



**Indira Gandhi Delhi Technical University for Women
Kashmere Gate, Delhi-110006**

Table 1: Credits of Different Curricular Components in BBA

Curricular Components	Credits*	Weightage (Appx.)
Departmental Core Courses (DCC) Including, <ul style="list-style-type: none"> ● Summer Project Report and Viva Voice ● Major Project Report and Viva Voice 	66	51.5%
Allied Management Course (AMC/HMC)	42	32.8%
Departmental Elective Courses (DEC)	16	12.5%
Generic Open Elective Courses (GEC)	04	3.1%
Grand Total	128	100%

Curricular Components		Credits*
A	Departmental Subjects, <ul style="list-style-type: none"> ● Departmental Core Courses (DCC) Including <ul style="list-style-type: none"> ● Summer Project Report and Viva Voice (DCC) ● Project Report and Viva Voice (DCC) ● Department Elective Courses (DEC) 	56
	Departmental Subjects Credits (a)	82
B	Allied Management Course (AMC/HMC)	42
C	Generic Open Elective Courses (GEC)	04
	Credits (b+c)	46
	Grand Total (a+b+c)	128

*In a semester of approximately 14 weeks of teaching

1 credit is equivalent to 1 Theory Hour or 1 Tutorial Hour or 02 Practical hours per week.

Therefore, Maximum No. of Contact Hours in a Semester for various Course types would be as follows:

S. No.	Course Type				Maximum of No. of Contact Hours in a Semester			
	L	T	P	Credits	Theory	Tutorial one per week per group	Practical one per week per group	Total
1.	3	1	0	04	42	14	nil	56
2.	3	0	2	04	42	Nil	28	70
3.	2	0	0	02	28	Nil	nil	28
4.	0	1	2	01	Nil	14	28	42

Table 2: Semester wise credit distribution of proposed BBA Program

BBA	DCC	DEC	AMC/HMC	GEC	Total Credits
Semester-1	10	-	12	-	22
Semester-2	16	-	6	-	22
Semester-3	10	-	8	2	20
Semester-4	6	-	12	2	20
Summer Project (Credits for this project are part of Vth Semester)					
Semester-5	10	8	4	-	22
Semester-6	14	8	-	-	22
Total Credits	66	16	42	4	128
Category- wise distribution	DCC + DEC = 82		AMC + HMC + GEC = 46		Total Credits = 128

Semester-wise Course Structure of proposed B.B.A Program

Table 3: First Year

SEMESTER 1					
S. No.	Course Code	Subject	L-T-P	Credits	Category
1	BMS-101	Principles of Management	3-0-0	3	DCC
2	BMS-103	Financial Accounting	3-1-0	4	DCC
3	BMS-105	Micro Economics	3-0-0	3	DCC
4	AMC-101	Business Mathematics	3-1-0	4	AMC
5	AMC-103	Business Communication – I	2-0-0	2	AMC
6	AMC-105	Computer Applications in Management	3-0-2	4	AMC
7	AMC-107	Environmental Management	2-0-0	2	AMC

Total Credits				22	
SEMESTER 2					
S. No.	Course Code	Subject	L-T-P	Credits	Category
1	BMS-102	Organizational Behaviour	3-0-0	3	DCC
2	BMS-104	Business Environment	3-0-0	3	DCC
3	BMS-106	Macro Economics	3-0-0	3	DCC
4	BMS-108	Marketing Management	3-0-0	3	DCC
5	BMS-112	Management Accounting	3-1-0	4	DCC
6	AMC-102	Business Statistics	3-1-0	4	AMC
7	AMC-104	Business Communication –II	2-0-0	2	AMC
Total Credits				22	

The scheme for higher semesters of BBA (Third-Sixth Semester Semester)

Table 4: Second Year

SEMESTER 3					
S. No.	Course Code	Subject	L-T-P	Credits	Category
1	BMS-201	Human Resource Management	3-0-0	3	DCC
2	BMS-203	Financial Management	3-1-0	4	DCC
3	BMS-205	Indian Economy	3-0-0	3	DCC
4	AMC-201	E-Commerce	3-0-2	4	AMC
5	AMC-203	Operations Management	3-1-0	4	AMC
6	GEC-2XX*	Generic Open Elective	2-0-0	2	GEC
Total Credits				20	
SEMESTER 4					
S. No.	Course Code	Subject	L-T-P	Credits	Category
1	BMS-202	Business Ethics and Corporate Social Responsibility	3-0-0	3	DCC
2	BMS-204	Business Laws	3-0-0	3	DCC
3	AMC-202	Business Research	3-0-2	4	AMC
4	AMC-204	Management Information System	3-0-0	3	AMC
5	AMC-206	Cyber Security	3-0-0	3	AMC
6	AMC-208	Disaster Management	2-0-0	2	AMC
7	GEC-2XX*	Generic Open Elective Course	2-0-0	2	GEC
Total Credits				20	
Summer Project of Eight Weeks at the end of the Fourth Semester					

Third Year

SEMESTER 5					
S. No.	Course Code	Subject	L-T-P	Credits	Category
1	BMS-301	Business Policy and Strategy	3-0-0	3	DCC
2	BMS-303	Entrepreneurship Development	3-0-0	3	DCC
3	AMC-301	Operation research	3-1-0	4	AMC
4	BMS-307 to BMS-329	Discipline Specific Elective-I	3-1-0	4	DEC
5	BMS-307 to BMS-329	Discipline Specific Elective-II	3-1-0	4	DEC
6	BMS-305	Summer Project Report and Viva-Voice	--	4	DCC
Total Credits				22	

SEMESTER 6					
S. No.	Course Code	Subject	L-T-P	Credits	Category
1	BMS-302	Project Management	3-1-0	4	DCC
2	BMS-304	International Business Management	3-1-0	4	DCC
3	BMS-308 to BMS-338	Discipline Specific Elective-III	3-1-0	4	DEC
4	BMS-308 to BMS-338	Discipline Specific Elective-IV	3-1-0	4	DEC
5	BMS-306	Major Project Report and Viva- Voice	--	6	DCC
Total Credits				22	
In the sixth Semester all the students shall do the Major Project					

*From the basket as approved by University Level Committee/MOOC/NPTEL/SWAYAM etc.

Generic Open Elective Courses:

The following courses would be offered by the Management Department under the category of Generic Open Electives.

