.

Module 3

Retail location strategy – Importance of location decision, Types of location decision and its determining factors, Site selection analysis, Selection of shopping centre or market, Retail location theories – Location assessment procedures.

Module 4

Retail in India – Evaluation and Size of retail in India, Drivers of retail change in India – Foreign Direct Investment in retail

Module 5

Challenges to retail developments in India. Global retail market: Strategic planning process for global retailing

Module 6

Challenges facing global retailers –Challenges and threats in global retailing,Factors affecting the success of a global retailing strategy.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC RM_01 Retail Management (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study

						the same on real time basis by the Course Coordinator or his team		
Total = 60 Hours	6 Hours	10 Hours*	10 Hours	12 hours (2 hours/week)	22 Hours			
Module I							1 Overall Assignment	
Session 1 - Retailing – Meaning – Characteristics and Functions, Retail Management	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum		1 Assessment (Practice Questions)
Session 2 -- Marketing concepts applied to Retailing, Retailing as career – Trends in retailing.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module II								
Session 1 - Retail Model and Theories of structural changes in retailing – Classification of retailers and retail markets,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum		1 Assessment (Practice Questions)
Session 2 - Life cycle and phase in growth of retail markets – Methods of customer interaction.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			

Module III							
Session 1 - Retail location strategy – Importance of location decision, Types of location decision and its determining factors,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Site selection analysis, Selection of shopping centre or market, Retail location theories – Location assessment procedures.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Retail in India – Evaluation and Size of retail in India,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Drivers of retail change in India – Foreign Direct Investment in retail		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Challenges to	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (

retail developments in India.							Practice Questions)
Session 2 - Global retail market: Strategic planning process for global retailing		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Challenges facing global retailers – Challenges and threats in global retailing,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Factors affecting the success of a global retailing strategy.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings

1. Retail Management-Chetan bajaj, RahnishTuli and NidhiV.Srivastava, Oxford University Press, New Delhi.
2. Modern Retail Management – Principles and Techniques, J.N.Jain and P.P.Singh, Regal Publications, NewDelhi-27.
3. Retailing Management – Text and Cases, Swapna Pradhan, Tata McGraw Hill, 2nd Edition2004.
4. Retail Management, S.L.Gupta, Wisdom Publications, Delhi.
5. Retail Management – Barry Berman & Joel R. Evans, Prentice Hall of India, New Delhi.

Semester 2

Course code: BBC RM_02 Advertising and Sales

Course Outcomes:

CO1 To prepare the learners for measuring advertising

CO2 To make the learners to measure media effectiveness

Module 1

Retail advertising - Meaning - Importance – Scope – Principles - Retail advertising process – Preparing an advertising campaign for a retail store.

Module 2

Media – Objectives – Types – Selection of media – Media effectiveness for a retail outlet.

Module 3

Advertising copy – copy testing - Advertising - Types – objections in advertising – Advertising budget.

Module 4

Retail promotional strategy – Promotional mix – AIDA’s principle – Objectives –Importance –promotional budget – selecting the promotional mix – implementing promotional mix.

Module 5

Managing Sales promotion – Role of sales promotion – types of sales promotion – evaluating sales promotion.

Module 6

Personal Selling – publicity – role of personal selling – types of sales force – Qualities of salesmen – Recruitment – Selection - Training – Remunerating Salesmen – Process of personal selling in retail industry.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC RM_02 Advertising and Sales (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recording s = 6 Hours	Open Source Video s = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours

Module I							
Session 1 - Retail advertising - Meaning - Importance – Scope – Principles -.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Retail advertising process – Preparing an advertising campaign for a retail store		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Media – Objectives – Types – Selection of media – Media effectiveness for a retail outlet.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module III							
Session 1 - Advertising copy – copy testing - Advertising - Types –	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Objections in advertising – Advertising budget.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Retail promotional strategy – Promotional mix – AIDA's	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

1 Overall Assignment

principle – Objectives – Importance							
Session 2 - promotional budget – selecting the promotional mix – implementing promotional mix.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Managing Sales promotion – Role of sales promotion –	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - types of sales promotion – evaluating sales promotion.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Personal Selling – publicity – role of personal selling – types of sales force	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Qualities of salesmen – Recruitment – Selection - Training		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Remunerating Salesmen – Process of personal selling in		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

retail industry.							
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings

1. Retail Fashion Promotion and Advertising – Drake Mary Frances and Spooone – Prentice Hall Publishing House , 2004.
2. An introduction of Advertising and Marketing Research -Chunawalla Reddy, Appannaiah – Himalaya Publishing House – 2004
3. Retail Business Management – Gillespie, Hecht and Lebowitz - McGraw Hill Book Company 3rd edition 2002.
4. Advertising and Sales Promotion – Dr Barani Kumar – 2015.

Semester 3

Course code: BBC RM_03 Store Operations and Inventory

Course Outcomes:

CO1 Acquire knowledge about store manager.

CO2 Manage inventory through understanding ABC analysis, EOQ, GAP.

CO3 Prepare and manage receipts.

CO4 Handle customer complaints.

CO5 Manage crisis, credit and store.

Module 1

Elements & Components of Retail Operation - Store Administration and Management Premises, Roles of Store Manager- Retail Organisation Structure: Organisation of a Single-store Retailer; Regional Departmental Store;

Module 2

Chain of Stores, Managing Inventory & Display: Inventory Techniques - ABC Analysis – EOQ – SAP Analysis – GAP Model, Perpetual Inventory Control – Sales Forecast – CPFR Merchandise Reordering Plano-grams – Promotional Ordering.

Module 3

Space Allocation: Operation’s Blueprint - Store format; Size; Space Allocation; Personnel Utilization- Managing Receipts - Store level and receiving and marking , Case Receiving – Item Check in - Self Service and Check out operations,

Module 4

Merchandising Factors in self-service – Applying Simplification in the Selling Process – Check out Operations– Checkout Systems and Productivity. Asset Management: The Strategic Profit Model; Other Key Business Ratios; Financial Trends in Retailing Budgeting & Resource Allocation: Preliminary Budgeting Decisions;

Module 5

Ongoing Budgeting Process, Store Security: Cause of Shrinkage; Scale of Retail Crime; Dealing with Crime; Retail Loss Prevention – Insurance

Module 6

Store Maintenance – Energy Management – Credit Management ,Credit Management: Outsourcing, Computerisation; Crisis Management.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment	
BBC RM_03 Store Operations and Inventory (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study	
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours	
Module I								
Session 1 - Elements & Components of Retail Operation - Store Administration and Management Premises,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	1 Overall Assignment
Session 2 - Roles of Store Manager-		1 recorded video	1 open source	1 PP T	1 E-book/PDF			

Retail Organisation Structure:			video				
Session 3 - Organisation of a Single-store Retailer; Regional Departmental Store;		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Chain of Stores, Managing Inventory & Display: Inventory Techniques - ABC Analysis - EOQ - SAP Analysis -	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - GAP Model, Perpetual Inventory Control - Sales Forecast -		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - CPFR Merchandise Reordering Plano-grams - Promotional Ordering.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Space Allocation: Operation's Blueprint - Store format; Size;	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Space Allocation; Personnel Utilization- Managing		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

Receipts - Store level and receiving and marking ,							
Session 3 - Case Receiving – Item Check in - Self Service and Check out operations,							
Module IV							
Session 1 - Merchandising Factors in self-service – Applying Simplification in the Selling Process –	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Check out Operations– Checkout Systems and Productivity.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Asset Management: The Strategic Profit Model; Other Key Business Ratios;							
Session 4 - Financial Trends in Retailing Budgeting & Resource Allocation: Preliminary Budgeting Decisions;		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Ongoing Budgeting Process, Store	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice

Security: Cause of Shrinkage;							Questions)
Session 2 - Scale of Retail Crime; Dealing with Crime;		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Session 3 - Retail Loss Prevention – Insurance		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Module VI							
Session 1 - Store Maintenance – Energy Management – Credit Management	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - ,Credit Management: Outsourcing, Computerisatio n; Crisis Management.		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings

1. Barry Berman & Joel R Evans, (2012), Retailing Management: A Strategic Approach, 12th Edition, Pearson Education India, Noida.
2. Chetan Bajaj, RajnishTuli and Nidhi V Srivastava, (2010),Retail Management, 2nd Edition, Oxford Publications, Bengaluru.
3. Michael Levy and Barton A Weitz, (2017),Retailing Management - Global Edition, 8th Edition, McGraw Hill Higher Education, New Delhi.
4. William R. Davidson, Daniel J. Sweeney and Ronald W. Stampfl, (1988),Retailing Management, 6th Edition, John Wiley & Sons, Hoboken, NJ.

Course code: BBC RM_04 Logistics Management

Course Outcomes:

CO1 Analyze how logistical decisions (e.g., facilities, inventory, and transportation) impact the performance of the firm as well as the entire supply chain.

CO2 Analyze the strengths and weaknesses of various transportation modes and perform cost analysis.

CO3 Develop the strategies that can be taken to find the best paths to route vehicles to deliver and collect goods at multiple stops.

CO4 Develop the strategies that can be taken to manage inventories, including deciding the timing and quantity for replenishments without hurting the level of product availability.

CO5 Know basic characteristics and costs of warehousing and materials handling activities.

Module 1

Introduction to logistics – Business Logistics – Marketing Logistics. Logistics Management – Definition – Meaning – Types, Logistics And customer services- physical supply and distribution – elements and evolution of purchasing and integrated logistics

Module 2

Transport Functionality, Principles and Participants – Transportation Service – Transportation Economics and Pricing – Transport Administration – Documentation, Warehousing - concepts and types – location analysis – material handling consideration packaging – purpose function

Module 3

Design and costs – inventory management models – push and pull methods – EOQ – policies and control methods, Logistics Demand – Forecasting – The Nature of Demand – Forecast Components – Forecast Techniques – Forecast Error - Logistics Location Structure.

Module 4

International Logistics and Supply Chain Management: Meaning and objectives, importance in global economy, Characteristics of global supply chains, Global Supply Chain Integration – Supply Chain Security – International Sourcing –Role of Government in controlling international trade and its impact on Logistics and Supply Chain.

Module 5

International Insurance – Cargo movements – water damage – Theft – Privacy pilferage – Other risk – perils with air shipments, Risk Retention – Risk Transfer – Marine Cargo Insurance – Coverage A, B, C classes – Elements of air freight Policy, Commercial Credit Insurance – Size of Vessels, Tonnage, Types of vessels- Container, Combination ships – Non vessel operating carriers

Module 6

International Air transportation – Types of aircrafts – Air cargo Regulations – Truck and Rail Transportation, Inter model – pipe lines – Packaging objectives – TCL, LCC – Refrigerator – goods –customs duty, non-Traffic-Traffic barriers – customs cleaning process – International logistics Infrastructure

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC RM_04 Logistics Management (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PPT	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours
Module I							
Session 1 - Introduction to logistics – Business Logistics – Marketing Logistics. Logistics Management –Definition – Meaning – Types,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Logistics And customer services-physical supply and distribution – elements and evolution of purchasing and integrated logistics		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Transport Functionality,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice
1 Overall Assignment							

Principles and Participants – Transportation Service –							Questions)
Session 2 - Transportation Economics and Pricing – Transportation Administration – Documentation, Warehousing - concepts and types		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 Location analysis – material handling consideration packaging – purpose function		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Design and costs – inventory management models – push and pull methods – EOQ – policies and control methods,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Logistics Demand – Forecasting – The Nature of Demand – Forecast Components		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - -- Forecast Techniques – Forecast Error		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

- Logistics Location Structure.							
Module IV							
Session 1 - International Logistics and Supply Chain Management: Meaning and objectives, importance in global economy,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Characteristics of global supply chains, Global Supply Chain Integration – Supply Chain Security		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - International Sourcing – Role of Government in controlling international trade and its impact on Logistics and Supply Chain.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - International Insurance – Cargo movements – water damage – Theft – Privacy pilferage –	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Other risk – perils with air shipments, Risk		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

Retention – Risk Transfer – Marine Cargo Insurance – Coverage A, B, C classes –							
Session 3 - Elements of air freight Policy, Commercial Credit Insurance – Size of Vessels, Tonnage,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Types of vessels- Container, Combination ships – Non vessel operating carriers		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - International Air transportation – Types of aircrafts – Air cargo Regulations – Truck and Rail Transportation,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Inter model – pipe lines – Packaging objectives – TCL, LCC – Refrigerator – goods – customs duty,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 2 - Non-Traffic-		1 recorded video	1 open	1 PPT	1 E-book/PDF		

Traffic barriers – customs cleaning process – International logistics Infrastructure			source video		F			
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours		

Readings

1. Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill.
2. Burt, Dobbler, Starling, World Class Supply Management, TMH.
3. Donald J Bowersox, David J Closs, Logistical Management, TMH
4. Pierre David, “International Logistics”, Biztantra.
5. Sunil Chopra, Peter Meindl, Supply Chain Management, Pearson Education, India.

Semester 4

Course Code: BBC RM_05 Supply Chain Management

Course Outcomes:

CO1 To introduce the Scope and Significance of logistics and supply chain aspects in retail

CO2 To enlighten on Retail Strategies, Opportunities and Competitive advantage in logistics.

CO3 Conceptualize supply chain designs, which are aligned with business models for retail business.

CO4 Configure logistics networks and assess their performance impacts on efficiency and retail services

Module 1

An Introduction to Supply Chain Management- Supply chain management-meaning, definition, need and evolution-traditional , Modern approaches to SCM-key issues in SCM-phases of SCM-SCM and its relation to other departments in the organization.

Module 2

Retail Logistics, Objectives, Types, Evolution of Logistics, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management- The Retail Channel-Planning of supply chain operations, Sourcing materials, making products, product delivery and return.

Module 3

Elements of logistics management-supply chain integration innovations in SCM-retail logistics-distribution management, Strategies-transportation management warehousing and warehouse management systems-packaging for logistics- third party logistics GPS and GIS technologies

Module 4

The impact of technology on supply chain-How to measure performance in supply chain, Global issues in SCM: Forces behind globalization-world class SCM world class demand management (WCDM)-world class logistics management (WCLM).Relationships and Challenges in supply chain.

Module 5

Development of e-tail logistics- growth of e-commerce- logistical challenges-environmental impact of online retail logistics-RFID- the initial hype and reality, Greening of retail logistics- environmental effects of retail logistics- Framework for analyzing the impact of retail deliveries- managing the waste within the retail supply chain.

Module 6

Supply Chain Management and profitability – quality management – mass customization and globalization, Ethical Supply Chains – e-business and SCM – Balanced Score Card – Benchmarking, Performance measurement

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment	
BBC RM_05 Supply Chain Management Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Videos = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study	
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours	
Module I								
Session 1 - Supply chain management-meaning, definition, need and	1 Live Session	1 recorded video	1 open source	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice)	1 Overall Assignment

evolution-traditional			video				Question s)
Session 2 - Modern approaches to SCM-key issues in SCM-phases of SCM-SCM and its relation to other departments in the organization		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 -Retail Logistics, Objectives, Types, Evolution of Logistics, Role of Logistics in an Economy,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Difference between Logistics and Supply Chain Management-		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - The Retail Channel-Planning of supply chain operations,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Sourcing materials, making products, product delivery and return							
Module III							
Session 1 - Elements of logistics management-supply chain integration innovations in SCM-retail logistics-distribution management,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Strategies-transportation management warehousing and		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

warehouse management systems-								
Session 3 - Packaging for logistics- third party logistics GPS and GIS technologies								
Module IV								
Session 1 - The impact of technology on supply chain-How to measure performance in supply chain,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Global issues in SCM: Forces behind globalization-world class SCM world class demand management (WCDM)		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 3 -World class logistics management (WCLM).Relationships and Challenges in supply chain.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module V								
Session 1 - Development of e-tail logistics-growth of e-commerce-logistical challenges-environmental impact of online retail logistics	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - -RFID-the initial hype and reality, Greening of retail logistics-environmental effects of retail		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			

logistics-							
Session 3 - Framework for analyzing the impact of retail deliveries-managing the waste within the retail supply chain.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Supply Chain Management and profitability – quality management –	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Mass customization and globalization, Ethical Supply Chains – e-business and SCM		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Balanced Score Card – Benchmarking, Performance measurement		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. Rahul V Alterkar-Supply Chain Management-Concepts and Cases, Prentice Hall of India, 2005.
2. David Simchi Levi, Philip Kaminsky and Edith Simchi Levi Managing the Supply Chain-The Definitive Guide, Tata McGraw Hill, 2004.
3. Burt, Dobler and Starling-World Class Supply ManagementThe Key to SCM. Tata-McGraw Hill, Seventh Edition, 2006.
4. Christopher Ryan, High Performance Interactive Marketing, Viva Books Ltd. 2003
5. John Fernie & Leigh Sparks Logistics & Retail Management Emerging issues and new challenges in the retail supply chain, 3rd Edition, Kogan Page.

Course Code: BBC RM_06 Warehouse Management

Course Outcomes:

CO1 Identifying business strategies and its competitive advantage

CO2 Knowledge about logistics operations and its optimum utilisation

CO3 Familiarising learners with inventory management in the warehouse.

Module 1

Introduction, Objectives, Supply Chain Impact on Stores and Warehousing, Retail Logistics, Role of Warehousing in Retail: Introduction, Objectives, Retailing and Warehousing, Challenges in retail warehousing, Warehousing in fashion retail, Setting up a warehouse

Module 2

Retail product tracking in warehouse using RFID, Types of warehouses, Benefits of warehousing, Role of government in warehousing, Characteristics of an ideal warehouse, Storing products in a warehouse, Warehousing — the way forward, Warehousing and Supply Chain

Module 3

Strategic Aspects of Warehousing, Objectives, Different Types of Customers in Warehousing, Importance of Warehouse in a Value Chain, Warehouse Location, Modern Warehouse Operations, Worldclass Warehousing

Module 4

Warehouse and its Operations, Objectives, Warehouse Structure, Warehouse Operations, receiving inventory, Picking inventory, Locating inventory, organising inventory, Despatching inventory, Equipment Used for a Warehouse.

Module 5

Warehouse information Introduction, Objectives, Importance of Warehouse Information, Decision Making Using Warehouse Information, ICT Applications in a Warehouse Technology

Module 6

Aids in Retail warehouse Management Introduction, Objectives, Bar Code Scanners, Wireless LAN, Mobile Computers, Radio Frequency Identification (RFID), Health and Safety Perspective Introduction, Objectives, Health and Safety at Work, Health and Safety Risks at the Warehouse, Management of Health and Safety

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC RM_06 Warehouse Management (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study

						real time basis by the Course Coordinator or his team	
Total = 60 Hours	6 Hours	10 Hours*	10 Hours			12 hours (2 hours/week)	22 Hours
Module I							
Session 1 - Introduction, Objectives, Supply Chain Impact on Stores and Warehousing , Retail Logistics,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Role of Warehousing in Retail: Introduction, Objectives, Retailing and Warehousing ,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Challenges in retail warehousing, Warehousing in fashion retail, Setting up a warehouse		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Retail product tracking in warehouse using RFID, Types of warehouses, Benefits of warehousing,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 -		1 recorded	1 open	1	1 E-		

Role of government in warehousing, Characteristics of an ideal warehouse,		video	source video	PPT	book/PDF		
Session 3 - Storing products in a warehouse, Warehousing — the way forward, Warehousing and Supply Chain		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Strategic Aspects of Warehousing , Objectives, Different Types of Customers in Warehousing ,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Importance of Warehouse in a Value Chain, Warehouse Location,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Modern Warehouse Operations, Worldclass Warehousing		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Warehouse and its Operations, Objectives, Warehouse	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Structure, Warehouse Operations,							
Session 2 - Receiving inventory, Picking inventory, Locating inventory,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Organising inventory, Despatching inventory, Equipment Used for a Warehouse.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Warehouse information Introduction, Objectives, Importance of Warehouse Information,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Decision Making Using Warehouse Information, ICT Applications in a Warehouse Technology		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Aids in Retail warehouse Management Introduction, Objectives, Bar Code Scanners,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Session 2 - Wireless LAN, Mobile Computers, Radio Frequency Identification (RFID), Health and Safety Perspective Introduction,		1 recorded video	1 open source video	1 PPT	1 E- book/PD F			
Session 3 - Objectives, Health and Safety at Work, Health and Safety Risks at the Warehouse, Management of Health and Safety		1 recorded video	1 open source video	1 PPT	1 E- book/PD F			
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours		

Readings

1. Warehouse management– Learner Study Guide – by Gwynne Richard
2. Essentials of inventory management by Max muller—publishers-HarperCollins
3. Warehouse distribution & operations handbook by DAVID E MULCAHY
4. Inventory strategy by Edward H Frazelle

Semester 5

Course code: BBC RM_07 E-Retailing

Course Outcomes:

CO1 The fundamental principles of e-retailing, e-Commerce and the role of Management

CO2 The underlying used technologies with emphasis on Internet Technologies

CO3 The application of tools and services to the development of small-scale e-Commerce applications

Module 1

Information Technology – Meaning and its growing role in retailing – Indian scenario – Applications of Information Technology in retailing. RMIS Retail Management Information

System –Types of information systems, Role of retail data capture in retail transaction - Campaign management- Database management, data warehousing, data mining.