- **Basics of Income Tax**
- **Soft Skills and Personality Development**
- **Basic Business Analytics**
- **Digital Marketing Analytics**

HUMAN RESOURCE MANAGEMENT											
Course Code: BMS-201						Credits: 3					
Contact Hours: L-3 T-0 P-0						Semester: 1					
Course Category: BMS											

Introduction: This course focuses on issues and strategies required to select and develop manpower resources. The main objective of this course is to help the students to acquire and develop skill to design rational decisions in the discipline of human resource management.

Course Objective: The objective of this course is to make students familiar with the basic concepts of human resource management and people related issues.

- To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.
- To help the students focus on and analyze the issues and strategies required to select and develop manpower resources.
- To develop relevant skills necessary for application in HR related issues.
- To enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions.

Pre-requisite: None

Course Outcomes: After completion of the course, the students should be able to:

- Develop an understanding of the concept of human resource management and to understand its relevance in organizations.
- Develop necessary skill set for application of various HR issues.
- Analyze the strategic issues and strategies required to select and develop manpower resources.
- Integrate the knowledge of HR concepts to take correct business decisions.

Pedagogy: The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CA T	CA P	MTE T	MTE P	ETE T	ETI P	ETEP *
3	0	0	Yes	--	10	--	30	--	60	--	--

Contents

UNIT-I		10 Hours
<p>Human Resource Management: Introduction to Concept and Functions of HRM, Role, Status and Competencies of HR Manager, HR Policies, Evolution of HRM. Emerging Challenges of Human Resource Management; Workforce Diversity, Empowerment, Downsizing; VRS; Role of HRM in strategic management; Human Capital; Human Resource Information System.</p>		
UNIT-II		11 Hours
<p>Human Resource Planning: Human Resource Planning- Quantitative and Qualitative dimensions; Recruitment – Concept and sources; (E-recruitment, recruitment process outsourcing etc.); Selection – Concept and process; test and interview; placement induction. Job analysis – job description and job specification; job design: behavioral concerns, ergonomic considerations and flexible work schedules; introduction to employee empowerment, managing protean careers, moonlighting phenomenon etc</p>		
UNIT-III		10 Hours
<p>Training and Development: Concept and Importance; Identifying Training and Development Needs; Designing Training Programmes; Role Specific and Competency Based Training; Evaluating Training Effectiveness; Performance appraisal: nature and objectives; Modern Techniques of performance appraisal; Compensation: concept and policies; job evaluation; methods of wage payments and incentive plans; fringe benefits; performance linked compensation, 360 Degree Appraisal Technique.</p>		
UNIT IV		11 Hours
<p>Human Resource Development: Orientation Program; Requisite of an effective Program, Evaluation of Orientation Program. Strategic HRM: HRD audit, ethics and CSR; managing globalization; technology and HRM; work-life balance and green HRM practices; knowledge management.</p>		
Text Books		
1	G. Dessler. “A Framework for Human Resource Management”, Pearson Education, , 15 th Edition, 2017.	
2	D. A. Decenzo, S. P. Robbins, S. L. Verhulst, “Human Resource Management”, Wiley India Private Limited, 2015.	
3	Bohlendar and Snell, “Principles of Human Resource Management”, Cengage Learning, 2013.	

FINANCIAL MANAGEMENT	
Course Code: BMS-203 Contact Hours: L-3 T-0 P-0 Course Category: BMS	Credits: 3 Semester: 4

Introduction: Efficient Management of a business enterprise is closely linked with the efficient management of its finances. Accordingly, the objective of the course is to familiarize the students with the basic fundamentals, principles and practices of financial decision-making in a business unit in the context of a changing, challenging and competitive global economic environment. The purpose of the course is to offer the students relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice while making financial decisions and resolving financial problems.

Course Objectives: The objective of the course is to acquaint the students with the overall framework of financial decision-making in a business unit.

- To acquaint the students with the fundamentals of Financial Management
- To make them understand Decisions to be taken as a Finance Manager.
- The course will use and focus on Indian experiences, approaches and cases.

Pre-requisite: None

Course Outcomes:

Upon successful completion of the course, students will be able to:

- Understand the overall role and importance of the finance function for decision-making.
- Recommend whether and why a particular investment should be accepted or rejected by determining an appropriate investment criteria and projecting cash flows associated with corporate project evaluation.
- Differentiate between the various sources of finance and their pros and cons.
- Outline capital requirements for starting a business and management of working capital.
- Analyse the complexities associated with management of cost of funds in the capital structure.
- Apply the concepts of financial management to contemporary financial events.

Pedagogy: The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

Contents

UNIT-I		10 Hours
Financial Management Definition, scope, objectives of Financial Management, Profit maximization and wealth maximization - goal of a firm, Functions of a finance manager, Time value of money. Sources of Finance for different Organizations, comparative analysis of various sources of finance.		
UNIT-II		11 Hours
Capital Structure: Meaning and Theories of Capital Structure: Net Income, Net Operating Income and MM Approach and Traditional Approach, Factors Determining Capital Structure. Cost of Capital: Concept, Importance, Classification and Determination of Cost of Capital (Cost of Equity, Preference, Debt and WACC).		
UNIT-III		10 Hours
Capital Budgeting: Concept, Importance and Appraisal Methods: Pay Back Period, Accounting, Rate of Return, Net Present Value Method (NPV), Profitability Index, and IRR. Capital Rationing. Dividend Policy: Theories for Relevance and Irrelevance Concepts of Dividend.		
UNIT IV		11 Hours
Working Capital Management: Operating cycle, Working Capital Estimation, Concept, Management of cash: Preparation of Cash Budget, Inventory Management: EOQ Problem.		
Text Books		
1	M.Y. Khan and P.K. Jain, "Financial Management", McGraw Hill Education, 8 th Edition, 2018.	
2	I. M. Pandey, "Financial Management", Vikas Publishing House, 2015.	
3	S. Kapil, "Financial Management", Pearson Education, 2012.	
4	C. Prasanna, "Financial Management: Theory and Practice", McGraw Hill, 2017.	
5	S.N. Maheshwari, "Financial Management: Principles and Practice", Sultan Chand, 2019.	

INDIAN ECONOMY	
Course Code: BMS-205 Contact Hours: L-3 T-0 P-0 Course Category: BMS	Credits: 3 Semester: 3

Introduction: This course discusses about the basic nature of Indian Economy and describes the major features of Indian Economy Pre-Independence and Post-Independence. It also discusses about the growth and development during different phases of the economy and also about the current issues in Indian economic policy.

Course Objectives:

To help the students to understand the basics of Indian economy and to catch up with economic changes occurring at national and international levels.

- To acquaint the students with the fundamentals of Indian Economy.
- To make them understand how Indian economy is influencing the business environment in the Indian context.
- To understand about the developments associated with the ongoing structural reforms taking place in the Indian economy.

Pre-requisite: None

Course Outcomes: After completion of the course, the students should be able to:

- Have a clear understanding of the basic nature of Indian Economy.
- Explain the importance of planning in the evolution of Indian economy.
- Interpret the inequalities and imbalances that exist in the Indian economy and how policies can play a role in dealing with them.
- Understand and relate the contribution of different sectors in the growth of the economy.

Pedagogy: The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

Contents

UNIT-I		10 Hours
<p>Indian Economy: Features of Indian economy at the time of Independence. Growth vs development, Growth and structural change, the need for Economic Development, causes of under development, determinates of development, National Income of India-estimates, Interregional variations of national income, Transition of Planning commission to NITI Aayog (National Institution for Transforming India).</p>		
UNIT-II		11 Hours
<p>Economic Development – Human development Index. New Economy Policy; - Privatization, Liberalization, Globalization.</p> <p>Economic Development - Indian Infrastructure: Economic and Social Infrastructure: Transport, energy, Nuclear Energy, Communication. Human Development Index. Economic Reforms in India: New Economic Policy – Privatization, Liberalization and Globalization, Financial Reforms, Mobilization of resources for development.</p>		
UNIT-III		10 Hours
<p>Indian Agriculture Sector: Productivity, Land Reforms and Livestock; Indian Agriculture and International Comparisons; Agriculture Prices and Food Security.</p> <p>Indian Service Sector: Reasons for growth in Service Sector; Service-Led Growth; BPOs and KPOs in India; Global Comparisons; Contemporary issues.</p>		
UNIT IV		11 Hours
<p>Manufacturing Sector in India – Major Industries in production, Exporting Industries, Growth and problems of major industries-. Industrial policy. Small scale industries-Problems and policy. Global Value Chains and Industry 4.0 – Impact of technological transformation on manufacturing: Indian Cases from Manufacturing, Textiles, FMCG and Industrial Goods; Make in India Campaign, Aatam Nirbhar Bharat Campaign</p> <p>Indian Foreign Trade and EXIM policy – Special Economic zones in India. Globalisation vs Protectionism and contemporary issues.</p>		
Text Books		
1	Madhur M. Mahajan “Indian Economy”, Pearson, 2020	
2	R. Datt, and K.P.M. Sundhram, “Indian Economy”, Sultan Chand & Sons.	
3	I.C. Dhingra, “Indian Economy”, Sultan Chand & Sons, 2019.	
4	R. Singh, “Indian Economy”, McGraw Hill Education, 2018.	
Reference Books		
1	S.K. Mishra and V.K. Puri, “Indian economy”, Himalaya Publishing House, 2019	

E – COMMERCE	
Course Code: AMC-201 Contact Hours: L-3 T-0 P-2 Course Category: AMC	Credits: 4 Semester: 3

Introduction: The course imparts understanding of the concepts and various application issues of e-commerce like Internet infrastructure, security over internet, payment systems and various online strategies for e-commerce.

Course Objectives: The aim of the course is to introduce students to: (1) the fundamental principles of e-Business and e-Commerce and the role of Management, (2) the underlying used technologies with emphasis on Internet Technologies, and (3) the application of tools and services to the development of small scale-Commerce applications.

- Overview of the E-Commerce landscape in India and the world Component of a basic E-Commerce business
- E-Commerce business model
- E-commerce and E-Business
- E-Commerce marketing concepts and communications
- Security and Payment systems.

Pre-requisite: None

Course Outcomes: After completion of the course, the students should be able to:

- Recognize the impact of Information and Communication technologies, especially of the Internet in business operations.
- Recognize the fundamental principles of e-Business and e-Commerce.
- Distinguish the role of Management in the context of e-Business and e-Commerce.
- Explain the added value, risks and barriers in the adoption of e-Business and e-Commerce.
- Examine applications of e-Commerce in relation to the applied strategic.
- Develop and publish web pages using HTML.
- Use tools and services of the internet in the development of a virtual e-commerce site.

Pedagogy: The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	2	Yes	Yes	--	10	15	--	60	15	--

Contents

Theory Component	
UNIT-I	
10 Hours	
Basics of E-Commerce: Definition of E Business, E Commerce, Types of E Commerce, Benefits, Limitations and Barriers of E-commerce, Electronic Commerce Models, Value Chains in Electronic Commerce, E-Commerce in India., Web Based Tools for Electronic Commerce, e-Marketing, Intranet, Composition of Intranet, Business Applications on Intranet, Extranets. Electronic Data Interchange, Components of Electronic Data Interchange.	
UNIT-II	
11 Hours	
Security System for E-business: Basic E-Commerce Security issues, Electronic Commerce Threats, E-Commerce Security Strategy, Encryption, Digital Signatures, Digital Certificates, Securing E-commerce Networks: Firewalls, Personal Firewalls, IDS, VPNs, Public Key Infrastructure (PKI) for Security.	
UNIT-III	
10 Hours	
E-Payment System: Concept of e-Money, Internet Banking, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards, Infrastructure Issues in EPS, Electronic Fund Transfer.	
UNIT IV	
11 Hours	
Emerging Opportunities in E-Business: Business Models & Revenue Models over Internet, Emerging Trends in e-Business, Digital Commerce, Mobile Commerce, Basics of Internet Enabled SCM--e Supply Chain, Internet based Business Models; Case Studies on Indian E-Commerce success stories.	
Text Books	
1	E. Turban, D. King, D. Viehland, J. Lee, “Electronic Commerce – A Managerial Perspective”, Pearson Education, 2018.
2	B. Bhaskar, “Electronic Commerce-Framework, Technologies”, Tata McGraw Hill..
3	P. T. Joseph, “E-Commerce – An Indian Perspective”, PHI, 6 th Edition, 2019.
4	S. Gary, “Electronic Commerce”, Cengage Learning, 12 th Edition , 2016.
PRACTICAL COMPONENT	
UNIT-I	
28 Hours	
Course Objective: The objective of the course is to apply the techniques and tools studied in E-Commerce course. The course will include practical sessions regarding the various types of web commerce and a know-how and familiarity with these. Use a web page editor to create effective web pages. Design (plan) a simple e-commerce web site. Create, modify, enhance and publish a simple e-commerce web site.	
Text Books	
1	E. Turban, D. King, D. Viehland, J. Lee, “Electronic Commerce – A Managerial Perspective”, Pearson Education, 2018.
2	B.Bhaskar, “Electronic Commerce-Framework, Technologies and Applications”, Tata McGraw Hill.