Module 2

Coding Systems Adopting coding systems – Radio Frequency identification (RFID) – Benefits of data base marketing , Limitation of web applications – Information technology innovation to tackle web limitations.

Module 3

Electronic Application Electronic retailing -Electronic point of sale (EPOS) - Electronic funds transfer and point of sale (EFTPOS), Quick response replenishment system - Electronic loyalty scheme. Role of Information Technology IT for competitive advantage-Information technology in merchandising – Information technology in Supply chain management

Module 4

Information technology in Customer Relationship management – E-Commerce in retailing institutions- Database marketing, data mining and business intelligence - Business data communication.

Module 5

The world of e-retailing – e-retailing in practice – integration of e-retailing in to organization – understanding and communicating with the e-consumer, E-retailing as a format-Assortment Planning, merchandising and category management for e-retailing

Module 6

Inventory management for e-retailing-Retail Strategies in the context of e-retailing running an e-retail organization, Loyalty and e-retailing - e-store design: navigability, interactivity and web atmospherics – e-service, Consumer behaviour and e-retailing. Branding on the web – e-malls – e-retailing models –multi-channel success and the future of e-retailing

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC RM_07 E-Retailing (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study

Total = 60 Hours	6 Hours	10 Hours*	10 Hours	12 hours (2 hours/week)	22 Hours			
Module I								
Session 1 - Information Technology – Meaning and its growing role in retailing – Indian scenario – Applications of Information Technology in retailing.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	1 Overall Assignment
Session 2 - RMIS Retail Management Information System – Types of information systems, Role of retail data capture in retail transaction		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 3 - Campaign management- Database management, data warehousing, data mining.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module II								
Session 1 - Coding Systems Adopting coding systems – Radio Frequency identification (RFID)	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 -		1 recorded	1	1	1 E-			

Benefits of data base marketing , Limitation of web applications		video	open source video	PP T	book/PDF			
Session 3 - Information technology innovation to tackle web limitations.		1 recorded video	1 open source video	1 PP T	1 E-book/PDF			
Module III								
Session 1 - Electronic Application Electronic retailing - Electronic point of sale (EPOS) - Electronic funds transfer and point of sale (EFTPOS),	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Quick response replenishment system - Electronic loyalty scheme.		1 recorded video	1 open source video	1 PP T	1 E-book/PDF			
Session 3 - Role of Information Technology IT for competitive advantage- Information technology in merchandising								
Session 4 - Information technology in Supply chain management								

Module IV							
Session 1 - Information technology in Customer Relationship management – E-Commerce in retailing institutions-	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Database marketing, data mining and business intelligence - Business data communication.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - The world of e-retailing – e-retailing in practice – integration of e-retailing in to organization –	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - understanding and communicating with the e-consumer, E-retailing as a format		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Assortment Planning, merchandising and category management for e-retailing		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Inventory management for e-retailing-	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice

Retail Strategies in the context of e-retailing running an e-retail organization,						Questions)
Session 2 - Loyalty and e-retailing - e-store design: navigability, interactivity and web atmospherics – e-service,		1 recorded video	1 open source video	1 PP T	1 E-book/PDF	
Session 2 - Consumer behaviour and e-retailing. Branding on the web – e-mails – e-retailing models – multi-channel success and the future of e-retailing		1 recorded video	1 open source video	1 PP T	1 E-book/PDF	
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours

Readings:

1. Charles Dennis, Tino Fenech and Bill Merrilees, “E-Retailing” E-Book.
2. Dunne Lusch carver, Retailing, 8th edition, Cengage publishers, 2017.
3. Nayak Dash, Retail management, 1st edition, Cengage publishers, 2017.
4. Cullen, Retailing: environment and operations, Cengage publishers, 1st edition, 2017.

Course Code: BBC RM_08 Merchandising Management

Course Outcomes:

CO1 Learners understand the concepts, trade theories and importance of merchandising management.

CO2 Learners acquire the required skills to be an effective merchandising management professional.

CO3 Learners understand, analyze and take decisions as merchandising manager.

CO4 Learners acquire the knowledge about merchandising and its influence on other business activities.

CO 5Learners will be able to deal with the changing scenario of merchandising

Module 1

Concept of Retail Merchandising: Meaning of Merchandising, Major Areas of Merchandise Management, Role and Responsibilities of Merchandisers. Merchandise Mix: Merchandise Mix, Concept of Assortment Management, Merchandise Mix.

Module 2

Merchandise Displays and Space Management: Concept of Merchandise Displays, Display and Design Basics; Principles of Design; Colour Blocking; Types of Displays -Importance of Merchandise Displays, Concept of Space Management, Role of IT in Space Management, Purpose of space planning;

Module 3

Lighting, Window display for a product or merchandise, Concept of Planogram. Visual Merchandising: Meaning of Visual Merchandising, Visual merchandising terminologies Objectives of Visual Merchandising, History and growth of Visual Merchandising, Visual Merchandising in India, Product Positioning and Visual Merchandising.

Module 4

Merchandise Planning: Concept of Merchandise Planning, Applications of Merchandise Planning, Elements of Merchandise Planning, Role of Merchandiser in Planning. Category Management and Merchandise Budgeting: Concept of Category Management, Merchandise Forecasting, Merchandise Budgeting.

Module 5

Merchandise Sourcing: Concept of Merchandise Sourcing, Historical Perspective of Sourcing, Stock Management and Distribution, International Sourcing. Merchandise Replenishment: Retail Replenishment, Importance of Replenishment, Direct Store Delivery (DSD)Managing Retail Home Delivery, Measures for Retail Distribution and Replenishment.

Module 6

Allocating Merchandise to Stores – Evaluating the Merchandise Performance- Inventory Valuation: The Cost Method; The Retail Method, Unit Control System, Financial Inventory Control. Pricing in Retailing – External influences on retail pricing strategy – Retail pricing objectives – Retail pricing strategies – Consumer response to pricing- Cost Oriented; Demand Oriented; EDLP

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
		Lecture Video	Open Source	PP T	E-book/ PDF	Forum Topics -	Multiple Choice Questions, Fill in the
BBC RM 08 Merchandisin	6 Live Sessions (1						

g Management(2 Credits) Duration - 6 Weeks	session/week)	Recordings = 6 Hours	e Videos = 4 hours			For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*	10 Hours			12 hours (2 hours/week)	22 Hours
Module I							
Session 1 - Concept of Retail Merchandising: Meaning of Merchandising, Major Areas of Merchandise Management,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Role and Responsibilities of Merchandiser s. .		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Session 3 - Merchandise Mix: Merchandise Mix, Concept of Assortment Management, Merchandise Mix		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module II							
Session 1 - Merchandise Displays and Space Management: Concept of Merchandise Displays,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessment (Practice Questions)
1 Overall Assignment							

Display and Design Basics;							
Session 2 - Principles of Design; Colour Blocking; Types of Displays - Importance of Merchandise Displays,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Concept of Space Management, Role of IT in Space Management, Purpose of space planning;		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Lighting, Window display for a product or merchandise, Concept of Planogram.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 2 - Meaning of Visual Merchandising, Visual merchandising terminologies ,Objectives of Visual Merchandising,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 3 - History and growth of Visual Merchandising, Visual		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

Merchandising in India, Product Positioning and Visual Merchandising							
Module IV							
Session 1 - Merchandise Planning: Concept of Merchandise Planning, Applications of Merchandise Planning,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Elements of Merchandise Planning, Role of Merchandiser in Planning.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Category Management and Merchandise Budgeting: Concept of Category Management, Merchandise Forecasting, Merchandise Budgeting.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Merchandise Sourcing: Concept of Merchandise Sourcing, Historical Perspective of Sourcing,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 -		1 recorded video	1 open	1 PPT	1 E-book/PDF		

Stock Management and Distribution, International Sourcing.			source video		F		
Session 3 - Merchandise Replenishment: Retail Replenishment, Importance of Replenishment, Direct Store Delivery (DSD)		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Managing Retail Home Delivery, Measures for Retail Distribution and Replenishment.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Allocating Merchandise to Stores – Evaluating the Merchandise Performance-Inventory Valuation: The Cost Method;	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - The Retail Method, Unit Control System, Financial Inventory Control.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Pricing in Retailing –		1 recorded video	1 open source	1 PPT	1 E-book/PDF		

External influences on retail pricing strategy – Retail pricing objectives			video				
Session 4 – Retail pricing strategies – Consumer response to pricing- Cost Oriented; Demand Oriented; EDLP		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. Donellan, John. 2001. Merchandise Buying and management. Fairchild Publications.
2. Swapna Pradhan. 2010. Retail Merchandising. Tata McGraw Hill.
3. Bliss, Laura L. 1995. Study Guide Visual Merchandising and Display. III edition" Fairchild Publications.
4. Vedomani, Gibson. 2012. Retail Management - 4th Edition. Jaico Publishing House.
5. Grose, Virginia. 2011. Basics Fashion Management: Fashion Merchandising. AVA Publishing.
6. Rabolt, Nancy J. and K. Judy. 1997. Concepts and Cases in Retail and Merchandise Management. Fairchild Publications

Semester 6

Course Code: BBC RM_09 Consumer Behaviour

Course Outcomes:

CO1 Learners will gain the knowledge about consumer behaviour and its applications

CO2 Learners will understand the psychological behaviour of consumer behaviour

Module 1

Concepts (Purchase, Usage and Disposal) – Significance – Evolution of Consumer oriented Market - Dimensions of Consumer Behaviour, Consumer decision making Process- Change in consumers consumption pattern - Factors influence the Consumer Behaviour (Internal and External Factors)

Module 2

Marketing impact on consumers - Application of knowledge of Consumer Behaviour in marketing decisions. Psychological Influences on consumer behaviour –Psychographics - Consumer Motives - motivation

Module 3

Perception – Personality - Learning and Attitude- Self Image and Life styles – Consumer expectation and satisfaction - Case Studies, Change in Society; Value and Consumption Pattern, Demographics and Social Stratification

Module 4

Culture, Sub Culture Cross Culture - Family group; Family life cycle – Group; Types of group, Reference group. Importance of consumer behaviour models, Industrial and individual consumer behaviour models , Traditional Models: Micro Economics and Macro Economics model , Contemporary Models: Howard- Sheth, Engel – Kollat, Webstar and wind Consumer Behaviour Models

Module 5

Models on Consumers adoption of Technology: Theory of Planned Behaviour, TAM, UTAUT- Implications of the models on Marketing decisions. Communication Influences on Consumer behaviour, Consumers High and low involvement on purchase

Module 6

Neural Marketing - Is Neural Marketing a myth? -- Pre-purchase and post-purchase behaviour, Online and offline purchase decision process – Online sentiment - Diffusion of Innovation – Managing Dissonance - Emerging Issues.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC RM_09 Consumer Behaviour (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Video s = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours
Module I							1 Overall

Session 1 - Concepts (Purchase, Usage and Disposal) – Significance – Evolution of Consumer oriented Market	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	Assignment
Session 2 - Dimensions of Consumer Behaviour, Consumer decision making Process-		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 3 - Change in consumers consumption pattern - Factors influence the Consumer Behaviour (Internal and External Factors)		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module II								
Session 1 - Marketing impact on consumers - Application of knowledge of Consumer Behaviour in marketing decisions.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Psychological Influences on consumer behaviour – Psychographics - Consumer Motives - motivation		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			

Module III							
Session 1 - Perception – Personality - Learning and Attitude- Self Image and Life styles –	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Consumer expectation and satisfaction - Case Studies, Change in Society;		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Value and Consumption Pattern, Demographics and Social Stratification		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Culture, Sub Culture Cross Culture - Family group;	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Family life cycle – Group; Types of group, Reference group.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Importance of consumer behaviour models, Industrial and individual consumer behaviour models		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Traditional Models:		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

Micro Economics and Macro Economics model ,							
Session 5 - Contemporary Models: Howard-Sheth, Engel – Kollat, Webstar and wind Consumer Behaviour Models		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Models on Consumers adoption of Technology: Theory of Planned Behaviour, TAM,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - UTAUT- Implications of the models on Marketing decisions.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Communication Influences on Consumer behaviour, Consumers High and low involvement on purchase		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Neural Marketing - Is Neural Marketing a myth? – Pre-purchase and	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

post-purchase behaviour,							
Session 2 - Online and offline purchase decision process – Online sentiment -		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3- Diffusion of Innovation – Managing Dissonance - Emerging Issues		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. Leon . G. Sciffman& Leslie Lasar Karuk, Consumer Behaviour. Pearson Education. 2013.
2. Jay.D.Lindquist& Joseph Sirgy Shopper. Buyer and Consumer Behaviour. Biztranza Publication. 2014

Course Code: BBC RM_10 Customer Relationship Management

Course Outcomes:

- CO1 Describe the evolution of customer relationship management
- CO2 Acquaint with the CRM concepts to build and retain the customers with business.
- CO3 Discuss the steps involved in CRM Planning.
- CO4 Able to Align CRM with marketing strategy.
- CO5 Issues and challenges in CRM Implementation.

Module 1

EVOLUTION OF CUSTOMER RELATIONSHIP: CRM – Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM Process, Framework of CRM, Benefits of CRM,

Module 2

Types of CRM, Scope of CRM, and Customer Profitability. CRM CONCEPTS: Customer Value, Customer Expectation, Customer Satisfaction, Customer Acquisition, Customer Retention, Customer Loyalty, And Customer Lifetime Value.

Module 3

Customer Experience Management, Customer Profitability. PLANNING FOR CRM: Steps in Planning – Building Customer Centricity, Setting CRM Objectives

Module 4

Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM Plan, and CRM Strategy: The Strategy Development Process

Module 5

CRM AND MARKETING STRATEGY: CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centres. Practice of CRM. CRM in Consumer Markets, CRM in Services Sector.

Module 6

CRM PROBLEMS IN IMPLEMENTATION: Issues and Problems in Implementing CRM, Information Technology Tools in CRM, And Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM).

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment	
BBC RM_10 Customer Relationship Management 2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study	
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours	
Module I								
Session 1 - EVOLUTION OF CUSTOMER RELATIONSHIP: CRM – Definition, Emergence of	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	1 Overall Assignment

CRM Practice, Session 2 - Factors responsible for CRM growth, CRM Process, Framework of CRM, Benefits of CRM,		1 recorded video	1 open source video	1 PP T	1 E- book/PD F			
Module II								
Session 1 - Types of CRM, Scope of CRM, and Customer Profitability.	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)	
Session 2 - CRM CONCEPTS: Customer Value, Customer Expectation, Customer Satisfaction,		1 recorded video	1 open source video	1 PP T	1 E- book/PD F			
Session 3 - Customer Acquisition, Customer Retention, Customer Loyalty, And Customer Lifetime Value.		1 recorded video	1 open source video	1 PP T	1 E- book/PD F			
Module III								
Session 1 - Customer Experience Management, Customer Profitability.	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)	
Session 2 - PLANNING FOR CRM: Steps in Planning – Building Customer Centricity, Setting CRM		1 recorded video	1 open source video	1 PP T	1 E- book/PD F			

Objectives							
Module IV							
Session 1 - Defining Data Requirements, Planning Desired Outputs,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Relevant issues while planning the Outputs, Elements of CRM Plan,		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Session 3 - CRM Strategy: The Strategy Development Process		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Module V							
Session 1 - CRM AND MARKETING STRATEGY: CRM Marketing Initiatives, Sales Force Automation,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Campaign Management, Call Centres. Practice of CRM.		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Session 3 - CRM in Consumer Markets, CRM in Services Sector		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Module VI							
Session 1 - Issues and Problems in Implementing CRM, Information Technology	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)

Tools in CRM, Session 2 - And Challenges of CRM Implementation. CRM Implementation Roadmap, Road Map (RM).		1 recorded video	1 open source video	1 PP T	1 E- book/PD F			
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hour s (or more)	10 Hours	12 hours	22 Hours		

Readings:

1. Jagdish N. Sheth, Atul Parvatiyar & G Shainesh, “Customer Relationship Management”, Emerging Concepts, Tools and Application”, TMH
2. Dilip Soman & Sara N – Marandi, “Managing Customer Value” Cambridge.
3. Alok Kumar Rai, “Customer Relationship Management: Concepts and Cases”, PHI.
4. Mukesh Chaturvedi, Abinav Chaturvedi, “Customer Relationship Management – An Indian Perspective”, Excel Books
5. K Govind Bhat, “Customer Relationship Management”, (2018), HPH.

BBA FINTECH

Semester 1

Course code: BBC FT_01 Fundamentals of Financial Technology

Course Outcomes:

CO1 Learners will be able to analyze and evaluate what is driving technology innovation in Finance.

CO2 Visualize the basic concept of the Fin-tech Platform and Technology.

CO3 Introduce basics concept of Fin-tech.

CO4 Get exposure to how new technology impacts economies, markets, companies, and individuals.

Module 1

Introduction to Fin-tech, Evolution of Fin-tech across the world. Impact of digital disruption and innovations by Fin-tech on the Banking and Financial Sector.

Module 2

Understanding the associated technology with respect to Cloud, Blockchain & Crypto currencies, Rob Advisors, Biometrics and IoT.

Module 3

Fin-tech Trends, Understand the key Fin-tech trends which will disrupt the Financial Sector, Training in digital tools- Xero, Emburse.

Module 4

Fin-tech affecting different sectors, Learn the effects of Fin-tech on Payment Innovations, Health, Real-Estate, and Insurance Sector.

Module 5

Open Banking and Digital Only Banking, Introduce the learners to the transition to open banking and digital only banking.

Module 6

The technologies involved and the requirement for convenience and user experience.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC FT_01 Fundamentals of Financial Technology (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PPT	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours
Module I							
Session 1 - Introduction to Fin-tech, Evolution of Fin-tech across the world.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Impact of digital disruption and innovations by Fin-tech on the Banking and Financial		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
							1 Overall Assignment

Sector.							
Module II							
Session 1 - Understanding the associated technology with respect to Cloud,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Blockchain & Cryptocurrencies, Rob Advisors, Biometrics and IoT.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Fin-tech Trends, Understand the key Fin-tech trends which will disrupt the Financial Sector,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Training in digital tools-Xero, Emburse.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Fin-tech affecting different sectors, Learn the effects of Fin-tech on Payment Innovations,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Health, Real-Estate, and Insurance Sector.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

Module V							
Session 1 - Open Banking and Digital Only Banking, Introduce the students to the transition to open banking and digital only banking.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VI							
Session 1 - The technologies involved and the requirement for convenience and user experience.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. Bank 4.0 Banking Everywhere, never at a Bank By Brett King
2. Fintech Founders by Agustin Rubini
3. The Fintech Book by Susanne Chishti & Janos Barberis
4. Smarter Bank by Ron Shevlin

Semester 2

Course code: BBC FT_02 Research and Consumer Insights in Banking

Course Outcomes:

CO1 Learners will be able to understand the Tools, techniques, and processes of User research — Qualitative & Quantitative.

CO2 To explore the applications of Analysis techniques.

CO3 To prepare Questionnaire and research design.

CO4 Identify the various challenges and scope in the Persona design in Banking and financial services.

Module 1

Qualitative and quantitative research overview, Overview of research principles and theory, research techniques, tools of empathy.

Module 2

Questionnaire Design, Principles and techniques of questionnaire design and importance of designing relevant research questionnaires.

Module 3

Analysis Techniques, Documenting and analysing qualitative and quantitative research.

Module 4

Outcomes of research, different methods of analysis – practical exploration of these methods.

Module 5

Persona Design as a tool of empathy and analysis, Designing Personas from research, importance of Personas, Personas in banking and financial services.

Module 6

Project Work, Field research and submission of research analysis report.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment	
BBC FT_02 Research and Consumer Insights in Banking (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PPT	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study	
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours	
Module I								
Session 1 - Qualitative and quantitative	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice	1 Overall Assignment

research overview,							Questions)
Session 2 - Overview of research principles and theory, research techniques, tools of empathy.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Questionnaire Design, Principles and techniques of questionnaire design	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - importance of designing relevant research questionnaires.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Analysis Techniques,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Documenting and analysing qualitative and quantitative research.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Outcomes of research, different methods of analysis –	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - practical		1 recorded video	1 open source	1 PPT	1 E-book/PDF		

exploration of these methods.			video		F		
Module V							
Session 1 - Persona Design as a tool of empathy and analysis, .	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Designing Personas from research, importance of Personas,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Personas in banking and financial services		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Project Work, Field research and submission of research analysis report.	1 Live Session					2 Hours Discussion Forum	1 Assessment (Practice Questions)
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. Consumer Insight, Merlin Stone , Bryan Fos
2. Formative Research in Social Marketing: Innovative Methods to Gain Consumer Insights by Krzysztof Kubacki and Sharyn Rundle-Thiele
3. The Art of Better Retail Banking by Hugh Croxford , Frank Abramson.

Semester 3

Course code: BBC FT_03 Banking Enterprise Architecture and Service Oriented Architecture

Course Outcomes:

CO1 Acquaint with the concepts, objectives and budgeting methods of Enterprise Architecture.

CO2 Identify the major frameworks of Enterprise Architecture.

CO3 Apply the frameworks of Enterprise Architecture to Banking and Financial Sector.

Module 1

Introduction to Enterprise Architecture, evolution of Enterprise Architecture and its components.

Module 2

Domains of framework of Enterprise Architecture and their importance.

Module 3

EA Frameworks, Developing an understanding of different frameworks and their translation in the banking and financial sector.

Module 4

Transformation to Service Oriented Architecture, the reasons and importance of transformation from legacy based to service-oriented architecture.

Module 5

Case studies of how Banking Enterprise Architecture and Service Oriented Architecture have been implemented in industries and assessing their effectiveness.

Module 6

Project Work- research, study and present the Enterprise Architecture Framework of Bank, Insurance Company and Financial Institution.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC FT_03 Banking Enterprise Architecture and Service Oriented Architecture (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Videos = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours

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Module I								1 Overall Assignment
Session 1 - Introduction to Enterprise Architecture,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - evolution of Enterprise Architecture and its components.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module II								
Session 1 - Domains of framework of Enterprise Architecture and their importance.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Module III								
Session 1 - EA Frameworks, Developing an understanding of different frameworks	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - translation in the banking and financial sector.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module IV								
Session 1 - Transformation to Service Oriented Architecture,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - the reasons and importance of transformation from legacy based to service-oriented		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			

architecture							
Module V							
Session 1 - Case studies of how Banking Enterprise Architecture a	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Service Oriented Architecture have been implemented in industries and assessing their effectiveness.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Project Work-research, study and present the Enterprise Architecture Framework of Bank,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Insurance Company and Financial Institution.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. Financial Markets and Organizational Technologies: System Architectures, Practices and Risks in the Era of Deregulation (Palgrave Macmillan Studies in Banking and Financial Institutions) by Alexandros-Andreas Kyrtis
2. Ranking Technology Strategies for Enterprise: Developing Information Technology Architecture to Meet Expanding Consumer Expectations from a Global Retail ... to Solutions for the Enterprise Book 1)
3. Service - Oriented Architecture & Microservices Architecture: For Enterprise, Cloud, Big Data and Mobile by Shankar Kambhampaty.

Course code: BBC FT_04 Segmentation and CVP Design for Banks

Course Outcomes:

CO1 Understand the principles and benefits of segmentation in banking.

CO2 Develop an effective strategy to conduct Segmentation Research.

CO3 Design a Customer Value Proposition for a bank or a financial institution.

Module 1

Introduction to Segmentation, the basics and importance of segmentation with reference to User Experience Design.

Module 2

Customer Segments, the basic steps of segmentation, creating different customer segments based on research.

Module 3

Persona creation, components of persona creation, necessity and significance of persona creation, the difference between customer segments and persona.

Module 4

Segmentation Research, Process of research and the types of data required for different types of customer segments.

Module 5

CVP Design - concept of value, Customer Value Proposition and its design.

Module 6

Apply the concepts to design a CVP for a bank or a financial institution.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC FT_04 Segmentation and CVP Design for Banks (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours

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Module I									
Session 1 - Introduction to Segmentation, the basics and importance of segmentation with reference to User Experience Design.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	1 Overall Assignment	
Module II									
Session 1 - Customer Segments, the basic steps of segmentation,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)		
Session 2 - creating different customer segments based on research.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF				
Module III									
Session 1 - Persona creation, components of persona creation, necessity and significance of persona creation,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)		
Session 2 - the difference between customer segments		1 recorded video	1 open source video	1 PPT	1 E-book/PDF				

and persona.							
Module IV							
Session 1 - Segmentation Research, Process of research	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - types of data required for different types of customer segments.		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module V							
Session 1 - CVP Design - concept of value, Customer Value Proposition and its design.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Module VI							
Session 1 - Apply the concepts to design a CVP for a bank or a financial institution.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. UX Strategy: How to Devise Innovative Digital Products that People Want Jaime Levy O'Reilly Media
2. Creating and Delivering Your Value Proposition: Managing Customer Experience for Profit Cindy Barnes, Helen Blake, David Pinder
3. Research in Systems Analysis and Design: Models and Methods Stanisław Wrycza

Semester 4

Course Code: BBC FT_05 Banking Service Design and Service Blueprinting

Course Outcomes:

CO1 Understand concepts of service design and its importance in banking.

CO2 Create effective service design task flows and service blueprints.

CO3 Apply the tools and techniques to design a Banking service blueprinting.

Module 1

What is service design, how and where is it used, importance, outcomes and methodologies.

Module 2

Principles and techniques of design task flows for banking products and services.

Module 3

Steps involved in the process of service design.

Module 4

design a banking service blueprint and its successful implementation.

Module 5

Case studies - Follow through on various case studies and success stories, training in digital tool- Square.

Module 6

Hands on practical on design task flows and creating service blue prints across banking process and channels.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial	Quadrant - II e-Content	Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC FT_05 Banking Service Design and Service Blueprinting (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study

						Coordinator or his team	
Total = 60 Hours	6 Hours	10 Hours*	10 Hours			12 hours (2 hours/week)	22 Hours
Module I							
Session 1 - What is service design, how and where is it used,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - importance, outcomes and methodologies .		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Principles and techniques of design task flows for banking products and services.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module III							
Session 1 - Steps involved in the process of service design.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module IV							
Session 1 - design a banking service blueprint	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Implementation of Service Blueprint		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Case studies - Follow through on	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice

1 Overall Assignment

various case studies							Questions)
Session 2 - success stories, training in digital tool-Square.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Hands on practical on design task flows		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		1 Assessment (Practice Questions)
Session 2 - creating service blue prints across banking process and channels.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. Service Design: From Insight to Implementation by Andy Polaine; Lavrans Løvlie; Ben Reason
2. Service Design for Business: A Practical Guide to Optimizing the Customer Experience Ben Reason, Lavrans Løvlie, and Melvin Brand Flu
3. Service blueprint A Complete Guide by Gerardus Blokdyk.

Course Code: BBC FT_06 Digital Banking Infrastructure and Experience

Course Outcomes:

CO1 To familiarize learners with the Banking IT Infrastructure.

CO2 To expose learners with the components of Enterprise Architecture.

CO3 To Develop understanding of Digital Banking ERP.

Module 1

Basic elements of Banking and IT Infrastructure, Introduction to Banking Infrastructure and IT.

Module 2

Examples of Components of Infrastructure, Information Technology for Banking and their use.

Module 3

Customer Data Management, connectivity, cyber security and tools to collect and analyse data that are fundamental to a digitally-enabled system.

Module 4

Understanding the ERP Systems in digital Banking, Training in funding based digital tools-Kabbage, Fundbox.

Module 5

Case studies of how ERP systems are used in banking and how that has helped in their business.

Module 6

Field Work on existing IT Infrastructure and ERP system in a Bank or Financial Organization.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment	
BBC FT_06 Digital Banking Infrastructure and Experience(2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PPT	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study	
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours	
Module I								
Session 1 - Basic elements of Banking and IT Infrastructure	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	1 Overall Assignment
Session 2 -		1 recorded video	1 open source	1 PPT	1 E-book/PDF			

Introduction to Banking Infrastructure and IT.			video		F		
Module II							
Session 1 - Examples of Components of Infrastructure ,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Information Technology for Banking and their use.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Customer Data Management , connectivity, cyber security and tools to collect	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Analyse data that are fundamental to a digitally-enabled system.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Understanding the ERP Systems in digital Banking,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Training in funding based digital tools- Kabbage, Fundbox.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							

Session 1 - Case studies of how ERP systems are used in banking and how that has helped in their business.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module VI							
Session 1 - Field Work on existing IT Infrastructure and ERP system in a Bank or Financial Organization .	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. Banking Soundness and Monetary Policy: Issues and Experiences in the Global Economy
2. International Monetary Fund
3. Digital Banking Paperback by Indian Institute of Banking & Finance
4. The REGTECH Book: The Financial Technology Handbook for Investors by Janos Barberis, Douglas W. Arner, Ross P. Buckley/Wiley

Semester 5

Course code: BBC FT_07 Digital Strategy and Ecosystem

Course Outcomes:

- CO1 Knowledge of and develop a Digital Strategy for the Banking Sector.
- CO2 Practical Understanding into the Banking and Financial ecosystem.
- CO3 Apply the Tools of Design Thinking in problem solving and creating a digital strategy.

Module 1

Introduction to the Ecosystem and Platform in Financial domain, understand the Strategy in Banking and Financial Sector at present.

Module 2

Ecosystem Concepts, Deep dive into the present digital ecosystem through case studies of banking with respect to design thinking.

Module 3

Implementing the design thinking process in driving innovation in banking and fintech.

Module 4

Creating a strategy for digital product in Banking and Financial Sector and parameters that affect.

Module 5

Understanding how to manage payroll and benefits, organize human resources functions, providing health benefits, automating taxes and workers' compensation.

Module 6

Use of Digital tools- Gusto, Guideline.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment	
BBC FT_07 Digital Strategy and Ecosystem (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PPT	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study	
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours	
Module I								1 Overall Assignment
Session 1 - Introduction to the Ecosystem and Platform in Financial	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	

domain,							
Session 2 - understand the Strategy in Banking and Financial Sector at present.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Ecosystem Concepts	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - case studies of banking with respect to design thinking.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Implementing the design thinking process in driving innovation in banking and fintech.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module IV							
Session 1 - Creating a strategy for digital product in Banking and Financial Sector and	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Parameters that affect strategy for creation for digital product		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Understanding how to manage	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

payroll and benefits,							Questions)
Session 2 - organize human resources functions,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - providing health benefits, automating taxes and workers' compensation.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Use of Digital tools-Gusto, Guideline.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. The Financial Services Guide to Fintech: Driving Banking Innovation Through Effective Partnerships by Devie Mohan
2. Disrupting Finance: FinTech and Strategy in the 21st Century (Palgrave Studies in Digital Business & Enabling Technologies) by Theo Lynn (Editor), John G. Mooney (Editor), Pierangelo Rosati (Editor), Mark Cummins
3. The Financial Ecosystem: The Role of Finance in Achieving Sustainability (Palgrave Studies in Impact Finance) Satyajit Bose , Guo Dong

Course Code: BBC FT_08 Digital Payments and Insurance

Course Outcomes:

CO1 Learners will gain knowledge about the Payments, their methods and their evolution.

CO2 Learners will be able to apply concepts of Digital Insurance and Insuretech.

CO3 Learners will perform heuristic evaluation of the website to assess usability issues in them.

CO4 Learners will be able to analyze long term traffic trends and develop strategies accordingly.

Module 1

Learn the evolution of payments and basics of Payments and payment terminology and Acronyms

Module 2

Understand the payment process and various payments types, banking payment service within and outside the country. Learn about the payment systems of different countries.

Module 3

Digital Payments and opportunities for Fintech, understanding the opportunities in Digital Payment.

Module 4

mobile wallets, transfer from P2P, G2P, P2M, Merchant payment and POS Services, International Remittances.

Module 5

Understanding of latest trends how Fintech is opening new opportunities across the boundaries and sectors, Training using digital tool- Zenefits.

Module 6

Overview of the insurance sector, regulatory framework, digital disruptions in the insurance sector, insurance products and channels.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment	
BBC FT_08 Digital Payments and Insurance(2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PPT	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study	
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours	
Module I								
Session 1 - Learn the evolution of payments and basics of	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	1 Overall Assignment

Payments							
Session 2 - Payment terminology and Acronyms		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Understand the payment process and various payments types,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - banking payment service within and outside the country.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Learn about the payment systems of different countries.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - Digital Payments and opportunities for Fintech,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - understanding the opportunities in Digital Payment.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - mobile wallets, transfer from P2P, G2P, P2M	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Merchant		1 recorded video	1 open source	1 PPT	1 E-book/PDF		

payment and POS Services, International Remittances			video		F		
Module V							
Session 1 - Understanding of latest trends how Fintech is opening new opportunities across the boundaries and sectors,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Training using digital tool-Zenefits.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Overview of the insurance sector, regulatory framework,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - digital disruptions in the insurance sector, insurance products and channels.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. Fintech in a flash: financial technology made easy by Agustin Rubini
2. Digital payments in India: background, trends and opportunities by Jaspal Singh
3. Life insurance in digital India by Jagendra rana

Semester 6

Course Code: BBC FT_09 Digital Banking Trends, Future of Banking & Omni Channel Experience

Course Outcomes:

- CO1 Understand the evolving banking ecosystem.
- CO2 Assess the digital intervention in banking and how it is changing the banking sector.
- CO3 Identify the latest trends in banking and plot the future of banking.
- CO4 Design omni-channel journey for customers.

Module 1

How is the Banking ecosystem evolving digitally, innovations in the banking domain, case studies of successful digital banks.

Module 2

Emerging technologies and how they will impact Banking, discussion on future plans of bank that have incorporated strategy to implement technologies in their service.

Module 3

What the future of banking will look like, life stage banking and user centric banking models.

Module 4

Evolving banking channels, interconnectedness of channels and case studies of Omni channel experiences.

Module 5

Customer journey design methodology, design of Omni-channels journeys (practical application).

Module 6

Research on Digital Banking & Future of Banking. Submit and present the findings.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC FT_09 Digital Banking Trends, Future of Banking & Omni Channel Experience (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study

						or his team	
Total = 60 Hours	6 Hours	10 Hours*	10 Hours	12 hours (2 hours/week)	22 Hours		
Module I							
Session 1 - How is the Banking ecosystem evolving digitally,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Innovations in the banking domain, case studies of successful digital banks.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Emerging technologies and how they will impact Banking,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - discussion on future plans of bank that have incorporated strategy to implement technologies in their service.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module III							
Session 1 - What the future of banking will look like,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - life stage banking and user centric banking models.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Evolving banking	1 Live Session	1 recorded video	1 open source	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice
							1 Overall Assignment

channels, interconnectedness of channels			video				Questions)
Session 2 - case studies of Omni channel experiences.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Customer journey design methodology,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - design of Omni-channels journeys (practical application).		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Research on Digital Banking & Future of Banking. Submit and present the findings.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. New Trends In Banking 2020: Future of Banking Sector by Ajay Sharma , Rishabh Khanna
2. Digital Payments in India: Background, Trends and Opportunities by Jaspal Singh
3. A Global Guide to FinTech and Future Payment Trends (Innovation and Technology Horizons) by Peter Goldfinch.

Course Code: BBC FT_10 Financial Market Institutions

Course Outcomes:

CO1 Apply concepts relevant to financial markets and financial institutions, such as the flow of funds, levels of interest rates and interest rate differentials, to current events or topical issues.

CO2 Evaluate empirical evidence of market performance, and contrast it with theories of market performance.

CO3 Research and analyze specific problems or issues related to financial markets and institutions.

Module 1

An Overview of Financial Markets: Financial Markets, Nature, Functions, Money market, Capital market, Markets for derivatives, working of stock exchange in India, NSE and BSE, Role of SEBI, Major international stock markets.

Module 2

Commodity markets: MCX, NCDEX and ICEX – Functions, administration, regulations and general mechanism, International commodity markets.

Module 3

Debt market, Types, functions, instruments, Operational mechanism, Hindrances for the development of debt market.

Module 4

Financial instruments, issue of financial instruments, Primary issue, book building process, private placement, offer for sale, buy back of shares, various innovative financial instruments, bitcoin, crypto currency etc.

Module 5

Development Financial Institutions: AMFI, IFCI, NABARD, SFCs, UTI, SIDBI – Mutual Funds, SEBI guidelines on mutual fund – Provident Fund – Pension Funds – PFRDA – Insurance companies – IRDA.

Module 6

Foreign capital flows: forms of foreign capital – FDI and FPI – FIIs – International financial instruments – ADR, GDR, IDR and Euro bonds – Role of foreign capital in Indian financial system – Trends in foreign capital inflows to India – Regulatory framework for foreign capital flows.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial	Quadrant - II e-Content	Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC FT_10 Financial Market Institutions (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study

						Coordinator or his team	
Total = 60 Hours	6 Hours	10 Hours*	10 Hours	12 hours (2 hours/week)	22 Hours		
Module I							
Session 1 - An Overview of Financial Markets: Financial Markets, Nature, Functions, Money market,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Capital market, Markets for derivatives, working of stock exchange in India,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - NSE and BSE, Role of SEBI, Major international stock markets.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module II							
Session 1 - Commodity markets: MCX, NCDEX and ICEX – Functions, administration,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - regulations and general mechanism, International commodity		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
1 Overall Assignment							

markets.							
Module III							
Session 1 - Debt market, Types, functions, instruments, Operational mechanism,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Hindrances for the development of debt market.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module IV							
Session 1 - Financial instruments, issue of financial instruments, Primary issue,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Book building process, private placement, offer for sale, buy back of shares,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Various innovative financial instruments, bitcoin, crypto currency etc.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module V							
Session 1 - Development Financial Institutions: AMFI, IFCI, NABARD, SFCs, UTI,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

SIDBI –							
Session 2 - Mutual Funds, SEBI guidelines on mutual fund – Provident Fund –		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Pension Funds – PFRDA – Insurance companies – IRDA.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module VI							
Session 1 - Foreign capital flows: forms of foreign capital – FDI and FPI – FIIs –	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - International financial instruments – ADR, GDR, IDR and Euro bonds –		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Role of foreign capital in Indian financial system – Trends in foreign capital inflows to India		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Regulatory framework for foreign capital flows.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60	6 Hours	6 Hours	4	10 Hours	12 hours	22 Hours	

Hours		(or more)	Hours (or more)			
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Readings:

1. Frederic S. Mishkin, & Stanley Eakins (2017). Financial Markets and Institutions (8th ed.). Pearson Education.
2. Financial Markets & Institutions January 2021 by Vinod Kumar and Atul Gupta and Manmeet Kaur Bawa, Taxmann Publications.