OPERATIONS MANAGEMENT	
Course Code: AMC-203	Credits: 3
Contact Hours: L-3 T-1 P-0	Semester: 3
Course Category: AMC	

Introduction: This course discusses about the basic aspects of Operations Management. The course attempts to discuss various important planning, organizing and controlling aspects of Operations Management. This course prepares for a study of different operational issues in manufacturing and services organizations.

Course Objectives:

- To have an understanding of Operation Management and nature of the manufacturing systems.
- To understand the relationship between operations and other business functions.
- To understand techniques of location and facility planning; line balancing; job designing; and capacity p
- To determine various inventory related decisions and various costs associated with it.

Pre-requisite: None

Course Outcomes: After completion of the course, the students should be able to:

- Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.
- Analyze and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments.
- Develop aggregate capacity plans in operation environments.
- Plan and implement suitable material handling principles and quality control measures in the operations.

Pedagogy: The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

Evaluation Scheme:

Course Type		Examination			Relative Weights						
L	T	P	TH	PR	CA T	CA P	MTE T	MTE P	ETE T	ETI P	ETEP *
3	1	0	Yes	--	10	--	30	--	60	--	--

Contents

UNIT-I		10 Hours
<p>Operations Management: Introduction, Operations Management and Strategy, Tools for Implementation of Operations, Industry Best Practices. Operations Strategy: Operations Strategy, Competitive Capabilities and Core Competencies, Linkage Between Corporate, Business, and Operations Strategy, Developing Operations Strategy, Elements or Components of Operations Strategy, Competitive Priorities, Manufacturing Strategies, Service Strategies.</p>		
UNIT-II		11 Hours
<p>Operation Analysis:- Service Operations, Case: The Dabbawala system, Business Process Modelling, Data Driven Approach to Process Definition. Logical vs. Physical Database Modelling, Operations Scheduling: Introduction, Purpose of Operations Scheduling, Factors Considered while Scheduling, Scheduling Strategies, Scheduling Guidelines, Approaches to Scheduling, Scheduling Methodology [Quantitative], Scheduling in Services.</p>		
UNIT-III		10 Hours
<p>Supply Chain Management: Introduction, Domain Applications, SCM– The Breakthrough Article, Supply Chain Management, Views on Supply Chain, Bullwhip Effect in SCM, Collaborative Supply Chain, Inventory Management in Supply Chain, Financial Supply Chain – A New Revolution within the SCM Fold</p>		
UNIT IV		11 Hours
<p>Total Quality Management: Introduction, Meaning and Dimensions of Quality, Quality Control Techniques, Quality Based Strategy, Total Quality Management (TQM), Towards TQM – ISO 9000 as a Platform – Working with Intranet, Total Productive Maintenance (TPM)</p>		
Text Books		
1	B. Mahadevan, “Operations Management Theory & Practice”, Pearson Education, 2018.	
2	E. S. Buffa and R. K. Sarin, “Modern Production Operations Management”, 8th edition, John Wiley.	

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	
Course Code: BMS-202 Contact Hours: L-3 T-0 P-0 Course Category: BMS	Credits: 3 Semester: 4

Introduction: The basic objective of this paper is to make the students realize the importance of values and ethics in business.

Course Objective: This course endeavours

- To provide a background to ethics as a prelude to learn the skills of ethical decision – making.
- To apply the skills gained to the real and current challenges of the information professions.

Pre-requisite: None

Course Outcomes: After completion of the course, the students should be able to:

Pedagogy:

The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

Contents

UNIT-I		10 Hours
<p>Introduction: Morals, Values and Ethics, Integrity, Work Ethic, Respect for Others, Living Peacefully, Caring, Sharing, Honesty, Valuing Time, Co-operation, Commitment, Empathy, Self-Confidence, Character, Spirituality. Indian values (on the conceptual framework of Vedas): Purusharth, Niskama karma, Religion and Human Values, Towards a World Religion, Ethical Living and Harmony in Life. .</p>		
UNIT-II		11 Hours
<p>Values, Types and Formation of Values, Values and Behaviour, Business Ethics and Values, Values of Indian Managers, Ethical Decision Making. Ethics: Management Process and Ethics, Ethical Decision Making, Ethical Issues, Ethos of Vedanta in Management, Relevance of Ethics and Values in Business</p>		
UNIT-III		10 Hours
<p>Corporate Social Responsibility; Corporate Responsibility of Business: Employees, Consumers and Community, Consumer Protection Act, CSR and Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Philanthropy; Environmental Aspect of CSR, Models and benefits of CSR, Drivers of CSR; CSR in India.</p>		
UNIT IV		11 Hours
<p>Corporate Governance, Code of Corporate Governance, Corporate Governance: Meaning, significance and principles, Management and corporate governance, Corporate Governance and Ethics; CSR and Corporate Governance,</p>		
Text Books		
1	A. C. Fernando, “Business Ethics”, Pearson education.	
2	L. Hartman, Laura and A. Chatterjee, “Perspectives in Business Ethics”, McGraw Hill Education, 2017.	
3	M. Govindarajan, S. Natarajan and V. S. Senthilkumar, “Professional Ethics and Human Values”, PHI, 2013.	
4	A. B. Rao, “Business Ethics and Professional Values”, Excel Book.	
5	G. V. Manuel, “Business Ethics Concepts”, Prentice Hall of India.	

BUSINESS LAWS	
Course Code: BMS-204 Contact Hours: L-3 T-0 P-0 Course Category: BMS	Credits: 3 Semester: 4

Introduction: The Legal requirements are an essential part of the business. This course introduces the students the fundamental concepts, principles, and rules of law that apply to business transactions.

Course Objective: The objective of the course is to impart basic knowledge of the important business laws along with relevant case law. This course is designed to expose the student to the Indian Legal System and it's affect on business activities.

Pre-requisite: None

Course Outcomes: After completion of the course, the students should be able to:

- Demonstrate an understanding of the Legal Environment of Business.
- Apply basic legal knowledge to business transactions.
- Communicate effectively using standard business and legal terminology.