BBA AVIATION MANAGEMENT

Semester 1

Course code: BBC AM_01 Introduction to Aviation Industry

Course Outcome:

CO1 To recollect the meaning of various terms related to airline and airports and

CO2 To develop elementary understanding of aviation industry.

Module 1

Airline Industry – Scope – Types – Scheduled and Non-Scheduled Flights – Air Cargo Transport – Economic and Social impact – Regulatory Bodies – Key Performance indicators

Module 2

Characteristics: Airline Profitability – Main Industry - Characteristics of Passenger airlines – Service Industry – Characteristics

Module 3

Airline Alliances – Development of commercial airlines Deregulation – Impact of Deregulated Airline industry

Module 4

Organizational Structure – Types of Airline Personnel – Flight crew and Cabin Crew – Training – Organizational Culture

Module 5

Airports and its services: Airports – Personnel – Processing Passengers and Freight – Airport Security – Air Navigation Services – Air Traffic Control – Airplanes – Manufacturers –Types of Aircraft

Module 6

Safety and security: Air Safety and Security – Role of Regulatory Agencies – Airside Safety – Culture of Safety – Issues in Air safety – Accident and Incident Investigation –Future of Airline Industry

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC AM_01 Introduction to Aviation Industry (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PPT	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours
Module 1							
Session 1- Airline Industry – Scope – Types – Scheduled and Non-Scheduled Flights	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Air Cargo Transport – Economic and Social impact		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Regulatory Bodies – Key Performance indicators		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 2							
Session 1 - Characteristics: Airline Profitability – Main Industry	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
1 Overall assignment							

Session 2 - Characteristic s of Passenger airlines – Service Industry – Characteristic s		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module 3							
Session 1 - Airline Alliances – Development of commercial airlines Deregulation – Impact of Deregulated Airline industry	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 hours Discussion Forum	1 Assessme nt (Practice Questions)
Module 4							
Session 1 - Organizational Structure – Types of Airline Personnel	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Flight crew and Cabin Crew – Training – Organizational Culture		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module 5							
Session 1 - Airports and its services: Airports – Personnel – Processing Passengers and Freight –	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Airport Security – Air		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		

Navigation Services – Air Traffic Control –							
Session 3 Airplanes – Manufacturers –Types of Aircraft		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 6							
Session 1 - Safety and security: Air Safety and Security – Role of Regulatory Agencies –	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Airside Safety – Culture of Safety – Issues in Air safety –		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Accident and Incident Investigation –Future of Airline Industry		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings

1. AEROSPACE: The Journey of Flight, 2nd Edition

Semester 2

Course code: BBC AM_02 Principal of Airline and Airport Management

Course

CO1 To Provide the knowledge of airport planning.

Outcome:

CO2 To Understand Airline Management and operations.

CO3 To Have the right foundation for a prospective career in Airlines and Airport Management.

Module 1

Introduction airline and airport management -History of Aviation- Development of Air transportation in India- Major players in Airline Industry- Market potential of Indian Airline Industry— Current challenges in Airline IndustryCompetition in Airline Industry.

Module 2

ICAO – International Civil Aviation Organisation International body comprising Governments of various Countries Origin – Aims of ICAO, Functions of ICAO-Role of ICAO in International Air Transportation IATA

Module 3

International Air Transportation Association IATA is the world organization of Scheduled Airlines of all countries Origin – Aims of IATA, Functions of IATA-Role of IATA in International Air Transportation

Module 4

Airport planning- Operational area and Terminal planning, design, and operation- Airport Operations-Airport functions- Organization structure of Airports Sectors-Airport Authorities-Global and Indian scenario of Airport management – DGCA –AAI.

Module 5

Airline operations - Organisation Structure of Airline Sectors Airline Terminal Management-Flight Information Counter/Reservation and Ticketing- Check In/Issue of Boarding Pass-Customs and Immigration Formalities-Co-ordination- Security Clearance-Baggage-Handling-Handling of Stretcher Passengers and Human Remains-Handling of CIP, VIP & VVIP- Co-ordination of Supporting Agencies /Departments

Module 6

Ground support equipment (GSE) -Handling of CIP,VIP & VVIP-Co-ordination of Supporting Agencies /Departments. Ground Support Equipment (GSE) – Meaning –Meaning – Type of GSE’s – Chocks Trestles – Air Cart – Dollies – Ladders – Belt Loader –Catering Truck -Hi lift Vehicle – Container Loader – De-Anti Icing VehiclesCoaches –Tractor – Trolleys – Pushback Vehicle – Ground Power Unit (GPU) – Air Conditioning Unit (ACU) – Toilet Cart – Water Cart

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial	Quadrant - II e-Content	Quadrant - III Discussion Forum	Quadrant - IV Assessment
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BBC AM_02 Principal of Airline and Airport Management (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Video s = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours
Module 1							
Session 1 - Introduction airline and airport management - History of Aviation- Development of Air transportation in India-	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Major players in Airline Industry- Market potential of Indian Airline Industry—		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Session 3 - Current challenges in Airline Industry Competition in Airline Industry.		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Module 2							
Session 1 - ICAO – International Civil Aviation Organisation International body comprising Governments of	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 hours Discussion Forum	1 Assessment (Practice Questions)
1 Overall assignment							

various							
Session 2 - Countries Origin – Aims of ICAO, Functions of ICAO-Role of ICAO in International Air Transportation IATA		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 3							
Session 1 - International Air Transportation Association (IATA)- Aims of IATA, Functions of IATA	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Role of IATA in International Air Transportation		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 4							
Session 1 - Airport planning-Operational area and Terminal planning, design, and operation-Airport Operations	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - - Airport functions-Organization structure of Airports Sectors- Airport Authorities		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Global and Indian scenario of Airport management –		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

DGCA –AAI.								
Module 5								
Session 1 - Airline operations - Organisation Structure of Airline Sectors Airline Terminal Management- Flight Information Counter/Reservati on and Ticketing-	1 Live Session	1 recorded video	1 open sourc e video	1 PP T	1 E- book/PD F	2 hours Discussion Forum	1 Assessme nt (Practice Questions)	
Session 2 - Check In/Issue of Boarding Pass- Customs and Immigration Formalities-Co- ordination- Security Clearance-		1 recorded video	1 open sourc e video	1 PP T	1 E- book/PD F			
Session 3 - Baggage-Handling- Handling of Stretcher Passengers and Human Remains- Handling of CIP,		1 recorded video	1 open sourc e video	1 PP T	1 E- book/PD F			
Session 4 - VIP & VVIP- Co- ordination of Supporting Agencies /Departments		1 recorded video	1 open sourc e video	1 PP T	1 E- book/PD F			
Session 5 - Optimization of economic functions, Applications in Economics		1 recorded video	1 open sourc e video	1 PP T	1 E- book/PD F			

Module 6							
Session 1 - Ground support equipment (GSE) -Handling of CIP,VIP & VVIP-Co- ordination of Supporting Agencies /Departments.	1 Live Session	1 recorded video	1 open sourc e video	1 PP T	1 E- book/PD F	2 hours Discussion Forum	1 Assesse ment (Practice Questions)
Session 2 - Ground Support Equipment (GSE) – Meaning – Meaning – Type of GSE’s – Chocks Trestles – Air Cart – Dollies – Ladders – Belt Loader –		1 recorded video	1 open sourc e video	1 PP T	1 E- book/PD F		
Session 3 - Catering Truck - Hi lift Vehicle – Container Loader – De-Anti Icing VehiclesCoaches –Tractor – Trolleys – Pushback Vehicle –		1 recorded video	1 open sourc e video	1 PP T	1 E- book/PD F		
Session 4 - Ground Power Unit (GPU) – Air Conditioning Unit (ACU) – Toilet Cart – Water Cart		1 recorded video	1 open sourc e video	1 PP T	1 E- book/PD F		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hour s (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. Hanif and Mukherjee, Financial Accounting, McGraw Hill Publishers
2. Arulanandam & Raman; Advanced Accountancy, Himalaya Publishing House
3. S.Anil Kumar,V.Rajesh Kumar and B.Mariyappa–Fundamentals of Accounting, Himalaya Publishing House.

4. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication
5. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication
6. Radhaswamy and R.L. Gupta, Advanced Accounting , Sultan Chand • M.C. Shukla and Goyel, Advanced Accounting , S Chand.

Note: Latest edition of textbooks and reference Books may be used

Semester 3

Course Code: BBC AM_03 Aviation Law

Course Outcome:

CO1 Recognize the various statutory bodies governing the aviation industry in the country and globally and

CO2 Develop an understanding of the rules, regulations and law framed by these organization to govern the industry.

Module 1

Aviation organizations – International Civil Aviation Organization (ICAO) Aeropol Aviation Services corporation, aviation management consulting group, International association of Airport executives (ACL, IATA, CANSO).

Module 2

Role & functions of civil Aviation Authorities - CAA organization, International relations, Indian scenario - Ministry of Civil aviation, Director General of Civil Aviation (DGCA), Airports Authority of India, Director of Air worthiness, Airport Economic Regulatory Authority (AERA)

Module 3

The Chicago convention, 1944 freedom and sovereignty, scheduled and non-scheduled air traffic, airline cooperation – code sharing, pooling: airports, measures to facilitate air navigation, liability of carrier under warsaw system.

Module 4

Warsaw convention, applicability, documents of carriage, liability of carrier, unlimited liability, delay, damage and compensation, Montreal convention 1999.

Module 5

National convention – Civil Aviation Requirement (CARs) section I to II (brief introduction) Aircraft (security) rules, 2011,2003 carriage of dangerous goods, aircraft (investigation of accidents and incidents), rules 2012

Module 6

ICAO International conventions: Rome convention of 1952, TOKYO convention (1963), Hague Convention on Hijacking 1970, Montreal convention 1971, Bonn declaration convention on the marking of plastic explosives, Beijing convention and protocol 2010.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment	
		Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PPT	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study	
BBC AM 03 Aviation Law (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)							
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours	
Module 1								
Session 1 - Aviation organizations – International Civil Aviation Organization (ICAO) Aeropol Aviation Services corporation,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)	1 Overall assignment
Session 2 - Aviation management consulting group, International association of Airport executives (ACL, IATA, CANSO).		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			

Module 2							
Session 1 - Role & functions of civil Aviation Authorities - CAA organization , Internationa l relations, Indian scenario - Ministry of Civil aviation,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 hours Discussion Forum	1 Assessmen t (Practice Questions)
Session 2 - Director General of Civil Aviation (DGCA), Airports Authority of India, Director of Air worthiness,		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Session 3 - Airport Economic Regulatory Authority (AERA)		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module 3							
Session 1 - The Chicago convention, 1944 freedom and sovereignty, scheduled and non- scheduled air traffic,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 hours Discussion Forum	1 Assessmen t (Practice Questions)

Session 2 - airline cooperation – code sharing, pooling: airports, measures to facilitate air navigation, liability of carrier under warsaw system.		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module 4							
Session 1 - Warsaw convention, applicability, documents of carriage, liability of carrier,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 hours Discussion Forum	1 Assessmen t (Practice Questions)
Session 2 - Unlimited liability, delay, damage and compensatio n, Montreal convention 1999		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module 5							
Session 1 - National convention – Civil Aviation Requirement (CARs) section I to II (brief introduction) Aircraft (security) rules,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 hours Discussion Forum	1 Assessmen t (Practice Questions)

Session 2 - 2011,2003 carriage of dangerous goods, aircraft (investigation of accidents and incidents), rules 2012		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 6							
Session 1 - ICAO International conventions : Rome convention of 1952, TOKYO convention (1963), Hague Convention on Hijacking 1970,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Montreal convention 1971, Bonn declaration convention on the marking of plastic explosives, Beijing convention and protocol 2010.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. Aviation law – Philip H
2. Tourism : The International Business – Mill R C

Course Code: BBC AM_04 Aviation Security Awareness

Course Outcome:

CO1 To recollect basic terms pertaining to safety and security in transport

CO2 To demonstrate decision making skills in coBBAting Terrorism and Hijacking.

Module 1

Importance of air transportation safety and security- airport-airways. Protecting public transportation- Screening-personnel’s and baggage’s-metal detectors-X ray inspections, passive and active millimeters-trace- detection techniques- The way on drug and explosives.

Module 2

Terrorism: Terrorism-introduction-causes of terrorism- Rival claim of palestine palestine liberation organization- Nuclear terrorism- Aircraft as missiles- 9\11 terrorist act and its consequences- Biological & chemical warfare- Steps to coBBAt terrorism.

Module 3

Hijacking: Hijacking-security measures-airport security programd a steps taken to contend with hijacking-cockpit doors-sky marshal program

Module 4

Public law about hijacking -Air transportation security act of 2001- Crimes against humanity-The tokyo convention and summit.

Module 5

Legislations and regulations- ICAO/ECAC- Transportation security administration-international aviation safety assessment aviation legislation after 9 Sep 2001

Module 6

Technological improvement on aviation safety and security- Introduction-microwave holographic imaging- Body or fire security scanner- New generation of video security systems- Biosimmer- biometric system.

Content Matrix

Semester	Live Sessions	Quadrant - I e- Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
		Lecture Video Recording s = 6 Hours	Open Source Video s = 4 hours	PP T	E-book/ PDF		
BBC AM_04 Aviation Security Awareness (2 Credits) Duration - 6	6 Live Sessions (1 session/week)	Lecture Video Recording s = 6 Hours	Open Source Video s = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study

Weeks						the same on real time basis by the Course Coordinator or his team	
Total = 60 Hours	6 Hours	10 Hours*	10 Hours			12 hours (2 hours/week)	22 Hours
Module 1							
Session 1 - Importance of air transportation safety and security-airport-airways. Protecting public transportation -	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Screening-personnel's and baggage's-metal detectors-X ray inspections, passive and active millimeters-trace-		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - detection techniques-The way on drug and explosives.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 2							
Session 1 - Terrorism: Terrorism-introduction-causes of	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
1 Overall assignment							

terrorism- Rival claim of pales tinepalestine liberation organization-							
Session 2 - Nuclear terrorism- Aircraft as missiles- 9\11 terrorist act and its consequences -		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Session 3 - Biological & chemical warfare- Steps to coBBAt terrorism.		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module 3							
Session 1 - Hijacking: Hijacking- security measures- airport security programd a steps taken to contend with hijacking-	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - cockpit doors-sky marshal program		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module 4							
Session 1 - Public law about hijacking -Air transportation security act of 2001-	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 hours Discussion Forum	1 Assessme nt (Practice Questions)

Session 2 - Crimes against humanity- The Tokyo convention and summit.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 5							
Session 1 - Legislations and regulations- ICAO/ECAC - Transportation security administration-	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - International aviation safety assessment aviation legislation after 9 Sep 2001		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 6							
Session 1 - Technological improvement on aviation safety and security- Introduction- microwave holographic imaging-	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Body or fire security scanner- New generation of video security systems- Biosimmetric biometric		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

system.							
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings

1. Aviation and airport security-Kathleen M.Sweet-Pearson Education Inc
2. Aviation in Crisis-Ruwan Tissa I .R. Adeyratne-Ashgate Publishing Ltd
3. Aviation Safety programs-Richard H.Wood- Jeppesen Sanderson Inc

Semester 4

Course Code: BBC AM_05 Cargo Handling

Course Outcomes

CO1 To understand the terminology and getting an overview of cargo management in aviation industry.

Module 1

Operations at cargo agencies, airlines, and freight forwarders

Module 2

Air cargo acceptance basic rating principle

Module 3

Air waybill completion

Module 4

Industry terminology and abbreviations

Module 5

Cargo manuals: IATA geography, TACT,

Module 6

OAG, and other cargo manuals

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial	Quadrant - II e-Content	Quadrant - III Discussion Forum	Quadrant - IV Assessment
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BBC AM_05 Cargo Handling (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recording s = 6 Hours	Open Source Video s = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours
Module 1							
Session 1 - Operations at cargo agencies, airlines, and freight forwarders	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessmen t (Practice Questions)
Module 2							
Session 1 - Air cargo acceptance basic rating principle	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessmen t (Practice Questions)
Module 3							
Session 1 - Air waybill completion	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 hours Discussion Forum	1 Assessmen t (Practice Questions)
Module 4							
Session 1 - Industry terminology and abbreviations	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 hours Discussion Forum	1 Assessmen t (Practice Questions)
							1 Overall assignment

Module 5							
Session 1 - Cargo manuals: IATA geography, TACT,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module 6							
Session 1 - OAG, and other cargo manuals	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. IATA Book on Airline Cargo Management.

Course Code: BBC AM_06 Aviation Finance and Insurance

Course Outcomes

CO1 To recollect the meaning of various concepts in Insurance

CO2 To demonstrate working skills through assimilation of knowledge on airline finance, valuation, leasing, and insurance.

Module 1

Airline finance- introduction- need & Importance-world airline financial results Factors affecting financial results- asset utilization-key financial issues- Airline financial ratio-performance earnings ratio-risk solvency ratio- Liquidity ratio-stock market ratio-interairline comparison of financial ratio.

Module 2

Airline valuations and source of finance: The valuation of tangible and intangible assets-the valuation of the airline as a whole- Rating agencies-sources of internal and external finance-institutions involved in airline finance- Term loan payments, book profit and manufacturer 's prepayment.

Module 3

Aircraft leasing and finance: Finance lease-meaning, objectives, different type of leasing, major, differences between wet, sales and operating lease.

Module 4

Securitization of aircraft meaning, purpose and advantage, airline traffic and financial forecasts- Airline capital expenditure projections and airline financial requirement forecasts.

Module 5

History of aviation insurance basic principle of insurance-basic terminologies in general insurance. Insurers-risk & insurance-risk management.

Module 6

Aircraft hull and liability insurance-sample policy and endorsement-airport premise liability and other aviation coverage- Underwriting and pricing aviation risk-aviation business property insurance and transport insurance.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC AM_06 Aviation Finance and Insurance (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PPT	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours
Module 1							
Session 1 - Airline finance-introduction - need & Importance-world airline financial results Factors affecting financial results-	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
							1 Overall assignment

Session 2 - asset utilization- key financial issues- Airline financial ratio- performance earnings ratio-risk solvency ratio-		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Session 3 - Liquidity ratio-stock market ratio- interairline comparison of financial ratio.		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module 2							
Session 1 - Airline valuations and source of finance: The valuation of tangible and intangible assets-the valuation of the airline as a whole-	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Rating agencies- sources of internal and external finance- institutions involved in airline		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		

finance-							
Session 3 - Term loan payments, book profit and manufacture r 's prepayment.		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module 3							
Session 1 - Aircraft leasing and finance: Finance lease- meaning, objectives, different type of leasing,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Major differences between wet, sales and operating lease		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module 4							
Session 1 - Securitizatio n of aircraft meaning, purpose and advantage, airline traffic and financial forecasts-	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)

Session 2 - Airline capital expenditure projections and airline financial requirement forecasts.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 5							
Session 1 - History of aviation insurance basic principle of insurance-basic terminologies in general insurance.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Insurers-risk & insurance-risk management .		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 6							
Session 1 - Aircraft hull and liability insurance-sample policy and endorsement -airport premise liability and other aviation coverage	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Underwriting and pricing aviation		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

risk-aviation business property insurance and transport insurance.							
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. Peter. S .Morrel, Airline Finance, Ashgate
2. M.N.Mishra: Insurance principles and practices references
3. P.Periyasamy: Principles and practices of insurance
4. Gail F Butler & Martin R Keller,-Airline Finance, McGraw Hill
5. Alexander.T.Wells & Bruce.D, Aviation Insurance and Risk Management, Krieger

Semester 5

Course Code: BBC AM_07 Aviation Strategic Planning

Course Outcome:

CO1 To recollect basic concepts of Quality Strategies and strategy management

CO2 To demonstrate effective strategy formulating skills in aviation.

Module 1

Definition of Strategy – Strategic Decision Making – Approaches to strategic decision making. Strategic Management: Need – Strategic Management Planning: Process – Plans during recession, recovery, boom and depression.

Module 2

Stability Strategy. Expansion Strategy. Restructure Strategy. Levels of Strategy: Corporate Level– Business Level – Functional Level. Competitive Analysis – Porter’s Five Forces Mode.

Module 3

Corporate Strategy: Scope –Components – Strategy Formulation –Factors –project life cycle. Portfolio analysis: BCG Matrix – G. E matrix– Directional policy Matrix – Generic Strategic Alternatives – Horizontal, Vertical Diversification – Strategy Evaluation – Process.

Module 4

Implementation of Strategies – Elements of Strategy Implementation – Procedural Implementation – Structural Implementation –Behavioral Implementation – Leadership Implementation – Functional Strategies – Functional Plans and Policies – Integration of Functional Plans and Polices. ERP – features and applications.

Module 5

Corporate Restructuring: Concept – Process – Mergers and acquisition – Amalgamation – Strategies for acquisition and absorption of technology – Joint venture – Corporate development – Cooperative strategies – Reasons for strategic alliances – risks and costs of strategic alliances.

Module 6

Global Strategies: Global expansion strategies – MNC mission statement –Market entry strategy. International strategy: Business level strategy – Strategic leadership – Strategic evaluation – Importance – Barriers – Evaluation criteria – Strategic Control – Operational Control – Characteristics of an effective control system – Control process.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC AM_07 Aviation Strategic Planning (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Video s = 4 hours	PPT	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours
Module 1							
Session 1 - Definition of Strategy – Strategic Decision Making – Approaches to strategic decision making.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Strategic Management: Need – Strategic		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
							1 Overall assignment

Management Planning:								
Session 3 - Process – Plans during recession, recovery, boom and depression.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module 2								
Session 1 - Stability Strategy. Expansion Strategy. Restructure Strategy.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Levels of Strategy: Corporate Level– Business Level – Functional Level.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 3 - Competitive Analysis – Porter’s Five Forces Mode.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module 3								
Session 1 - Corporate Strategy: Scope – Components – Strategy Formulation – Factors – project life cycle.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)	

Session 2 - Portfolio analysis: BCG Matrix – G. E matrix– Directional policy Matrix –		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 3 - Generic Strategic Alternatives – Horizontal, Vertical Diversification – Strategy Evaluation – Process.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			

Module 4

Session 1 - Implementation of Strategies – Elements of Strategy Implementation – Procedural Implementation –	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Structural Implementation – Behavioral Implementation – Leadership Implementation –		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Functional Strategies – Functional Plans and Policies – Integration of		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

Functional Plans and Polices. ERP – features and applications.								
Module 5								
Session 1 - Corporate Restructuring: Concept – Process – Mergers and acquisition – Amalgamation	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Strategies for acquisition and absorption of technology – Joint venture – Corporate development		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 3 - Cooperative strategies – Reasons for strategic alliances – risks and costs of strategic alliances.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module 6								
Session 1 - Global Strategies: Global expansion strategies – MNC mission statement – Market entry strategy.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)	

Session 2 - International strategy: Business level strategy – Strategic leadership – Strategic evaluation – Importance – Barriers		1 recorded video	1 open source video	1 PPT	1 E- book/PD F			
Session 3 - Evaluation criteria – Strategic Control – Operational Control – Characteristic s of an effective control system – Control process.		1 recorded video	1 open source video	1 PPT	1 E- book/PD F			
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours		

Readings:

1. Kazmi, A., 2014, Business Policy and Strategic Management, Third Edition reprint, Tata McGraw Hill, New Delhi.
2. SuBBA (Aviation Management) rao, 2017, Business Policy and Strategic Management (Text and Cases), Himalaya Publishing House. Reprint Edition.
3. Rao, V.S.P., & Harikumar, V., 2014, Strategic management, First Edition, Excel Books, New Delhi.
4. Wheelen, T.L. & Hunger, J. D., 2012, Essentials of Strategic Management, Fourth Edition, Prentice Hall India, New Delhi

Course Code: BBC AM_08 Airport Service Management

Course Outcome:

CO1 To understand the various terminologies involved and

CO2 To get acquainted of various aspects of airport service management including ticketing and travel management.

Module 1

Introduction to air transport: Airlines Abbreviations, Codes and Definitions, Aircraft and in – flight services, Airport facilities and special passengers, Automation, Baggage, International Regulations.

Module 2

Arrangement of the Tariff Manuals, Terms and Definitions, Published Fares, Currency Regulations, Round and Circle Trip fares, Journeys in different classes

Module 3

Special fares, Discounted fares, Taxes, Ticketing instructions, BSP Procedures, Stock Control and Security of accountable documents

Module 4

Review of basic Fare Construction Principles, The mileage system, Lowest combination principle, Around the World Fares, “Open Jaw” Journeys, Re – routings, Collection of Fares

Module 5

Tour programs: Terms and abbreviations, Types of Tours, How and why tours are produced, Item included in a tour brochure, Booking Conditions, Reservation Procedures

Module 6

Travel formalities: The Passport, Health Certificates, Taxes, Customs and Currency, Travel Insurance, General preventive measures, The Travel Information Manual (TIM), Consequence of Negligence

Content Matrix

Semester	Live Sessions	Quadrant - I e- Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC AM_08 Airport Service Management (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours

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Module 1									
Session 1 - Introduction to air transport: Airlines Abbreviations, Codes and Definitions, Aircraft and in-flight services	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)		
Session 2 - Airport facilities and special passengers, Automation, Baggage, International Regulations.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF				
Module 2									
Session 1 - Arrangement of the Tariff Manuals, Terms and Definitions, Published Fares,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)		
Session 2 - Currency Regulations, Round and Circle Trip fares, Journeys in different classes		1 recorded video	1 open source video	1 PPT	1 E-book/PDF				
Module 3									
									1 Overall assignment

Session 1 - Special fares, Discounted fares, Taxes, Ticketing instructions,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - BSP Procedures, Stock Control and Security of accountable documents		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Module 4							
Session 1 - Review of basic Fare Construction Principles, The mileage system, Lowest combination principle,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Around the World Fares, “Open Jaw” Journeys, Re – routings, Collection of Fares		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Module 5							
Session 1 - Tour programs: Terms and abbreviations, Types of Tours, How and why tours are produced,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Item sincluded in a tour brochure,		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		

Booking Conditions, Reservation Procedures							
Module 6							
Session 1 - Travel formalities: The Passport, Health Certificates, Taxes, Customs and Currency, Travel Insurance,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - General preventive measures, The Travel Information Manual (TIM), Consequence of Negligence		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. Guides to IATA/UFTAA Training Courses and journals published by International Air Transport Association and Universal Federation of Travel Agent Association
2. Jagmohan Negi – Air Travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi, 2004
3. Jagmohan Negi – International Tourism and Travel, S.Chand& Company Ltd, New Delhi, 2004
4. Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi.
5. <http://www.iata.org/training/subject-areas/Pages/fares-ticketing-courses.aspx>
6. <https://www.amazon.in/Air-Fares-Ticketing-Doris-Davidoff/dp/0133244849>

Semester 6

Course code: BBC AM_09 Crew Resource Management

Course Outcome:

CO1 Understanding the skills for effective revalidation and implementation through training

CO2 Enabling the standards and requirements for crew professionalism.

CO3 Identifying errors and corrective actions on time

CO4 Analyzing the depth of knowledge requirement in every crew designation, the business environment and through effective communication skills.

CO5 Understanding and implementing CRM skills in different levels and versions

Module 1

Introduction to In-flight services and procedures, Aviation terminologies

Module 2

Duties and functions of cabin crew, Pre-flight and preboarding procedures,

Module 3

Special Passenger Handling; Turbulence and Emergency Procedures

Module 4

CRM Overview: Evolution and Basics, Flight Control Crew Management, Maintenance Resource Management, Impact of CRM in Aviation Safety, CRM Training

Module 5

CRM Aspects in Incidents/Accidents –Data on Incidents/Accidents: Human Performance Analysis, Evaluation of Flight Crew CRM Skills,

Module 6

Issues in CRM – Individual Performance: Relevant Factors, Automation and Upgradation Skills, CRM: Training Methods and Standardization

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
		Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
BBC AM_09 Crew Resource Management (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study

						r or his team	
Total = 60 Hours	6 Hours	10 Hours*	10 Hours	12 hours (2 hours/week)	22 Hours		
Module 1							
Session 1- Introduction to In-flight services and procedures, Aviation terminologies	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module 2							
Session 1 - Duties and functions of cabin crew, Pre-flight and preboarding procedures,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module 3							
Session 1 - Special Passenger Handling; Turbulence and Emergency Procedures	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Module 4							
Session 1 - CRM Overview: Evolution and Basics, Flight Control Crew	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
							1 Overall assignment

Management,)
Session 2 - Maintenance Resource Management, Impact of CRM in Aviation Safety, CRM Training		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 5							
Session 1 - CRM Aspects in Incidents/Accidents –Data on Incidents/Accidents	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Human Performance Analysis, Evaluation of Flight Crew CRM Skills		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 6							
Session 1 - Issues in CRM – Individual Performance: Relevant Factors,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Automation and Upgradation Skills, CRM: Training Methods and Standardization		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

1. Crew Resource Management Edited By : Eduardo Salas, Eleana Edens, Katherine A Wilson

2. Crew Resource Management Training
3. A Competence-based Approach for Airline Pilots By Norman MacLeod
4. Crew Resource Management: The Improvement Of Awareness, Self Discipline, Cockpit Efficiency And Safety by Brian McAllister

Course Code: BBC AM_10 Aviation Marketing and Business

Course Outcomes:

CO1 To understand the intricacies of aviation business and

CO2 To demonstrate effective strategy formulating aviation marketing and business.

Module 1

Introduction to airline marketing –Marketing Environment, Customer Oriented Organisation, Marketing Conceptual Framework, Marketing Mix, Stages in application of marketing principles to airline management

Module 2

Airline market and performance –Customer Definition, Apparent & True Needs, Customer in Air Travel Market & Leisure Market, Air Freight Market, Theoretical basis of PESTEL Analysis, Building Customer Satisfaction

Module 3

Product analysis in airline marketing –Product – definition, Product Life Cycle, Product Life Cycles in Aviation Industry, Managing Product Portfolio,

Module 4

Fleet & Schedules related Product Features, Customer Service-Related Product Features, Pricing Decisions, Building Blocks in the Airline Pricing Policy

Module 5

Market research –types, process, tools and techniques, application of marketing research, advertising techniques, brand preferences, customer satisfaction, customer perception, distribution, relationship marketing, competitor analysis, preparation of marketing research report

Module 6

Impact of information technology on marketing decisions:Online marketing, web based marketing programs, emerging trends and challenges to airline marketers, sample case studies

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial	Quadrant - II e-Content	Quadrant - III	Quadrant - IV Assessment
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						Discussion Forum	
BBC AM_10 Aviation Marketing and Business (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*	10 Hours			12 hours (2 hours/week)	22 Hours
Module 1							
Session 1 - Introduction to airline marketing – Marketing Environment, Customer Oriented Organisation,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Marketing Conceptual Framework, Marketing Mix, Stages in application of marketing principles to airline management		1 recorded video	1 open source video	1 PP T	1 E-book/PDF		
Module 2							
Session 1 - Airline market and performance –	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice
1 Overall assignment							

Customer Definition, Apparent & True Needs,							Questions)
Session 2 - Customer in Air Travel Market & Leisure Market, Air Freight Market,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Theoretical basis of PESTEL Analysis, Building Customer Satisfaction		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 3							
Session 1 - Product analysis in airline marketing – Product – definition, Product Life Cycle,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Product Life Cycles in Aviation Industry, Managing Product Portfolio,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 4							
Session 1 - Fleet & Schedules related Product Features,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions

Customer Service-Related Product Features,)
Service 2 - Pricing Decisions, Building Blocks in the Airline Pricing Policy		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 5							
Session 1 - Market research – types, process, tools and techniques, application of marketing research,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 2 - advertising techniques, brand preferences, customer satisfaction, customer perception,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 3 - distribution, relationship marketing, competitor analysis, preparation of marketing research report		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 6							
Session 1 - Impact of information	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice

technology on marketing decisions:Online marketing, web based marketing programs,						Questions)	
Session 2 - Emerging trends and challenges to airline marketers, sample case studies		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings

1. Stephen Shaw "Airline Marketing and Management" Ashgate Sixth Edition, 2007.
2. Philip Kotler: Marketing management (Millennium edition), Prentice Hall of India Pvt (ltd), New Delhi 2001.
3. Boyd Walker, Marketing Management, McGraw Hill, 2002
4. Keith Flether, Marketing Management and Information Technology Prentice Hall, 2001.
5. <http://perpustakaan.sttkd.ac.id/ebook/uploads/Airline%20marketing%20and%20management.pdf>
6. <http://mail.dai-global-developments.com/6syd9zz4azim/09-isaac-bernhard-3/read9781409401476-airline-marketing-and-management-hardback.pdf>

BBA TRAVEL AND TOURISM

SEMESTER – 1

COURSE CODE BBC TT_01- INTRODUCTION TO TRAVEL AND TOURISM

COURSE OUTCOMES:

CO1 Demonstrate an understanding of Functions of travel agency, IATA, in selected text learning objectives.

CO2 Enabling the importance of Travel formalities and regulations to apply the same.

CO3-Illustrating the Travel accounting procedures towards the tourist agencies and their functions for developing managerial skills.

CO 4-Analysing the Transport systems for the growth of travel industry.

CO 5 Understanding of Pro-Active and its' importance of Tourism Policies.

MODULE - 1: INTRODUCTION TO TRAVEL MANAGEMENT

Introduction to Travel industry, Functions of Travel Agency, IATA and its functions. TAAI, ASTA, PATA ETC.

UNIT–2: TRAVEL FORMALITIES AND REGULATIONS

Travel formalities and regulations – Passport, VISA, Foreign exchange, customs and immigration, etc. Preparation of Tour Itinerary. Modern ticketing and functions.

UNIT–3: TRAVEL ACCOUNTING

Travel accounting procedures. Mode of payment – Indian Travellers, Non-resident Indians, foreign Nationals, Air – line payment, report and lectures, budgeting and commissions from Principles. Allied Services connected with travel trading hotels, transports, Govt. Tourist Agencies and their functions.

UNIT–4: TRANSPORTSYSTEMS

Tourism Transport Systems in the World: Air Transport; IATA Areas & Sub Areas – Global Indicators – Major Airports and Routes – Major Railway Systems and Networks –Water Transport: International Inland and Ocean Transport Networks – Road Transportation: Major Trans-continental, International and National Highways- Transport Systems in India.

UNIT–5: TOURISM POLICIES

Concepts and ideas related for effective Tourism Development – National Development council report on – Tourism Development (NDC) – National Action plan (NAP)–

UNIT– 6: CIVIL AVIATION

Tourism Civil Aviation – Tourism Task Force (TTF) - Tourism Destination – Development of sustenance. Tourism Policies Laws Regulation and its necessity for maintenance sustenance.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC TT_01-INTRODUCTION TO TRAVEL AND TOURISM (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours

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Module 1									1 Overall Assignment	
Introduction to Travel industry, Functions of Travel Agency, IATA and its functions. TAAI, ASTA, PATA ETC.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)			
Module 2										
Travel formalities and regulations – Passport, VISA, Foreign exchange, customs and immigration, etc.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)			
Preparation of Tour Itinerary. Modern ticketing and functions.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF					
Module 3										
Travel accounting procedures. Mode of payment – Indian Travellers, Non-resident Indians, foreign Nationals,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)			
Air – line payment, report and lectures, budgeting and commissions from Principles.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF					
Allied Services connected with travel trading		1 recorded video	1 open source	1 PPT	1 E-book/PDF					

hotels, transports, Govt. Tourist Agencies and their functions.			e video				
Module 4							
Tourism Transport Systems in the World: Air Transport; IATA Areas & Sub Areas – Global Indicators	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Major Airports and Routes – Major Railway Systems and Networks – Water Transport: International Inland and Ocean Transport Networks		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Road Transportation: Major Trans-continental, International and National Highways-Transport Systems in India		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 5							
Concepts and ideas related for effective Tourism Development – National Development council report on	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)

Tourism Development (NDC) – National Action plan (NAP)–		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 6							
Tourism Civil Aviation – Tourism Task Force (TTF) - Tourism Destination – Development of sustenance.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Tourism Policies Laws Regulation and its necessity for maintenance sustenance.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

Readings:

- National Action plan, 197.
- https://www.tutorialspoint.com/tourism_management/tourism_management_tutorial.pdf
- <http://www.cambridgeinternationalcollege.co.uk/docstore/free%20study%20modules/TTAMOD1.pdf>

SEMESTER – 2

COURSE CODE BBC TT_02- INDIAN TOURISM PRODUCT

COURSE OUTCOMES:

- CO1 Understanding the basic tourist products of India.
- CO2 Understanding various kinds of tourism
- CO3 Understanding various types of tourism
- CO4 Understanding cultural tourism
- CO5 Analysing new tourist locations

MODULE - 1 INTRODUCTION TO INDIAN TOURISM PRODUCT

Indian Tourism Product, Aspects Involved in Indian Tourism, Tourist products of India-Natural

MODULE - 2 GEOGRAPHY OF TOURISM

Geography of India, Man-made-Historical, and Geographical Background of the country.

MODULE - 3 VARIOUS KINDS OF TOURISM

International Tourist–Domestic Tourist- Various Kinds of Tourism

MODULE - 4 TYPES OF TOURISM

Desert Tourism – Desert Safaris – Desert Festivals – Adventure Tourism, Types of Adventure Tourism - Rural tourism - Village Tourism – Landscape - Fairs and Festivals in villages-Coastal and Wild life tourism- Medical tourism.

MODULE - 5 NATURAL, SOCIO CULTURAL, DIVERSITIES IN LANDFORMS & LANDSCAPES – CLIMATE

Cultural Tourism–Cuisines and Special Dishes of India–Customs of India–Ancient, Medieval and Modern- Costumes of India–Fairs and Festivals of India.