Pedagogy: The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

Contents

UNIT-I		10 Hours
<p>Introduction to Indian legal system: Define Law, Explain why we have laws, List the sources of Law, Explain why Govt. regulates business The Indian Contract Law: What is a Contract and what are its characteristics and kinds, What are the conditions of a valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects, Contract of Indemnity and Guarantee, Contract of Bailment & Pledge.</p>		
UNIT-II		11 Hours
<p>Law of sales of Goods – What is a Contract of sale, What are Goods and their classification, Meaning of price, Conditions and Warranties, Passing of property in goods, Transfer of title by non-owners, Performance of a contract of sale, Unpaid seller and his rights, Remedies for breach of contract. Consumer Protection Act- Introduction, Definitions, Rights of Consumers, Nature and Scope of Complaints, Remedies Available to Consumers</p>		
UNIT-III		10 Hours
<p>The Company’s Act: Introduction, Formation of a Company, Memorandum of Association, Articles of Association, Prospectus, Shares, Directors, General Meetings and Proceedings, Auditor, Winding up. Banking & Insurance Law- Introduction, Control and Regulation of Banking, Insurance in India, Regulation of Insurance Sector</p>		
UNIT IV		11 Hours
<p>Intellectual Property Laws- Introduction, Legal Aspects of Patents, Filing of Patent Applications, Rights from Patents, Infringement of Patents, Copyright and its Ownership, Infringement of Copyright, Civil Remedies for Infringement. The Competition Act- Introduction, Definitions, Enquiry into Certain Agreements and Dominant Position of Enterprise and Combinations, Miscellaneous Provisions, Finance, Accounts and Audit</p>		
Text Books		
1	M. C. Kuchhal and V. Kuchhal, “Business Law”, Vikas Publishing House, New Delhi, 2018.	
2	S.N. Maheshwari and S.K. Maheshwari, “Principles of Business Law”, Himalaya Publication House-New Delhi, 2016.	
3	R. Kumar, “Legal Aspects of Business”, Cengage Learning, 2016.	
4	K.D. Raju, “The Intellectual Property Rights & Competition Law A Comparative Analysis” Eastern Law House.	

BUSINESS RESEARCH	
Course Code: AMC-202	Credits: 4
Contact Hours: L-3 T-0 P-2	Semester: 4
Course Category: BMS	

Introduction: This course provides a basic understanding of the framework of research process, various research designs, techniques and methodologies and will help students identify various techniques for literature review and data collection and conduct research in a more organized manner

Course Objectives:

The objective of this paper is to understand the various aspects of research, identify the various tools available to a researcher. Research Methodology can help the business manager in decision making.

- To acquaint the students with the fundamentals of research and the research process.
- To understand the facets of research and availability of various tools.
- To help students in conducting research work and making research reports.
- To familiarize students with Statistical packages such as EXCEL.

Pre-requisite: None

Course Outcomes: After completion of the course, the students should be able to:

- Develop understanding of various kinds of research, objectives of doing research, research process, research designs and sampling.
- Be able to formulate research problem and develop a sufficiently coherent research design.
- Develop basic knowledge regarding various techniques for literature review, data collection and data analysis.
- Conduct research in a more organized manner.
- Write a research proposal.

Pedagogy: The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	2	Yes	Yes	--	10	15	--	60	15	--

Contents

Theory Component	
UNIT-I	10 Hours
Research Process: Meaning of research; Scope of Business Research; Importance of research in business decision making. Type of Research, Research process : Defining the Research Problem; Literature Review- Importance and sources of information; Identification of research problem and formulation of hypothesis.	
UNIT-II	11 Hours
Research Design and Data Collection: Research Design: Exploratory, Experimental and Causal Research Design. Data Collection and Preparation: Primary and Secondary sources. Measurement and Scaling - Uni-dimensional and Multidimensional scales; Measurement Scales- Nominal, Ordinal, Interval, Ratio; Ratings and Ranking Scale, Likert and Semantic Differential scaling, Paired Comparison, Itemized Rating Scale. Questionnaire and Form Design.	
UNIT-III	12 Hours
Data Analysis: Sampling : Design, Procedure and Techniques. Type1 and Type 2 errors. Hypothesis Testing. : Tests concerning means and proportions. Correlation and Regression; t-test (two tailed), z-test ANOVA(One-way), Chi-square test.	
UNIT IV	09 Hours
Report Preparation(Theory): Meaning, types and layout of research report; Steps in report writing; Citations, Bibliography and Annexure in report; JEL Classification.	
Text Books	
1	Chawala and Sondhi “Research Methodology: Concepts and Cases”, 2016
2	N. Malhotra “Marketing Research : An Applied Orientation”, 2019, 7 th Edition.
3	G. C. Beri, “Marketing Research”, McGraw Hill Education.
4	D.R. Cooper and S. P. Schindler, Business Research Methods, Tata McGraw Hill.
Reference Books	
1	R. Nargundkar, “Marketing Research: Text and Cases”, McGraw Hill Education, 2017.
2	R. Kumar, “Research Methodology: A step by step guide for Beginners”, Pearson. Education.
3	I. Levin & D.S. Rubin, “Statistics for Management”, Pearson Education, 2017.
4	Dangi, H., Dewan, S., “Business research methods”, Cengage Learning India Private Ltd., 2017.
Practical Component	
UNIT-I	28 Hours
Course Objective: The objective of the course is to apply the techniques and tools studied in Research methodology course. The course will include practical sessions regarding data analysis using SPSS. It will include use of descriptive statistics, correlation, regression, boxplots and statistical tests. The students	

will be required to prepare a project proposal, collect the data on field, perform above learnt statistical analysis and submit the project report.

Text Books

1	A. Field, "Discovering Statistics using IBM SPSS Statistics", Sage Publications, 2019, 4 th Edition.
2	R. Malhotra, "Empirical Research in Software Engineering: Concepts, Analysis & Applications", CRC press, 2016

MANAGEMENT INFORMATION SYSTEM	
Course Code: AMC-204 Contact Hours: L-3 T-0 P-0 Course Category: AMS	Credits: 3 Semester: 4

Introduction: This course is an introduction to Management Information Systems solutions through business-driven information systems. Focused on business concepts first and the technology that supports it second. This approach allows students to understand that business initiatives drive technology choices and decisions. We will incorporate numerous exercises to help students apply critical thinking elements in the course. Business Driven Information Systems is designed to give students the ability to understand how information technology can be a point of strength for an organization.