MODULE - 6 Tourism Development Strategies

Newly created Tourist Destinations- Hill-Stations, Theme Parks, and Tourism Development Strategies.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC TT_02- INDIAN TOURISM PRODUCT (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PPT	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours
Module 1 -							1 Overall Assignment
Indian Tourism Product, Aspects Involved in Indian Tourism, Tourist products of	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)

India-Natural								
Module 2								
Session 1 - Geography of India, Man-made-Historical, and Geographical Background of the country.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)	
Module 3								
Session 1- International Tourist-Domestic Tourist-Variety of Kinds of Tourism	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)	
Module 4								
Session 1- Desert Tourism – Desert Safaris – Desert Festivals – Adventure Tourism,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Types of Adventure Tourism - Rural tourism - Village Tourism – Landscape		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 3 - Fairs and		1 recorded video	1 open source	1 PPT	1 E-book/PDF			

Festivals in villages- Coastal and Wild life tourism- Medical tourism.			video		F			
Module 5								
Session 1 - Cultural Tourism- Cuisines and Special Dishes of India- Customs of India- Ancient,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Medieval and Modern- Costumes of India- Fairs and Festivals of India.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module 6								
Newly created Tourist Destinations - Hill-Stations, Theme Parks, and Tourism Development Strategies.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)	
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours		

READINGS:

- Dr. Thandavan and Dr. Revathy Girish, 2005, Tourism Product, Dominant Publishers, Delhi.
- Sati, V.P., 2001, Tourism Development in India, Pointer Publishers, Jaipur.
- Rabindra Seth Om Gupta, 2005, Tourism in India, Kalpaz Publishers, Delhi.
- Ram Acharya, 1980, Tourism and Cultural Heritage of India, RBSA Publication, Jaipur

SEMESTER – 3

COURSE CODE BBC TT_03- PRINCIPLES AND PRACTICES OF TOURISM

COURSE OUTCOMES:

CO1 Interpret and evaluate tourism as a phenomenon and as a business system.

CO2 Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision.

CO3 Identify and assess relationships and networks relative to building tourism capacity.

CO4 Understand The Concept and History of Travel & Tourism, Motivational Factors of Travel Types, forms and products of Tourism , Scenario of Tourism in India

MODULE - 1 CONCEPT OF TOURISM AND INDUSTRIAL BACKGROUND

Objectives, Introduction, Tourism: the Basic Concept, Tourism: Meaning and Definition, The Tourist, Tourism, Recreation, Leisure and Their Inter relationship.

MODULE - 2 PSYCHOLOGICAL DIMENSIONS AND MOTIVATIONS OF TRAVEL

Objectives, Introduction, Definition and Role of Motivation, Physical Motivators, Cultural Motivators, Interpersonal Motivators, Status and Prestige Motivators, Tourism as a Service Industry

MODULE - 3 TOURISM: TYPES, FORMS, PRODUCTS AND ATTRACTIONS

Objectives, Introduction, Forms of Tourism, Nature of Tourism, Characteristics of Tourism, Elements and Characteristics of Tourism Products, Tourism Product System

MODULE - 4 INDIAN TOURISM

Objectives, Introduction, Tourism in the modern period, Types of Tourism in India, Adventure Tourism, Wildlife Tourism, Medical Tourism, Pilgrimage Tourism, Eco Tourism, Cultural Tourism, Wellness Tourism, Business Tourism, Heritage Tourism, Leisure Tourism, Cruise Tourism, Sports Tourism, Educational Tourism

MODULE - 5 ROAD TRANSPORT IN INDIA

Objectives, Introduction to Transportation in India, History of Transportation in India, Transport system in India during Vedic period, Transport in ancient India, During medieval period, Development of transport during British rule in India, Public transport, Etymology of BUS, Road Transport in India

MODULE - 6 AIR AND SEA TRANSPORT IN INDIA

Objectives, Introduction, Classification of Airways, Airlines in India, Sea Transport, Cruises of India

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC TT_03-PRINCIPLES AND PRACTICES OF TOURISM (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Videos = 6 Hours	Open Source Videos = 4 hours	PPT	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours
Module 1							
Session 1 - Objectives, Introduction, Tourism: the Basic Concept, Tourism: Meaning and Definition,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - The Tourist, Tourism, Recreation, Leisure and Their Inter relationship.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 2							
Session 1 - Objectives, Introduction, Definition and Role of	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
1 Overall Assignment							

Motivation, Physical Motivators, Cultural Motivators,							
Session 2 - Interpersonal Motivators, Status and Prestige Motivators, Tourism as a Service Industry		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 3							
Session 1 - Objectives, Introduction, Forms of Tourism, Nature of Tourism, Characteristics of Tourism,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Elements and Characteristics of Tourism Products, Tourism Product System		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 4							
Session 1 - Objectives, Introduction, Tourism in the modern period, Types of Tourism in India, Adventure	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Tourism, Wildlife Tourism,							
Session 2 - Medical Tourism, Pilgrimage Tourism, Eco Tourism, Cultural Tourism, Wellness Tourism, Business Tourism,		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Session 3 - Heritage Tourism, Leisure Tourism, Cruise Tourism, Sports Tourism, Educational Tourism		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		
Module 5							
Session 1 - Objectives, Introduction to Transportatio n in India, History of Transportatio n in India, Transport system in India during Vedic period,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E- book/PD F	2 Hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Transport in ancient India, During medieval period,		1 recorded video	1 open source video	1 PPT	1 E- book/PD F		

Development of transport during British rule in India,							
Session 3 - Public transport, Etymology of BUS, Road Transport in India		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 6							
Session 1 - Objectives, Introduction, Classification of Airways, Airlines in India, Sea Transport, Cruises of India	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

READINGS:

- Tourism: Principles and Practices (English, Paperback, Swain Sampad Kumar)
- Handmade in India, Crafts of India Series, Aditi Ranjan and M.P. Ranjan (Eds.), 2008

COURSE CODE BBC TT_04- INTRODUCTION TO HOSPITALITY MANAGEMENT

COURSE OUTCOMES:

- CO1 Understanding the overview to Hospitality Management.
CO2 Understanding the Front Office Operations and House Keeping Operations.
CO3 Understanding the Food Production and Food & Beverage Operations.
CO4 Understanding the Ancillary Departments Operations.
CO5 Understanding the Hotel business.

MODULE - 1 INTRODUCTION TO HOSPITALITY MANAGEMENT

Introduction to Hospitality Management – Definition of Hotel, Various stages of growth, trends, Classification of Hotels, Relationship between Hotel and Travel Industry. Main and Supplementary accommodations.

MODULE - 2 FRONT OFFICE OPERATIONS AND HOUSE KEEPING OPERATIONS

Front Office Operations: Main features of front office department: hierarchy, various divisions, roles, job description. House Keeping Operations: Main features of housekeeping department: hierarchy, various divisions, roles, job description.

MODULE - 3 FOOD PRODUCTION AND FOOD & BEVERAGE OPERATIONS

Food Production and F&B Operations: Main features of production and service department: hierarchy, various divisions, roles, job description.

MODULE - 4 ANCILLARY DEPARTMENTS

Various functions of Supporting departments – Human Resource –Training – Engineering – Finance & Accounts –Security–Sales–Purchase etc.

MODULE - 5 HOTEL BUSINESS

The economics of the hotel business Dimensions of the hotel investment decision, Brand competition, Changes in franchise relationship.

MODULE - 6 Marketing Innovations, Tourism and Hospitality

Planning and Strategies involved in Hospitality, Marketing Innovative Strategies.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment	
BBC TT_04-INTRODUCTION TO HOSPITALITY MANAGEMENT (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study	
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours	
Module 1								
Session 1 - Introduction to Hospitality	1 Live Session	1 recorded video	1 open source	1 PP T	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice)	1 Overall Assignment

Management – Definition of Hotel, Various stages of growth, trends,			video				Questions)
Session 2 - Classification of Hotels, Relationship between Hotel and Travel Industry. Main and Supplementary accommodations.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 2							
Session 1. Front Office Operations: Main features of front office department: hierarchy, various divisions, roles, job description.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2. House Keeping Operations: Main features of housekeeping department: hierarchy, various divisions, roles, job description.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 3							
Session 1 Food Production and F&B Operations: Main features of production and service department: hierarchy,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)

Session 2 - various divisions, roles, job description.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 4							
Session 1 Various functions of Supporting departments – Human Resource – Training – Engineering	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 – Finance & Accounts – Security–Sales–Purchase etc.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 5							
Session 1 - The economics of the hotel business Dimensions of the hotel investment decision,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Brand competition, Changes in franchise relationship.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 6							
Session 1 - Planning and Strategies involved in Hospitality, Marketing Innovative Strategies.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or	10 Hours	12 hours	22 Hours	

			more)			
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READINGS:

- Parvinder S Bali, Food Production Operations, OUP, 2009.
- G Raghubalan & Smritee Raghubalan, Hotel Housekeeping Operations and Management, OUP, 2009.
- Dr. Jagmohan Negi, Hospitality Reception and Front Office, S Chand & Company Pvt. Ltd., New Delhi 2013

SEMESTER 4

COURSE CODE BBC TT_05 FRONT OFFICE MANAGEMENT

COURSE OUTCOMES:

- CO1 Understanding the Front Office Operations.
- CO2 Understanding the Various functions of Front Office.
- CO3 Knowing and able to do guest registration process.
- CO4 Understanding the Front Office Accounting and Bill Settlements procedures.
- CO5 Understanding the Information System in Front Office Department.

MODULE - 1 FRONT OFFICE OPERATIONS – INTRODUCTION

Front Office Operations and Responsibilities – Guest Cycle – Front Office System – Front Desk Equipment – Computer Applications – Front Office Forms – Front Office Communications – Guest Relations – Front Office Security – Inter Departmental Communications.

MODULE - 2 FRONT OFFICE FUNCTIONS

Front Office Management – Management Functions – Establishing Room Rate – Room Availability – Budgeting Evaluating.

MODULE - 3 REGISTRATION

Registration – Receiving – Greeting Guests – Types of Registration – Documents Generated – Registration – Operating Modes – Room Procedures – Group Arrival.

MODULE - 4 FRONT OFFICE ACCOUNTING AND BILL SETTLEMENTS

Front Office Accounting – Cash and Credit – Cashiers papers – handling Credit Cards – Cheques and Accounts – Banking and Deposits – Foreign Exchange Regulations.

MODULE - 5 INFORMATION SYSTEM

Information System – Mail Service – Message – Keys – Local Information – Bell and Service – Layout Staff – Luggage Procedure – Door Care – Parking – Telephone Procedures – Telex.

MODULE - 6 Basic Computers

Microsoft Office, MS word, Excel, Software Training.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC TT_05 FRONT OFFICE MANAGEMENT (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Videos = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours
Module 1							
Session 1 - Front Office Operations and Responsibilities – Guest Cycle – Front Office System – Front Desk Equipment	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Computer Applications – Front Office Forms – Front Office Communications		1 recorded video	1 open source video	1 PP T	1 E-book/PDF		
1 overall Assignment							

Session 3 - Guest Relations – Front Office Security – Inter Departmental Communications.		1 recorded video	1 open source video	1 PP T	1 E- book/P DF		
Module 2							
Session 1 - Front Office Management – Management Functions– Establishing Room Rate – Room Availability– Budgeting Evaluating.	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/P DF	2 hours Discussion Forum	1 Assessm ent (Practice Question s)
Module 3							
Session - 1 - Registration – Receiving – Greeting Guests – Types of Registration – .	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/P DF	2 hours Discussion Forum	1 Assessm ent (Practice Question s)
Session 2 - Documents Generated – Registration – Operating Modes – Room Procedures – Group Arrival		1 recorded video	1 open source video	1 PP T	1 E- book/P DF		
Module 4							
Session 1 Front Office Accounting – Cash and Credit – Cashiers papers – handling Credit Cards	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/P DF	2 hours Discussion Forum	1 Assessm ent (Practice Question s)

Session 2 - Cheques and Accounts – Banking and Deposits – Foreign Exchange Regulations.		1 recorded video	1 open sourc e video	1 PP T	1 E- book/P DF		
Module 5							
Session 1 - Information System–Mail Service – Message – Keys–Local Information – Bell and Service	1 Live Session	1 recorded video	1 open sourc e video	1 PP T	1 E- book/P DF	2 hours Discussio n Forum	1 Assessm ent (Practice Question s)
Session 2 Layout Staff– Luggage Procedure – Door Care – Parking– Telephone Procedures– Telex.		1 recorded video	1 open sourc e video	1 PP T	1 E- book/P DF		
Module 6							
Session 1 Microsoft Office, MS word, Excel, Software Training.	1 Live Session	1 recorded video	1 open sourc e video	1 PP T	1 E- book/P DF	2 hours Discussio n Forum	1 Assessm ent (Practice Question s)
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hour s (or more)	10 Hours	12 hours	22 Hours	

READINGS:

- John R Walker, Introduction to Hospitality Management, Pearson Education, 2007.
- Sudhir Andrews, Hotel Operation Manuals, Tata McGraw Hill.
- S K Bhatnagar, Front Office Management, Frank Bros. & Co, New Delhi, 2002
- Dr. Jagmohan Negi, Hospitality Reception and Front Office, S Chand & Company Pvt. Ltd., New Delhi 2013
- <http://lib.dtc.ac.th/ebook/Hotel/Hotel-Front-Office-Management%203rd.pdf>
- https://www.tutorialspoint.com/front_office_management/front_office_management_tutorial.pdf

COURSE CODE BBC TT_06- AIRLINE AND TOURISM MARKETING

COURSE OUTCOMES:

CO1 Demonstrate an understanding of effective marketing principles and marketing environment factors as outlined in selected text learning objectives

CO2 Enabling the importance of Targeting and Positioning, Market Segmentation to apply the same

CO3 Illustrating New Product development and Product Life cycle for developing marketing skills

CO4 Analysing the Pricing and Channel Management Strategies for improving decision making skills

CO5 Understanding of Pro – Active and its’ importance before the deviation through Promotion mix

MODULE - 1 INTRODUCTION TO MARKETING

Introduction to Tourism Marketing, Definition; Nature and Scope of Tourism Marketing, Features of Tourism marketing, Marketing Function, Micro and Macro Environmental factors.

MODULE - 2 MARKET TARGETING

Concept of market segmentation, Targeting and Positioning, Marketing segmentation, Types of Market Segmentation, Marketing Mix.

MODULE - 3 PRODUCT ISSUES

Types of Tourism Products, Tourism Product Planning and Development, New Product Development, Tourism Product Lifecycle

MODULE - 4 PRICING & CHANNEL MANAGEMENT

Concept of Price, Factors influencing Tourism Pricing, Different Tourism Pricing Strategies, Tourism Channel Management

MODULE - 5 PROMOTION

Concept of Promotion and Communication; objectives and importance of marketing promotion and communication; promotion mix; components of promotion mix; factor affecting promotion mix, types of marketing promotion and communication tools.

MODULE - 6 SERVICES INVOLVED IN AIRLINE AND TOURISM INDUSTRY

Ground handling, fleet management, ticketing, international tourism board, hospitality and in-flight services.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial	Quadrant - II e-Content	Quadrant - III Discussion Forum	Quadrant - IV Assessment
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BBC TT_06- AIRLINE AND TOURISM MARKETING (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/wee k)	Lecture Video Recordin gs = 6 Hours	Open Source Video s = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinato r or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/wee k)	22 Hours
Module 1							
Session 1 - Introduction to Tourism Marketing, Definition; Nature and Scope of Tourism Marketing,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Features of Tourism marketing, Marketing Function, Micro and Macro Environmental factors.		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Module 2							
Session 1 - Concept of market segmentation, Targeting and Positioning, Marketing segmentation,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 hours Discussion Forum	1 Assessme nt (Practice Questions)
1 Overall Assignme nt							

Session 2 - Types of Market Segmentation, Marketing Mix.		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Module 3							
Session 1 - Types of Tourism Products, Tourism Product Planning and Development,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - New Product Development, Tourism Product Lifecycle		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Module 4							
Session 1 - Concept of Price, Factors influencing Tourism Pricing,	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 hours Discussion Forum	1 Assessme nt (Practice Questions)
Session 2 - Different Tourism Pricing Strategies, Tourism Channel Management		1 recorded video	1 open source video	1 PP T	1 E- book/PD F		
Module 5							
Session 1 - Concept of Promotion and Communicatio n; objectives and importance of marketing promotion and	1 Live Session	1 recorded video	1 open source video	1 PP T	1 E- book/PD F	2 hours Discussion Forum	1 Assessme nt (Practice Questions)

communication;							
Session 2 - promotion mix; components of promotion mix; factor affecting promotion mix		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Types of marketing promotion and communication tools.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 6							
Session 1 - Ground handling, fleet management, ticketing,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - International tourism board, hospitality and in-flight services.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

READINGS:

- Marketing for Hospitality and Tourism, New - Delhi, Prentice Hall of India, Philip Kotler, Bowen, John, and Makens James
- Tourism Marketing, Pearson Education, New Delhi, Dasgupta
- <http://steconomice.uoradea.ro/anale/volume/2008/v4-management-marketing/167.pdf>.
- http://www.ilo.org/wcmsp5/groups/public/---ed_dialogue/---sector/documents/instructionalmaterial/wcms_218329.pdf

SEMESTER 5

COURSE CODE BBC TT_07- AIR TRANSPORTATION & DISASTER MANAGEMENT

COURSE OUTCOMES:

- CO1 Demonstrate commitment to ethical practices of Air - Transportation.
 CO2 Actively engage in the world as global citizens.
 CO3 Practice empathy and respect for diversity and multicultural perspectives.
 CO4 Develop presence of mind during crisis or disaster situations.
 CO5 Develop skills to execute disaster management.

MODULE - 1 HAZARDS IN AVIATION

Introduction, Definition of Hazard and Risk, Classification of Hazards, Types of Hazards.

MODULE - 2 RISK ASSESSMENT

Introduction, Risk Assessment, Aims of Risk Assessment, Why is Risk Assessment Done, Risk Assessment Process, Identification of Hazards, Review Assessment and Update for Hazards.

MODULE - 3 CONTROLLING RISKS OF HAZARDS

Introduction, The Hierarchy of Risk Control, Determining Controls for Implementation, Steps for Application of Controls

MODULE - 4 SECURITY CONCERNS IN AVIATION

Major Security Concerns in Aviation, Security, Occupational safety, Crowd management Major risks and emergency planning, Incident reporting, emergency procedures

MODULE - 5 AVIATION DISASTER MANAGEMENT

Weather related Disaster Management, Fire Disaster Management, Fuel spillages and Leaks Disaster Management, Air Crash Disaster Management, Awareness and necessary actions to be taken.

MODULE - 6 Stress Management

Stress management—meaning, types of stress—consequences of work stress—causes of stress—Conflict, types of conflicts, conflict resolution— Organisational development— meaning, need, benefits and limitations of OD—steps in OD. Organizational changes

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC TT_07- AIR TRANSPORTATION & DISASTER MANAGEMENT (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study

						team	
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours
Module 1							
Session 1. Introduction, Definition of Hazard and Risk, Classification of Hazards, Types of Hazards.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 2							
Session 1. Introduction, Risk Assessment, Aims of Risk Assessment, Why is Risk Assessment Done	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2. Risk Assessment Process, Identification of Hazards, Review Assessment and Update for Hazards.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 3							
Session 1 - Introduction, The Hierarchy of Risk Control,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
							1 Overall Assignment

Determining Controls for Implementation,)
Session 2 - Steps for Application of Controls		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 4							
Session 1 - Major Security Concerns in Aviation, Security, Occupational safety,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Crowded management Major risks and emergency planning,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Incident reporting, emergency procedures		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 5							
Session 1 - Weather related Disaster Management, Fire Disaster Management, Fuel spillages and Leaks Disaster Management,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Air Crash Disaster Management, Awareness and necessary actions to be taken.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 6							
Session 1 - Stress management— meaning, types of stress— consequences of	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)

work stress— causes of stress—)	
Session 2 - Conflict, types of conflicts, conflict resolution— Organisational development— meaning, need,		1 recorded video	1 open sourc e video	1 PP T	1 E- book/P DF		
Session 3 - Benefits and limitations of OD—steps in OD. Organizational changes		1 recorded video	1 open sourc e video	1 PP T	1 E- book/P DF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hour s (or more)	10 Hours	12 hours	22 Hours	

READINGS:

- The Role of Air Transportation in Disaster Relief G. Hossli and C. Biihler
- Air Transportation: A Management Perspective by [John Wensveen](#) (Author)

COURSE CODE BBC TT_08- CARGO AND LOGISTICS MANAGEMENT

COURSE OUTCOMES:

- CO1 Identify the components of an integrated logistics management system.
CO2 List the steps in the order fulfilment process.
CO3 Identify the decisions involved in transportation management.
CO4 Demonstrate skills in Cargo and Logistics Management.