Course Objectives:

- The objective of the course is to acquaint the students about the concept of information system in business organizations, and also the management control systems
- To acquaint the students with the fundamentals of managing business
- To make them understand individual and group behavior at workplace so as to improve the effectiveness of an organization.
- The course will use and focus on Indian experiences, approaches and cases.

Pre-requisite: None

Course Outcomes: After completion of the course, the students should be able to:

- Analyze and synthesize business information and systems to facilitate evaluation of strategic alternatives.
- LO3. Effectively communicate strategic alternatives to facilitate decision making.
- Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making.
- Express ethical awareness and moral reasoning applied to a MIS problem, issue or case study

Pedagogy: The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

Contents

UNIT-I		10 Hours
<p>Introduction: Definition, Purpose, Objectives, and Role of MIS in Business Organization, pre-requisites for effective MIS, MIS Applications in Business. Information in Decision Making: Meaning and importance, Sources and Types of Information, information requirements with particular reference to Management Levels, Relevance of Information in Decision Making, Strategic Business objectives of information system.</p>		
UNIT-II		11 Hours
<p>Cost Benefit Analysis: Quantitative and Qualitative Aspects, Assessing Information needs of the Organization. System Development: Concept of System, Types of Systems – Open, Closed, Deterministic, Probabilistic, etc., System Approaches - System Development Life Cycle (SDLC), Prototyping, End User Development, Waterfall and Spiral method, System Analysis, Design and Implementation.</p>		
UNIT-III		10 Hours
<p>Types of Information Systems: Transaction Processing System, Expert System, Decision Support System, Executive Information system and Knowledge Management System. Information Technology: Recent Developments in the Field of Information Technology, Impact of IT on Organisation, Multimedia Approach to Information Processing, Centralised and Distributed Processing.</p>		
UNIT IV		11 Hours
<p>Emerging Concepts and Issues in Information Systems: ERP - An overview, Characteristics, and Role of ERP in Business Organization, Customer Relationship Management, Business Intelligence, Introduction to Database, Data Warehousing, Data Mining and its Applications, MIS and Information Security Challenges (Introductory aspects only).</p>		
Text Books		
1	Laudon, Management Information Systems, Pearson Education, 2018.	
2	W. S. Javadekar, “Management Information Systems”, Tata McGraw Hill Publication.	
3	J. O’Brien and G.M. Marakas, “Management Information System”, Tata McGraw Hill.	
4	G. B. Davis and M.H. Olson, “Management Information System”, Tata McGraw Hill Publication.	
5	D. P. Goyal, “Management Information Systems”, Macmillan Publication.	
6	M. Azam, “Management Information System”, Tata McGraw Hill.	

CYBER SECURITY					
Course Code	: AMC 206	Credits	: 3		
Contact Hours	: L-3 T-0 P-0	Semester	: 4		
Course Category	: AMC				

Introduction: This course is designed to enable students to be aware of basics and principles of cyber security. The course will enable students to learn different types of security features available in operating systems and devices and implement them in day to day life. The course covers prevention of cyber crime through use of cyber security and its related laws with Indian context.

Course Objectives

- To learn principles of Information security
- To learn implementation of security features and security configurations in various devices and applications in both desktop and mobile
- To learn various cyber-crime pertaining to e-commerce and m-commerce industry, its related laws and the ways to prevent them.

Pre-requisite:

- None

Course Outcome: Upon successful completion of this course, students will be able to:

- Learn basics of cyber security and its principles.
- Configure desktop, laptops, mobile devices, Smart phones, email, apps using the available security features.
- Prevent cyber crime and manage frauds pertaining to m-commerce and e-commerce.
- Learn various laws pertaining to Cyber Crime and Cyber Security with Indian Context.

Pedagogy

Lectures will be imparted along with hands on lab sessions to learn security features, setting and configurations for various devices, email, apps, and e-commerce and m-commerce applications.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	C A T	CA P	MTE T	MTE P	ETE T	ETI P	ETEP *
3	0	0	Yes	--	10	--	30	--	60	--	--

Contents

UNIT-I		11 Hours
<p>Introduction: Information as an asset, Information Security Concepts, Computer and Internet Security, Security Services, Security goals, Attributes of Information Security, Confidentiality, Integrity, Authentication, Availability and Non repudiation, Principle of least privilege, Access Control, Secure Design Principles, Defence Models: The Lollipop Model, The Onion Model, Security attacks, Threats, Vulnerabilities, Malicious Software, Virus, Trojan, Worms, Spywares.</p>		
UNIT-II		10 Hours
<p>Securing PC (Windows Security), Securing Smart Phone, Securing Laptops/Tabs, Securing Pen drives, Physical Security, Wi-fi security, Email Security and Best Practices, Browser security, Email Architecture, Email Tracing, Secure download, Secure Apps, Spam mails, Identity theft, Security and Privacy in Social Media Platforms (WhatsApp security, Facebook, Instagram etc)</p>		
UNIT-III		10 Hours
<p>Cryptography Basics, Symmetric Vs Asymmetric Cryptography, Key management, Public Key cryptography and Applications, Message Authentication Code, Message Digest, Properties of message authentication code, Hash Function, Properties of Hash Function, Secured Hash Algorithm, Digital Signature</p>		
UNIT-IV		11 Hours
<p>Cyber Crime, Types of Cyber-crime, Cyber Attacks methodology, Hacking, Phishing, credit card fraud, Malware, M-commerce e.g. mobile wallet, mobile payment m-banking and security issues, Prevention of Cyber Crimes and Fraud Management, Threats to Critical infrastructure, software Piracy and legal issues, , Indian IT ACT, 2000 and its amendments 2008 & 2011, Mobile law in India, Legal issues pertaining to Device, Mobile Apps and Social Media</p>		
Text Books		
1	William Stallings, “Cryptography and Network security: Principles and Practices”, Pearson Education.	
2	Nina Godbole, “Information Systems Security: Security Management, Metrics, Frameworks and Best Practices”, Wiley, 2017, Second Edition.	
3	Alfred Basta, Nadine Basta, Mary Brown, “Computer Security and Penetration Testing”, Cengage India Private Limited, 2017, Second Edition.	
Reference Books		
1	Mark Rhodes, “The complete reference Information security”, 2nd Edition, McGraw Hill.	
2	Pavan Duggal., “Law Relating to iPads, Tablets, Smartphones & Smart Devices,” Universal Law Publishing & Co.	
3	“Prevention of Cyber Crimes and Fraud Management”, Indian Institute of Banking and Finance, 2017.	