MODULE - 1 HISTORY OF CARGO & LOGISTICS

Introduction Historic Development in Cargo and Logistics, Historical Development in Indian Logistic Industry.

MODULE - 2 EVOLUTION OF CARGO & LOGISTICS

Improvement in Cargo and Logistic after Global Pandemic–2020 (Corona Virus Pandemic), Importance of Cargo Trading and Business, The Role of Logistics in International Business, The Importance of Air Cargo to the Global Economy, Cargo by Different Means of Transportation, Freight by Land, Cargo by Sea, Cargo by Air, Difference between Freight and Logistics Management, Advantages and Disadvantages of Air Cargo

MODULE - 3 REGULATING BODIES AND GROUND HANDLING - I

Introduction, The Regulating Bodies in India, Directorate General of Civil Aviation (DGCA), Airport Authority of India (AAI), Air Cargo Agents Association of India (ACAAI), International Regulatory bodies, International Air Transport Association (IATA),

MODULE - 4 REGULATING BODIES AND GROUND HANDLING - II

International Civil Aviation Organisation (ICAO), World Customs Organization (WCO), International Federation of Freight Forwarders Associations (FIATA), Federation of Asia-Pacific Air-cargo Associations (FAPAA), Freedom of The Air, Importance of Regulations, Ground Handling, Operational Issues and Modern Trends

MODULE - 5 MEANING & SIGNIFICANCE OF LOGISTICS

Introduction, Meaning & Definitions of Logistics, Logistics Systems and Infrastructure, Working of Logistics Systems, Order Processing and Management, Inventory Management, Freight/Cargo Transportation, Significance of Logistics, Do's and Don'ts in Air Logistics, Do's, Don'ts

MODULE - 6 COMPONENTS OF LOGISTIC MANAGEMENT

Introduction, Stakeholders, Customers, Policy Makers, Infrastructure Service Providers, Terminal Infrastructure Providers, Logistics Service Providers (LSPs), Logistics Components, Planning, Packaging and Unitisation, Inventory Control, Transportation, Information and Control, Advantages of Logistics Services, Types of Logistic, Forward Logistics, Reverse Logistics

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC TT_08- CARGO AND LOGISTICS MANAGEMENT (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours
Module 1							1 Overall assignment
Session 1 - Introduction Historic	1 Live Session	1 recorded video	1 open source	1 PP T	1 E-book/PDF	2 Hours Discussion Forum	

Development in Cargo and Logistics,			video				Practice Questions)
Session 2 - Historical Development in Indian Logistic Industry.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 2							
Session 1 - Improvement in Cargo and Logistic after Global Pandemic– 2020 (Corona Virus Pandemic),	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Importance of Cargo Trading and Business, The Role of Logistics in International Business,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - The Importance of Air Cargo to the Global Economy, Cargo by Different Means of Transportation,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Freight by Land, Cargo by Sea, Cargo by Air, Difference between Freight and Logistics Management, Advantages and Disadvantages		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

of Air Cargo								
Module 3								
Session 1 - Introduction, The Regulating Bodies in India, Directorate General of Civil Aviation (DGCA),	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Airport Authority of India (AAI), Air Cargo Agents Association of India (ACAAI),		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 3 - International Regulatory bodies, International Air Transport Association (IATA),		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module 4								
Session 1 - International Civil Aviation Organisation (ICAO), World Customs Organization (WCO),	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - International Federation of Freight Forwarders Associations (FIATA), Federation of Asia- Pacific		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			

Air-cargo Associations (FAPAA),							
Session 3 - Freedom of The Air, Importance of Regulations, Ground Handling, Operational Issues and Modern Trends		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 5							
Session 1 - Introduction, Meaning & Definitions of Logistics, Logistics Systems and Infrastructure,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Working of Logistics Systems, Order Processing and Management, Inventory Management,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Freight/Cargo Transportation, Significance of Logistics, Do's and Don'ts in Air Logistics, Do's, Don'ts		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 6							
Session 1 - Introduction, Stakeholders, Customers, Policy Makers, Infrastructure Service	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)

Providers,							
Session 2 - Terminal Infrastructure Providers, Logistics Service Providers (LSPs), Logistics Components,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 3 - Planning, Packaging and Unitisation, Inventory Control, Transportation, Information and Control,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Session 4 - Advantages of Logistics Services, Types of Logistic, Forward Logistics, Reverse Logistics		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

READINGS:

- Fundamentals of Logistics Management by Douglas W Lambert
- Logistics Management and Strategy Competing through the supply chain by Alan Harrison and Remko van Hoek
- Business Logistics Management by Ballou, R.H.
- Logistics Management and Strategy:Competing through the Supply Chain by Alan Harrison, Remko Van Hoek, Heather Skipworth
- Logistics & Supply Chain Management: Logistics & Supply Chain Management 5th Edition by Martin Christopher

SEMESTER 6

COURSE CODE BBC TT_09- GLOBAL TOURISM

COURSE OUTCOMES:

CO1 Critically assess the effect of global tourism on socio-cultural aspects of the host country.

CO2 Identify and discuss the environmental effect of global tourism on the host country.

CO3 Understand the need for balancing tourism planning policies and conservation policies.

CO4 Critically assess the tourist-host relationship.

CO5 Identify and discuss the dynamic changes in global tourism destinations and developments.

CO6 Compare and contrast public and private sector tourism and legislation affecting domestic and international tourism trends and developments

MODULE – 1 GLOBAL EFFECTS OF TOURISM

Evolutionary and revolutionary aspects of tourism in the 21st century, the positive and negative effect of tourism, Future developments in global tourism.

MODULE – 2 PSYCHOLOGICAL PERCEPTIONS AND ATTITUDES

Tourism behaviour, perception and attitudes, Motivation, personality and values

MODULE – 3 SEGMENTING THE TOURISM MARKET

Geographic segmentation, Demographic segmentation, Psycho-graphic segmentation, Product/service-related segmentation

MODULE – 4 INTERNATIONAL DIMENSIONS OF TOURISM

Definitions related to global tourism, Inter-relationship between tourism and other industries, International tourism and tourist, travel flows and tourism peace, Environmental perception and tourism behaviour

MODULE – 5 CLASSIFYING TOURISM DESTINATIONS

Country attractions and landscapes, Man-made attractions, Facilities, Resorts, Features.

MODULE – 6 HOST-COUNTRY PLANNING POLICIES

The role of government in tourism: legislation, policy formulation, past, present and future, The Planning Process: objectives, goals, strategy, evaluation and control, Project development, pilot studies, feasibility studies and research, Public and Private sector involvement, Tourism development and life-cycles.

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC TT_09- GLOBAL TOURISM (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Video Recordings = 6 Hours	Open Source Video s = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study

						Coordinator or his team	
Total = 60 Hours	6 Hours	10 Hours*	10 Hours			12 hours (2 hours/week)	22 Hours
Module 1							
Session - Evolutionary and revolutionary aspects of tourism in the 21st century, the positive and negative effect of tourism,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2. Future developments in global tourism.		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 2							
Session 1. Tourism behaviour, perception and attitudes, Motivation, personality and values	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Module 3							
Session 1 Geographic segmentation, Demographic segmentation,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)
Session 2. Psychographic segmentation, Product/service		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
1 Overall Assignment							

e-related segmentation								
Module 4								
Session 1 - Definitions related to global tourism, Inter-relationship between tourism and other industries,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - International tourism and tourist, travel flows and tourism peace,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 3 - Environmental perception and tourism behaviour		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module 5								
Session 1 - Country attractions and landscapes, Man-made attractions, Facilities, Resorts, Features.	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 hours Discussion Forum	1 Assessment (Practice Questions)	
Module 6								
Session 1 - The role of government in tourism: legislation, policy formulation, past, present and future,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	

Session 2 - The Planning Process: objectives, goals, strategy, evaluation and control, Project development, pilot studies,		1 recorded video	1 open source video	1 PP T	1 E- book/PD F			
Session 3 - feasibility studies and research, Public and Private sector involvement, Tourism development and life- cycles.		1 recorded video	1 open source video	1 PP T	1 E- book/PD F			
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hour s (or more)	10 Hours	12 hours	22 Hours		

READINGS:-

- Tourism: The Business of Travel 2nd edition, Cook, RA, Yale, LJ, Marqua, JJ, Prentice Hall, 2001.
- Tourism Planning 3rd ed, Gunn, CA, London: Taylor & Francis, 1994.
- Tourism & the Environment: A sustainable relationship, Hunter, C & Green H, London: Routledge, 1995.
- Sustainable Tourism: A Marketing perspective, Middleton, VTC, Oxford: Butterworth & Heinemann, 1998.
- Tourism: Economic, Physical, & Social Impacts, Matheson, A & Wall, G, Addison-Wesley Publishing, 1992.

**COURSE CODE BBC TT_10- AIR TICKETING & FOREIGN EXCHANGE
MANAGEMENT**

COURSE OUTCOMES:

- CO1 Understanding the International Regulations for Air Transport.
CO2 Ensuring the Tariffs, Fares & Taxes are implied on constructing fare.
CO3 Enabling the Route Maps for places all over the Continent.
CO4 Understanding the level of booking conditions.
CO5 Enabling proper travel documents and guiding on travel formalities.

MODULE- 1 AIR TRANSPORT

Airlines Abbreviations, Codes and Definitions, Aircraft and in-flight services, Airport facilities and special passengers, Automation, Baggage, International Regulations

MODULE - 2 AIRFARES & TICKETING – I

Arrangement of the Tariff Manuals, Terms and Definitions, Published Fares, Currency Regulations, Round and Circle Trip fares, Journeys in different classes, Special fares, Discounted fares, Taxes, Ticketing instructions, BSP Procedures, Stock Control and Security of accountable documents

MODULE - 3 AIRFARES & TICKETING – II

Review of basic Fare Construction Principles, The mile age system, lowest combination principle, Around the World Fares, “Open Jaw” Journeys, Re-routings, and Collection of Fares

MODULE - 4 TOUR PROGRAMS

Terms and abbreviations, Types of Tours, How and why tours are produced, Items included in a tour brochure, Booking Conditions, Reservation Procedures

MODULE - 5 TRAVEL FORMALITIES

The Passport, Health Certificates, Taxes, Customs and Currency, Travel Insurance, General preventive measures, The Travel Information Manual (TIM), Consequence of Negligence

MODULE – 6 FOREIGN EXCHANGE MANAGEMENT

Forex Management for Enterprise, familiarization Travel related Foreign exchange regulations, currency conversions, FEMA Act 2000, Tariff Terminology, FDI in Tourism Industry

Content Matrix

Semester	Live Sessions	Quadrant - I e-Tutorial		Quadrant - II e-Content		Quadrant - III Discussion Forum	Quadrant - IV Assessment
BBC TT_10- AIR TICKETING & FOREIGN EXCHANGE MANAGEMENT (2 Credits) Duration - 6 Weeks	6 Live Sessions (1 session/week)	Lecture Videos = 6 Hours	Open Source Videos = 4 hours	PP T	E-book/ PDF	Forum Topics - For raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team	Multiple Choice Questions, Fill in the blanks, Short Answer Questions, Long Answer Questions + Self Study
Total = 60 Hours	6 Hours	10 Hours*		10 Hours		12 hours (2 hours/week)	22 Hours
Module 1							1 Overall

Session 1 - Airlines Abbreviations, Codes and Definitions, Aircraft and in-flight services,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	assignment
Session 2 - Airport facilities and special passengers, Automation, Baggage, International Regulations		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module 2								
Session 1 - Arrangement of the Tariff Manuals, Terms and Definitions, Published Fares, Currency Regulations, Round and Circle Trip fares,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)	
Session 2 - Journeys in different classes, Special fares, Discounted fares, Taxes, Ticketing instructions,		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Session 3 - BSP Procedures, Stock Control and Security of accountable documents		1 recorded video	1 open source video	1 PPT	1 E-book/PDF			
Module 3								

Session 1 - Review of basic Fare Construction Principles, The mile age system, lowest combination principle,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Around the World Fares, "Open Jaw" Journeys, Re-routings, and Collection of Fares		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 4							
Session 1 - Terms and abbreviations, Types of Tours, How and why tours are produced,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - Items included in a tour brochure, Booking Conditions, Reservation Procedures		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Module 5							
Session 1 - The Passport, Health Certificates, Taxes, Customs and Currency, Travel Insurance,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - General preventive measures, The Travel		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		

Information Manual (TIM), Consequence of Negligence							
Module 6							
Session 1 - Forex Management for Enterprise, familiarization Travel related Foreign exchange regulations,	1 Live Session	1 recorded video	1 open source video	1 PPT	1 E-book/PDF	2 Hours Discussion Forum	1 Assessment (Practice Questions)
Session 2 - currency conversions, FEMA Act 2000, Tariff Terminology, FDI in Tourism Industry		1 recorded video	1 open source video	1 PPT	1 E-book/PDF		
Total = 60 Hours	6 Hours	6 Hours (or more)	4 Hours (or more)	10 Hours	12 hours	22 Hours	

READINGS:

- Guides to IATA/UFTAA Training Courses and journals published by International Air Transport Association and Universal Federation of Travel Agent Association
- JagmohanNegi – Air Travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi, 2004
- JagmohanNegi – International Tourism and Travel, S.Chand& Company Ltd, New Delhi, 2004
- Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi

Annexure II- Mandatory Documents for Admission

To be uploaded on the Online Admission Portal by the Prospective students

Admission Documents	Format (Jpeg/PNG/PDF)	Documents Size
Duly filled online application form with student signature	Digital signature/Student signature JPEG/PNG	20 KB
Colour scan copy of 10th std. Mark sheet/grade card	PDF/JPEG	500 KB
Colour scan copy of 12th std./ Three-Year Polytechnic Diploma Mark sheet/grade card	PDF/JPEG	
Colour scan copy of passport size photograph	JPEG or PNG Format	50 KB
Colour scan copy of Govt. Photo id proof, Aadhar card is mandatory. (Other options: Voter's id, Driving License, Passport etc.)	PDF/JPEG	100 KB
In case of name change, Gazette notification documents for name changes For married women – marriage certificate would be accepted – provided previous maiden name is clearly mentioned in the same. In case of deferred Father name or mother name in such cases without a Gazette notification document.	PDF	500 KB
If foreign student: colour scan copy of passport	PDF/JPEG	500 KB
Fees submission transaction details or receipt as per University policy for respective online programs	PDF/JPEG	500 KB
Digitally Signed undertaking as per the process	PDF	500 KB

Students can also visit the University website for the said information.

Annexure III- Content uploading protocol: Internal Process

1. All academic content [pdfs, ppt and video] is to be mapped for each module of a subject and stored in a separate sub- folder and ultimately compiled under a Course Folder named after the Course Code. Along with this please provide a combined pdf for all modules of the study material of each subject for plagiarism check by VGU. For website links for open content, please share the links in a doc file.

Example: For MBM 101, there should be a folder named MBM 101. There are 14 modules, so there should be 14 sub-folders each folder containing pdfs (e-books, practical assignments,

plagiarism reports etc), 1 ppt and 1 recorded lecture video. And 1 compiled study material pdf for MBM 101.

2. A Google drive link is to be created and provided for content sharing by the Program Coordinator. These folders are to be uploaded on drive and the drive link is to be shared with the following members for reviewing:

Deputy Director [dydirector@onlinevgu.com]
Program Coordinator [pcmgmt@onlinvgu.com]

3. Suggestions and reviews will be shared by the Program Coordinator.
4. The revised contents are to be shared similarly following Step 1 and Step 2 by renaming the files as MBM101_corrected etc.
5. Final approval shall be communicated by the Deputy Director to upload the contents on LMS to the Technical Manager.
6. Once uploaded on LMS, Program Coordinator will ensure they are uploaded under the correct subject name and program.
7. Students are to be notified for availability of approved content on LMS

Annexure IV – Branding Guidelines for E-Learning Materials

Refer to the Branding Guidelines pdf

Annexure V- Academic Bank of Credit Id Creation Process

All students must be registered with ABC (Academic Bank of Credits) a central scheme for depositing credit formulated by the Ministry of Education, Govt. of India. ABC Id creation is mandatory for all the enrolled students especially students of Indian nationality. The following points are to be complied with to create the ABC id:

The ABC Id can be created by students themselves using Digi-locker, UMANG application, ABC portal or Academic Institution Portal and extend support for the same.

Process	<ul style="list-style-type: none">• Students can register by logging in at www.abc.digilocker.gov.in• Click on My Account → Login as Student• Click on “Sign up with DigiLocker” → Enter valid mobile number → An OTP is sent at the phone number via SMS → Enter the OTP and click on “Continue” button → Enter Security PIN set created
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	<p>during Sign Up and click “Submit” Button</p> <ul style="list-style-type: none"> You will be prompted with ABC student account creation window
Documents and proofs required	<ul style="list-style-type: none"> Aadhaar Card is mandatory for ABC Id creation Learners Name Date of Birth Gender Enrolment Number Requirements by Academic Institution: Mobile Number

The University shall also extend support to the students to create ABC Id. The same documents shall be required by the University as stated above.

Annexure VI - Guidelines and Pre-requisites for Proctored Examination

The minimum hardware, software and connectivity requirements for taking Exams through Online Proctored Examination Platform is provided below. Students should review the following requirements for your camera, operating system, upload/download speeds, RAM, ports, microphones and browsers. Also included is a list of technology not currently supported.

TYPE	MINIMUM	RECOMMENDED
Internet Connection	Wifi Connection	Wired Connection
PC Users	Windows 8 (Windows 10 S mode is not supported)	Windows 10 (10 S mode is not supported)
Mac Users	MacOS 10.13 (Oldest Still Maintained Version)	MacOS 10.15
CPU	more than 2 core CPU less than 85% CPU Usage	more than 4 core CPU less than 50% CPU Usage
Webcam	640x480 resolution	1280x720 resolution
Internet Download Speed	1 Mbps	12 Mbps

Internet Upload Speed	1 Mbps	3 Mbps
RAM	4 GB less than 90% Ram Usage	16 GB less than 70% Usage
Connectivity Ports	1935, 843, 80, 443, 61613, UDP/TCP	1935, 843, 80, 443, 61613, UDP/TCP
Screen Resolution	1366 x 768	1920 x 1080 and above
Chromebook Users (Only for Automated Proctoring. Is not Supported for Live Proctoring)	Chrome device is running the latest version of Chrome OS.	Chrome device is running the latest version of Chrome OS.

Additional Requirements:

- A functioning microphone (some web cameras have them built-in); microphone should not be part of headphones
- Headphones are generally not permitted, check with your testing organization to determine if headphones are permitted
- A compatible browser: Google Chrome (preferred) or Mozilla Firefox
- Webcam and microphone (built-in or external) – test your webcam at <https://webcamtests.com/>
- Connection to network with sufficient internet speed: at least 1 Mbps download speed and 1 Mbps upload – test internet speed at www.speedtest.net

Not Supported:

- Microsoft Edge browser
- Google Chromebooks (for Live Proctoring only)
- Tablets (Nexus, iPad, Tab, Note, etc.)
- Smartphones
- Linux operating systems
- Windows 10 in S mode or Surface RT
- Connecting from within a virtual machine. You will be asked to reconnect using your host operating system to take your exam
- Apple Boot Camp
- Remote Access Software
- Inactive Version of Windows and Test Builds/Test Mode

Pop-up blocker

Pop-up blockers must be either off or disabled. Disable your pop-up blocker like this:

- Open Chrome on your computer.
- Click on the icon with three vertical dots.
- Click More, then Settings on the top right.

- Go to Privacy and security and click Site settings.
- Click Pop-ups and re-directs.
- Turn the setting to Allowed at the top.

Important : The Institute regularly takes actions to optimize its examination system and hence please note that the above mentioned Hardware, software, equipment and connectivity requirements might change at institute's discretion. All students will need to 100% comply with any such changed specifications announced by the Institute.

General Instructions

The timing for the Proctored Online Examinations will strictly be as per the time table schedule (Indian standard Time) communicated. This is also applicable to the candidates appearing for the examination from OUTSIDE India.

- Exams can be taken on devices such as Laptop/ Desktop. Charge the Laptop /Tablet well in advance to last for at least 2 hours.

- The device should have continuous internet connectivity. Do not share the phone's hotspot with any other device while writing the examination.

- For the smooth attempt of the online examination, students are advised to:

a) Sit in a closed room having enough light for the Camera to detect himself/herself. Make sure that you sit, facing the light during the examination. Do not sit against or near the window.

b) Please make sure that there is no noise around you during the examination, otherwise it may be detected and captured as deviation.

c) Position the device in such a way that the front camera captures your face properly and you can sit for one hour to take up the examination conveniently without moving the device.

d) If your device is using a Wi-Fi router, make sure to sit near the Wi-Fi Router/Modem to avoid any signal related issues.

- The student should compulsorily login into the portal 30 minutes before the commencement of the examination.

- The following activities are not permitted during the conduct of the online examination:

a) Presence of any other person in the room where the student is taking the examination.

b) Movement from one place to another during the examination.

- You are Not Allowed to refer to any textbook(s) or any other material during the notified examination time.
- You are permitted to use Rough paper and pen /pencil for solving only analytical questions appearing in the question paper and also you can make use of permitted scientific calculators. Before using rough papers and calculator kindly show it in your PC/Mobile camera and then start using it.
- Once a user logs into the system with Username and Password and Please allow camera, location access, and audio device access when prompted. If you do not give access to any of these, you will not be able to appear for the examination or the remote proctor can disable your examination in due course of time.
- In case of disconnection of network/power failure during the examination, First wait for internet connectivity (do it as fast and resume test within 2 minutes) and click on “Resume “ button, If not able to reconnect after 2 minutes, call concern administration for providing appropriate solutions to further proceed with test.
- It is advised to use the same Laptop/ Desktop to appear for the mock examination and for the final online examination.
- A helpdesk number will be provided to troubleshoot technical issues during the examination process. The student can reach out to this number in such cases.

2. Examination Rules

- Every student will be required to login through the secure ID and password on the online examination taking platform on the day of the examination (the time schedule, URL, User ID and password will be provided in the LMS portal and will also be sent to the registered e-mail ID / SMS will be sent to the registered mobile phone).
- At the beginning of each session, the student undergoes an identity verification at 2 levels,
 - Level 1: Capture of facial photo. During the examination, the AI tool constantly monitors the picture of the student taking the examination with the facial photo captured initially for any mismatch. In case of any mismatch, the system will capture the anomaly and a notification to the student / live proctor is also instantly displayed.
 - Level 2: Student must display College ID / Government authorized ID Proof at the beginning of the examination.
- Only 2 attempts will be allowed for every students for every session of the day for a test. After two attempts test student will not be able to take test again for the respective session of the day

- The student should ensure that he/she Clicks on “Finish“ button available on right top position of the screen before logging out of the exam.
- The Online Examination system will issue regular warnings for any deviations of the norms specified, on the screen of your device. The maximum number of warning will be 10 after which the test gets terminated.
- If a student is violating any rules during the examination or trying to adopt any unfair means, the system will automatically collect data based on the following deviations and alert the student and will immediately alert the online live-proctor.
 - o Focus changed to a different window: student tabs out of the examination taking window.
 - o Browser not supported: Student is using an older browser version or a non-compatible browser.
 - o Webcam is disabled: Students webcam is disabled.
 - o Face is not visible in the camera: Student is not looking into the camera.
 - o Several faces in front of the camera: There are other people along with the examination taker.
 - o Face does not match the profile: Student taking the examination is not the same person whose photo was captured before starting the examination and the photo of the student as available in the University database.
 - o Microphone muted or its volume is low: Student has muted the microphone.
 - o Conversation or noise in the background: System has captured background noise.
 - o Screen activities are not shared: student has stopped screen share activity. Sharing of screen is not necessary for the users of smartphones.
 - o Second display is used: Additional display like extended monitor has been connected.
 - o Full-screen mode is disabled: student has disabled full screen mode.

3. Examination code of conduct and Malpractices

- Students are not allowed to leave their seat during the examination.
- Students are not allowed to consult other people for any information during the time of the examination.
- The system uses Artificial Intelligence to detect and record face emotions, eyeball movement, and all other activities.

- If a student indulges in suspicious and objectionable activities as detected and recorded by the system, he/she will be booked under malpractice and action will be taken as per the rules and regulations of the University.
- The Online Examination system will issue regular warnings on the screen of your device. The number of warnings issued to each student will be duly recorded in the online examination system and this will affect the overall credibility score of the student, which may lead to cancellation of your examination.
- Taking photos or recording videos and sharing it with others or indulging in suspicious and objectionable activities during the examination will be automatically recorded and will be treated as malpractice.
- Do not use headphones, noise cancellation devices, Bluetooth devices during the examination. If used, it will be considered as malpractice.
- In addition to auto proctoring by the online examination system, Manual Proctors (Invigilators) will continuously watch and monitor the students during the entire duration of the examination
- Students are not allowed to refer to any textbook(s) in the notified examination time and they should appear for the examination without moving out from their seat during the examination.
- Students are not allowed to consult other people for any information during the time of the examination.
- You are NOT allowed to take photos, take screen shots, hear audio, or record videos of the examination and then share it with others during the online examination, a remote proctor would watch such unwanted activities. If found doing such activities, it will be treated as malpractice.
- If a student indulges in suspicious and objectionable activities as detected and recorded by the system, he/she will be booked under malpractice and action will be taken as per the rules and regulations of the Institution
- Do not use headphones, noise cancellation devices, Bluetooth devices during the examination. If used, it will be considered as malpractice.
- Do not try to navigate from the main screen. Doing so will automatically terminate your examination.
- While using laptop or desktop, you are advised not to use the keyboard while you are attempting the examination other than chatting with the proctor; you are only allowed to scroll the cursor with the mouse to answer the question.

- You are not allowed to start the examination from multiple devices at a time. However, you may change the device, if there is a fault during the examination and login again in the new device.
- Do not leave your place for any reason during the examination.
- Do not have any light source behind your face.
- Do not cover your face with Hair, clothing (mask), hands or anything else.
- Do not use headphones, ear-buds, or any other type of listening equipment.
- Do not have any background noise/ voices / music or Television.
- Do not wear sunglasses during the examination.
- Do not entertain any other people in the room near you.
- Do not communicate with any person by any means during the examination.
- Do not have any programs or applications like MS Teams, Zoom, Google Meet etc. that use the webcam, microphone & screen-share during the examination.
- Do NOT take photos, screen shots, hear audio, or record videos of the examination and then share it with others during the online examination, a remote proctor would watch such unwanted activities. If found doing such activities, it will be treated as malpractice.

Annexure VII – Continuous Internal Assessment Pattern for UG Courses

Particular	A1 (Objective Type)	A2 (Subjective Type)	A3 (Discussion Forum)
Weightage %	10%	15%	5%

Question Pattern for the three CIA Components

A-1

1. There will be 10 Objective type Multiple Choice Questions (MCQs), each carrying mark

1 mark

2. The time for the A-1 assignment will be 10 mins
3. All questions are compulsory
4. There will be NO NEGATIVE MARKING for the wrong answers.

A-2

1. The examination will comprise of 3 Subjective Type Questions each carrying 5 marks
2. The assignment will have to be submitted within a specified deadline
3. The assignment questions will be uploaded on the LMS platform
4. The Subjects or topics covered in the examination will be as per the Syllabus.
5. The questions will be analytical and case study based.

[For assignment submission, student can submit their answers in following mode.

1. Type the answer in the format bar
2. Drag & drop the Answer Word file
3. Upload the Math table and Diagram from upload options. (jpeg and pdf format)]

A-3

1. Students have to attend a separate Graded Discussion Forum for each course
2. The students will be graded out of a maximum of 5 marks

Annexure VIII – End-term Examination Pattern for UG Courses

Vivekananda Global University

Centre for Distance and Online Education

End Term Examination

[PROGRAM NAME]

[COURSE NAME][COURSE CODE]

Time : 2 Hours	Max. Marks : 70
Note for students: The paper is divided into 2 sections. Section A comprises of 49 compulsory objective questions of 1 mark each and Section B of 3 essay type subjective questions carrying 7 marks with internal choices.	
SECTION – A (49 X 1 = 49 Marks)	
Answer all the questions. Each question carries one mark.	
Q. No. 1 to Q. No. 49 - Objective questions with four multiple choices.	
SECTION – B (3 X 7 = 21 Marks)	
Q. No. 50 to Q. No. 52 - 3 Essay Type Question with internal choices (either (a) or (b) type)	

In proctoring exam mode, student can submit their answer in following mode

1. Type the answer in the format bar provided in the examination window
2. Upload the typed answer in the word document format from the upload options.
3. Upload the Math table and Diagram from upload options. (jpeg and pdf format)

Annexure IX - Graduation Project Guidelines-BBC 601

CREDITS: 20

○ GUIDELINES FOR THE STUDENTS OF BBA THIRD YEAR

The course titled “Graduation Project” has 20 credits.

The purpose of including project in BBA Program is to provide you an opportunity to investigate a management problem in a scientific manner. It enables you to apply the conceptual knowledge in a practical situation and to learn the art and science of conducting a study in a systematic way and presenting its findings in the form of report. The topic selected for the project should be appropriate to justify BBA project. The project should be genuine and your original work, and should not be copied from anywhere else.

The following guidelines need to be followed for BBA projects.

- The project can be undertaken at the place of work or some other organization. It can also be an independent project.
- The title selected should be coherent with management domain.
- The project title should be specific and focused towards the objectives of the project.
- All the students draft their report independently.
- Practical Studies report shall be prepare in two copies, First Copy submitted to College, Second copy as his Personal Copy.
- The report shall be assessed by the panel of examiners appointed by the University & Viva-voce by the same panel of examiners.

Name of the Course and Code	Credits	External Assessment (Presentation & Viva)	Internal Assessment	Interactive session with Faculty Supervisor per Week
Graduation Project BBC 601	20	70%	30%	1
TOTAL	20	70%	30%	5

Detailed Bifurcation of Internal and External Marks

	Project Proposal/ Synopsis (30%) <ul style="list-style-type: none"> • Choice and Relevance of the topic • Clarity about Objectives, proposed Methodology and Scope 	5% 25%
	Project Report (50%) <ul style="list-style-type: none"> • Design of the study and methodology, Review of earlier work/literature available for the subject, data collection primary, secondary, questionnaire used where applicable, field work • Analysis and Interpretation of data, Data Processing technique (manual/computer) quantitative OR other 	10% 10%

	<p>tools.</p> <ul style="list-style-type: none"> • Made use of Innovative technique/approach to problem solving • Finding of Research Study; recommendations, suggestions, policy issues • Report writing and presentation; languages, composition & chapter scheme • Usefulness of the Study; applicability in business/industry, in decision making/system development 	<p>10%</p> <p>5%</p> <p>5%</p> <p>10%</p>
	<p>Viva-Voce (20%) 4 questions based on the following criteria should be framed:</p> <ul style="list-style-type: none"> • Identification of the problem. Clarity about objectives, scope and coverage of the study • Ability to discuss the report design, methodology instruments used literature connected with the report, data quality analysis and interpretation findings and recommendations • Depth of the subject and conceptualization of the key areas after completing the project work • Linking the Report Recommendations with project objectives and how far these have been achieved 	<p>5%</p> <p>5%</p> <p>5%</p> <p>5%</p>

Note: Project reports with plagiarism above 15% will not be accepted.

If the student is unsuccessful in the project, she/he should re-do the whole cycle, right from the submission of the project synopsis. Students are advised to select a new topic for the project and should prepare and submit the project synopsis on the LMS as per the project guidelines. There are no separate slots for the submission of the project synopsis / project reports for the failed students. It should be done strictly as per the academic calendar of the next session for the BCA project. Along with the resubmission of the project report the student is required to remit the pro-rata fee (subject to change as per university rule)

AREA OF STUDY FOR INDUSTRY:

Each student shall prepare a report on one of the special topics from below Specialization during project work. The report must contain data for minimum period of last five years or a student may prepare a research based project on any one of the topic in their respective

Specialized Subject.

1. Digital Marketing
2. Retail Management
3. Fintech
4. Aviation Management
5. Travel and Tourism

LIST OF TOPICS FOR REFERENCE

Modern Marketing Approach	Marketing Information System-MIS	Branding, Packaging, Labeling
Marketing Mix	Channel of Distribution	International or Global Marketing / International Business
Product Decision	Sales Promotion Strategy or Decision	Export Management
Product Line	Advertisement Strategy or Decision	Cyber Marketing/Online Marketing
Product Mix	Publicity	Consumer Behaviour
Product Strategy	Personnel Selling Strategy or Decision	New Product Development Strategies
Pricing Strategy	Sales Force Management	Strategies of Product Life Cycle
Promotion Mix	Public Relation	Market Research
Retail Marketing Decision	Market Segmentation & Targeting Marketing Ethics	Green Marketing / Eco-friendly product Decision
Customer Relationship Marketing	Brand Management	Marketing Planning & Forecasting
Product Design & Positioning	Direct Marketing	Consumerism Strategies
Approach of Financial Management	Organization of Finance Function	Working Capital Structure
Consumer Adoption	Cash Flow Management	Fund Flow Management
Inventory Management	Receivables Management	Dividend Management
Valuation of Shares & Bonds	Venture Capital	Loans and Advances
Money Market	Financial Planning & Control	Management of NPA
Financial Accounting System	Risk Management	Equity Share Management
Mutual Fund	Portfolio Management	Security Analysis Strategy
Management of Foreign Exchange Risk	Inventory Management	Financial Statement with reference to Profitability

SYNOPSIS

Synopsis: The project synopsis needs to be prepared keeping in mind the following points.

- a) Title of the project
- b) Introduction and Objectives of the Study - Maximum 200 words
- c) Problem Statement
- d) Research Methodology and References

COMPONENTS OF PROJECT REPORT

The components of Project Report are:

- ❖ Title of the Project
- ❖ Introduction of the Study
- ❖ Objective(s) of the Study
- ❖ Review of Literature
- ❖ Research Methodology

- Research Hypotheses
- Research Model
- Research Plan
- Sampling Plan
- Research Procedure
- ❖ Data analysis & Interpretation
- ❖ Results & Discussions
- ❖ Suggestions/Recommendations
- ❖ Limitations and Scope of Future Research
- ❖ Conclusion
- ❖ Bibliography

Formats of various certificates and formatting styles are as:

SPECIFICATIONS FOR PROJECT REPORT

Good quality white A4 size paper should be used for typing and duplication. Care should be taken to avoid smudging while duplicating the copies.

Page Specification :(Written paper and source code)

- Left margin - 3.0 cms
- Right margin- 2.0 cms
- Top margin 2.54 cms
- Bottom margin 2.54 cms
- Page numbers - All text pages as well as Program source code listing should be numbered at the bottom centre of the pages.

Normal Body Text: Font Size: 12, Times New Roman, Double Spacing, Justified. 6 point above and below para spacing.

Paragraph Heading Font Size: 14, Times New Roman, Underlined, Left Aligned. 12 point above & below spacing.

Chapter Heading Font Size: 20, Times New Roman, Centre Aligned, 30 point above and below spacing. **Coding Font size:** 10, Courier New, Normal

Synopsis: The project synopsis needs to be prepared keeping in mind the following points.

- e) Title of the project
- f) Introduction and Objectives of the Study - Maximum 200 words
- g) Problem Statement

h) Research Methodology and References

A project's synopsis should be prepared in consultation with the 'project supervisor' and uploaded only through online mode on LMS by using respective login credentials.

V. Submission of Project Report to the University: The student will upload his/her project report in the prescribed format on the LMS. The Project Report may be about 75 pages. The Project Report should include:

1. One copy of the summary/abstract.
2. Project Report.

Note:

- The project must be uploaded online only; no other format of project submission will be accepted by the University.
- For uploading project reports to the student portal, guidelines will be provided by the Course Coordinator on the portal (<https://lms.onlinevgu.com/>).
- Communication about approval/rejection/acceptance with suggestion will be made available in the login dashboard of the learners.
- Incomplete submission of the Project Report will not be considered for evaluation.
- The learners must ensure that while submitting the final Project Reports through online mode, the proposal Pro-forma is duly approved in original, along with “Synopsis” and Bio-data of the Project Guide and originality certificate is duly signed by both the student and the Project Guide with date to be incorporated (wherever applicable)
- The learners may ensure that while uploading of Project through online mode, scanned pages are clear and not blurred sequence is correct, pages are well lighted and not dim; orientation of pages is same – should not change between portal and landscape.
- The learners may ensure that the Original Project Report is to be scanned in a single pdf format file.
- Revaluation of Project Report is not allowed.
- Resubmission of Project Report for Class Improvement is not allowed.

VI Presentation and Comprehensive Viva-Voce Examination: Notification email will be sent for the schedule of Comprehensive Viva-Voce Examination which carries a maximum of 20 % weightage

FORMATS OF VARIOUS CERTIFICATES

CENTRE FOR DISTANCE AND ONLINE EDUCATION

(CDOE)

BACHELOR OF BUSINESS ADMINISTRATION

PROFORMA FOR PROJECT PROPOSAL

Enrolment .No.....

Name and Address of

Student.....

Ph.No. :..... Email ID:

Title of the

Project:.....

Subject Area

Specify.....

Name, Designation and Official Address of the Project Guide.....

.....

.....

.....

Signature of the student

Signature of the Guide

Date:

Date:

(For Office use only)

Synopsis

Approved

Not Approved

Comments / Suggestions for reformulation of the project. Date: Signature of the Evaluator

TITLE OF THE MAJOR PROJECT

(Times New Roman, Italic, Font size = 24)



**SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS
FOR BBA VI SEMESTER
OF
BACHELOR OF BUSINESS ADMINISTRATION (BBC 601)**

(Bookman old style, 16 point, centre)

SUBMITTED BY:

(STUDENT'S NAME)

ENROLMENT NO:

SEMESTER:

GUIDE

(GUIDE NAME & SIGNATURE)

ANNEXURE I

ACKNOWLEDGEMENT

In the "Acknowledgements" page, the writer recognizes his indebtedness for guidance and assistance of the thesis adviser and other members of the faculty. Courtesy demands that he/she also recognize specific contributions by other persons or institutions such as libraries

and research foundations. Acknowledgements should be expressed simply, tastefully, and tactfully.

XII. ANNEXURE-IV SELF CERTIFICATE BY THE STUDENTS

SELF CERTIFICATE

This is to certify that the dissertation/project report entitled “_____” is done by me is an authentic work carried out for the partial fulfilment of the requirements for BBA VI Semester of Bachelor of Business Administration under the guidance of _____. The matter embodied in this project work has not been submitted earlier for award of any degree or diploma to the best of my knowledge and belief.

Name of the Student

Signature of the student

Enrolment No.

Annexure –X e-Resource Access

DELNET	User id: rjvgu Password: vguj5113
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