DISASTER MANAGEMENT	
Course Code: AMC-208 Contact Hours: L-2 T-0 P-0 Course Category: AMS	Credits: 2 Semester: 4

Introduction: Natural and technological hazards affect the everyday life as well as long-term development plans. For many decades the prevailing approach in dealing with disasters was focus on response and recovery, however lately pre-disaster actions to minimize the disaster risks are getting importance. The course introduces Disaster Management, focusing on natural disasters.

Course Objectives: The objective of the course is to acquaint the students about the concept of information system in business organizations, and also the management control systems

Pre-requisite: None

Course Outcomes: After completion of the course, the students should be able

- To gain and integrate knowledge, to analyze, evaluate and manage the different public health aspects of disaster events at local and global levels
- To describe, analyze and evaluate the environmental, social, cultural, economic, legal and organizational aspects, minimize risk, prepared community and develop capacities to mitigate disasters.
- To understand theoretically and practically different step of disaster management and relate their interconnections, with psychosocial, livelihood, logistics and Public Health aspects of the disasters
- To build capacity to work at the time of need, support community.

Pedagogy: The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
2	0	0	Yes	--	10	--	30	--	60	--	--

Contents

UNIT-I		4 Hours
<p>Concepts and definitions of disaster - hazard, vulnerability, resilience, risks, rehabilitation, reconstruction, search and rescue before, during and after disasters. Disaster Profile of India – Mega Disasters of India and Lessons Learnt.</p>		
UNIT-II		10 Hours
<p>Categories of disasters -Natural disasters – earthquake, cyclone, landslide, flood, tsunami, heat waves, cold waves, avalanches, Man-made disasters – fire, urban fire, forest fire, Chemical, biological, radiological and nuclear disasters, armed conflict and civil strife, oil and Gas leakage, Transport disasters Factors affecting Vulnerabilities, impact of Development projects such as dams, high rise constructions etc.</p>		
UNIT-III		6 Hours
<p>Geo-informatics in Disaster Management (RS, GIS, GPS and RS), Disaster Communication System (Early Warning and Its Dissemination), Use of ICT, mobile technology, alarms etc, Application of Drone.</p>		
UNIT IV		8 Hours
<p>Disaster Management Act 2005, Disaster Management National Policy, Disaster Management cycle, Role of Government (local, state and national), Non-Government, Inter-Governmental and UN Agencies</p>		
<p>Demonstration/Drills of</p> <ul style="list-style-type: none"> · Cardiopulmonary Resuscitation (CPR) · Search and Rescue Operations · Earthquake Evacuation Drill · Demonstration of Fire Drill 		
Text Books		
1	https://ndma.gov.in/en/	
2	Alexander David, Introduction in Confronting Catastrophe, Oxford University Press.	
3	Kapur, Anu & others, Disasters in India Studies of grim reality, Rawat Publishers, Jaipur.	
4	Mukta Girdhar, Natural Disasters, Amy publication, Dariyaganj, New Delhi, 2019.	
Reference Books		
1	Andharia J. Vulnerability in Disaster Discoures, JTCDM, Tata Institute of Social Sciences Working Paper No. 8, 2008.	
2	Govt. of India: Disaster Management Act 2005, Government of India, New Delhi.	

BASICS OF INCOME TAX	
Course Code: GEC-201 Contact Hours: L-3 T-0 P-0 Course Category: GEC	Credits: 2 Semester: 3

Introduction: Knowledge of Important laws related to Income Tax is very much important for making right decisions in Business. To accomplish this objective, it is necessary to learn the basic laws which are used there in business. This course will focus on the provisions of Income tax Act and laws important for management students.

Course Objective: The course aims to help students to comprehend the basic principles of the laws governing Income tax. Students are expected to have only elementary knowledge of the topics specified in the syllabus.

Pre-requisite: None

Course Outcomes: After completion of the course, the students should be able to:

- Understand the basic of Income Tax
- Calculation of Taxable income for different Assesses
- Provisions of Income tax savings
- Filing income tax return

Pedagogy: The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETET	ETIP	ETEP*
3	0	0	Yes	--	10	--	30	--	60	--	--

UNIT-I		07 Hours
Introduction to Direct Tax code, Salient Features and Basic Concepts – Previous Year, Assessment Year, Person, Gross Total Income and Agricultural Income, Residential Status and Incidence of Tax, Fully Exempted Incomes		
UNIT-II		07 Hours
Sources of Income-Salary (perquisites, allowances and retirement benefits), House Property, Business or Profession, Capital Gains, Other Sources		
UNIT-III		07 Hours
Deductions u/s 80C to 80U, Provisions for Clubbing of Income (simple problems), Meaning and Provisions of Set off and Carry Forward of Losses (simple problems), Concept of Presumptive Income and deductions.		
UNIT IV		07 Hours
Deduction of Tax at Sources, Payment of Advance Tax, Assessment of Individuals (computation of Total Income and Tax Liability) and Procedure for filing of returns (online filing- ITR).		
Text Books		
1	B. B. Lal, “Income Tax and Central Sales tax Law and Practice”, Pearson Education.	
2	V. K. Singhania and M. Singhania, “Students Guide to Income Tax”, Taxman Publications.	
3	G. Ahuja and R. Gupta, “Systematic Approach to Income Tax”, Bharat Law House.	

SOFT SKILLS AND PERSONALITY DEVELOPMENT	
Course Code: GEC-2xx Contact Hours: L-2 T-0 P-0 Course Category: GEC	Credits: 2 Semester: 3,4

Introduction: This course aims to enhance the various soft skills essential for students like, Speaking Skills, Listening, Leadership, Team behavior, Time Management etc. thereby resulting in overall personality development of students to a considerable extent.

Course Objective: The primary objective of this course is to facilitate personality development in students by providing adequate opportunities to them with lots of practice sessions.

Pre-requisite: None

Course Outcomes: After completion of the course, the students should be able to:

- Understand the basics of effective communication skills
- Improve their group discussion participation
- Face industry interviews with confidence
- Draft effective professional documents

Pedagogy: The teaching pedagogy will be a blend of teaching and learning techniques including:

- Interactive Lectures and Case Discussions
- Project work and Written Assignments
- Group Discussions
- Team Presentations.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CA T	CA P	MTE T	MTE P	ETE T	ETI P	E*TEP
2	0	0	Yes	--	10	--	30	--	60	--	--

Contents

UNIT-I		07 Hours
Self Analysis through SWOT, Leadership Skills, Team Behaviour, Time Management, Listening Skills, Speaking with Impact.		
UNIT-II		07 Hours
Group Discussions: Performing with an edge, Presentation Skills: Creating the Desired Impact		
UNIT-III		07 Hours
Interview Skills : Types of Interview, Strategies to prepare and face an interview, Tips to succeed in interview		
UNIT IV		07 Hours
Professional Writing: Email writing, Paragraph writing, Drafting Negative Messages		
Text Books		
1	Rajendra Pal, J S Kothari. Essentials of Business Communication, Sultan Chand & Sons, 2017.	
2	Andre J. Rutherford. Basic Communication Skills for Technology, Pearson Education Asia, 2014.	
3	K.R. Lakshminarayanan, English for Technical Communication, Scitech Publications, 2015.	
Reference Books		
1	RK Madhukar, Business Communications, Vikas Publishing House Pvt. Ltd. 2018.	
2	English in Mind, Herbert Puchta and Jeff Stranks, 2 nd Edition, Cambridge University Press.	
3	Suresh K, P. Srihari, J Savitri, Communication Skills and Soft Skills: An Integrated Approach, 1 st Edition. Pearson Education.	

BASIC BUSINESS ANALYTICS	
Course Code: GEC-204 Contact Hours: L-2 T-0 P-0 Course Category: GEC	Credits: 2 Semester: 4

Introduction: The course provides an understanding of Basic concepts of Business Analytics like Descriptive, Predictive and Prescriptive Analytics and an overview of Programming using R.

Course Objectives: Quantitative techniques are important as a tool in decision making. They assist in analysis of situations and aid managerial decision making. The objective of the course is to introduce the students to basic mathematical and statistical methods for solving problems in business and make decisions. The course will enable students to get hands on expertise in the application of these tools

Pre-requisite: None

Course Outcomes: After completion of the course, the students should be able to:

- Implement analytical models in the software tools.
- Interpret the results of business analytics and their implications to business administrations.
- Make data driven decisions to optimize the business process and address issues in business administrations.

Pedagogy: The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	CAT	CAP	MTET	MTEP	ETE T	ETIP	ETEP
2	0	0	Yes	--	10	--	30	--	60	--	--

Contents

UNIT-I		07 Hours
Introduction to Business Analytics: Definition of Business Analytics, Categories of Business Analytical methods and models, Business Analytics in practice, Big Data - Overview of using Data, Types of Data.		
UNIT-II		07 Hours
Descriptive Analytics: Over view of Description Statistics (Central Tendency, Variability), Data Visualization-Definition, Visualization Techniques – Tables, Cross Tabulations, charts, Data Dashboards using Ms-Excel or SPSS.		
UNIT-III		07 Hours
Predictive Analytics: Trend Lines, Regression Analysis –Linear & Multiple, Forecasting Techniques, Data Mining Definition, Approaches in Data Mining- Data Exploration & Reduction, Classification, Association, Cause Effect Modelling.		
UNIT IV		07 Hours
Prescriptive Analytics: Overview of Linear Optimization, Non Linear Programming Integer Optimization, Cutting Plane algorithm and other methods, Decision Analysis – Risk and uncertainty methods.		
Text Books		
1	C. Hemann and K. Burbary, Digital Marketing Analytics: Making sense of consumer data in a digital world, Que Publishing.	
2	Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams- Essentials of Business Analytics, Cengage Learning, 2019.	
3	James Evans, Business Analytics, Pearson, 2017, Second Edition.	
4	Albright Winston, Business Analytics- Data Analysis-Data Analysis and Decision Making, Cengage Learning, Reprint 2017.	
5	Sahil Raj, Business Analytics, Cengage Learning.	

DIGITAL MARKETING ANALYTICS	
Course Code: GEC-2xx Contact Hours: L-2 T-0 P-0 Course Category: GEC	Credits: 2 Semester: 3,4

Introduction: This course will help students in understanding digital marketing methods to be used by them as analysts, consumers or entrepreneurs and to inculcate the fundamental concepts of digital marketing. The course includes basics of various tools of the trade such as social media listening, search analytics being used in business to gain competitive advantage.

Course Objective: The aim of the course is to aid students in understanding digital marketing methods from the viewpoint of several parties such as analysts, consumers or entrepreneurs and to inculcate the fundamental concepts of digital marketing.

Pre-requisite: None

Course Outcomes: After completion of the course, the students should be able to:

- Understand the basics of digital marketing.
- Understand social media and search analytics.
- Understand search analysis and paid advertisement.

Pedagogy: The teaching pedagogy will be a blend of teaching and learning techniques including:

- Lectures and Case studies
- Project works and assignments
- Group works and Interactive discussions.

Evaluation Scheme:

Course Type			Examination		Relative Weights						
L	T	P	TH	PR	C A T	CA P	MTE T	MTE P	ETE T	ETI P	ETEP *
2	0	0	Yes	--	10	--	30	--	60	--	--

Contents

UNIT-I		07 Hours
Introduction: Understanding the Digital Media Landscape: Digital Media Types, Paid & Owned Media, Understanding Digital Analytics Concepts: Owned & Earned Social Metrics, Demystifying Web Data, Searching for the Right Metrics, Paid & Organic Searches.		
UNIT-II		07 Hours
Tools of the Trade: Social Media Listening and Search Analytics: Tools: Identification, Data Capture, Spam Prevention, Integration with Other Data Sources, Cost, Mobile Capability, API Access, Consistent User Interface, Workflow Functionality, Historical Data.		
UNIT-III		07 Hours
Understanding Social Media Engagement Software, Easy-to-Navigate User Interface, Reliability, Robust Analytics Dashboards, Mobility, CRM Hooks.		
UNIT IV		07 Hours
Search Analysis and Return on Investment: Search Analysis: Search Analytics for Digital Strategy, Content Strategy, Planning and Paid Advertising.		
Text Books		
1	C. Hemann and K. Burbary, Digital Marketing Analytics: Making sense of consumer data in a digital world, Que Publishing, 2018, Second Edition.	
2	R. Venkatesan and P. Farris, Cutting-Edge Marketing Analytics: Real World Cases and Data Sets for Hands On Learning, Pearson Education.	
3	W.L. Winston, Marketing Analytics: Data-Driven Techniques with Microsoft Excel, Wiley.	
4	S. Sorger, Marketing Analytics: Strategic Models and Metrics, Admiral Press.	
5	M. Sponder and G.F. Khan, Digital Analytics for Marketing, Routledge, 2017.	